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ARTS AND INDUSTRY

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with ELECTRONICS REPORTS

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1954 TV TIME SALES TO TOP \$600,000,000: We guesstimated 1953 TV time sales would be somewhere between \$450,000,000 & \$475,000,000 -- and FCC's figure, which is official, was \$430,800,000 (Vol. 10:21). Again giving ourselves a 5%-plus-or-minus leeway, we venture out on the proverbial limb once more and estimate the figure for this year will surpass \$600,000,000. That's based on increasing TV network time sales, which jumped 44% to reach \$99,928,000 in first 4 months of this year alone (see latest PIB figures, Vol. 10:22); on progressive increases in national spot and local business; on more stations on the air; and on generally higher station & network time charges.

Bear in mind the \$600,000,000 figure represents gross time sales alone. For all TV advertising expenditures, including talent & production, McCann-Erickson's 1953 estimate for Printers' Ink put the 1953 figure at \$688,700,000 (\$529,700,000 national, \$159,000,000 local), which we think should go up this year to considerably more than \$800,000,000 -- possibly as high as \$900,000,000. On authority of CBS's Frank Stanton, the industry can look forward to "TV advertising expenditures of the order of \$1.25 billion by 1957 or 1958" (Vol. 10:14).

How do TV's 1953 time sales of \$430,800,000 compare with radio's? FCC audit won't be available until July or Aug., but the 1954 Broadcasting Yearbook in Jan. estimated radio's 1953 net time sales at \$498,428,000, or about 5% ahead of all-time peak achieved in 1952. Without in the least disparaging radio, it's to be doubted whether 1954 radio figure will go up much -- what with network decline (lower rates due again soon) and relatively static number of stations. It will be disputed -- and we hope we're wrong -- but radio as a whole seems to have reached a "plateau."

But youthful TV, with only 384 stations on air now and probably no more than 435 by year's end, is still bursting its britches. Time sales were mere \$500,000 in 1946, \$1,900,000 in 1947, \$8,700,000 in 1948; then shot up to \$34,300,000 in 1949, \$105,900,000 in 1950 -- all non-profit years. They were \$235,700,000 in 1951, then \$324,200,000 in 1952, \$430,800,000 in 1953 -- profit years. (For FCC figures on 1946-1952 TV and radio revenues, expenses & earnings, see TV Factbook No. 18, p. 370.)

DOERFER RENAMED, CHAIRMANSHIP IN DOUBT: FCC Comr. John C. Doerfer, Wisconsin Republican, won reappointment this week to 7-year term from June 30 -- and, with no word yet on renaming of now acting chairman Rosel Hyde to Commission chairmanship, it's being assumed by many that Doerfer will be designated for that job following Senate confirmation. Senate hearing on confirmation is expected within week or 10 days, with all likelihood of approval, though Sen. Bricker's Interstate Commerce Committee may well seek to extract pledges from him regarding current uhf problem and effort may be made to pin "McCarthy" label on him because the embroiled Wisconsin Senator had approved him. Actually, he's a protege of Gov. Kohler, was first slated for the Federal Power Commission or the Securities & Exchange Commission, was endorsed by entire Wisconsin GOP delegation when appointed by President Eisenhower in March 1953. He joined FCC April 15, 1953 to fill out unexpired term of resigned Comr. Jones, who

had been succeeded by Democrat Comr. Eugene Merrill who failed to get reappointed. Doerfer is 49, a lawyer, ex-chairman of Wisconsin Public Service Commission. Possibility of his designation as chairman seems enhanced by fact White House, despite industry pressures (perhaps because of them), allowed the popular Chairman Hyde's chairmanship to expire April 30. It has indicated favor of one-year rotations on independent agencies, left it to fellow commissioners to elect Hyde acting chairman. Next FCC vacancy is due June 30, 1955 when Comr. Hennock's term expires. A New York Democrat, her reappointment is unlikely in light of the Senate Judiciary Committee's failure to confirm her nomination in 1952 to a Federal district judgeship.

VMF FORCES MAP UHF HEARING STRATEGY: Senate's hot uhf hearing is now due to resume June 15-18 -- and vhf leaders welcomed the extra time to marshal heavy support for their arguments that the Potter subcommittee shouldn't "help uhf by hurting vhf."

Uhf operators, too, working through their 2 organizations, held more strategy huddles during the week to determine the best way to demolish the arguments they anticipate the vhf and major network witnesses will use at the hearing.

And NARTB, caught in the middle, tried hard to pour oil on troubled waters.

As hearings developed into battle royal between TV's haves and have-nots, it became obvious the communications subcommittee couldn't wind up the hearings in the 2 days originally allotted for them this week -- hence the postponement until 1:30 p.m. Tue., June 15, when Senators begin 3½ more days of fact-finding.

So far, 23 witnesses are slated to appear -- and it's safe bet that at least half-dozen more will be added by June 15. Not only will the vhf stations and the networks get their innings, but the uhf stations get chance to reinforce their case which so impressed the Senators during first phase of hearings (Vol. 10:21) -- with about 10 more uhf spokesmen still due to appear. FCC members are expected to get another grilling before sessions conclude. (Tentative list of witnesses on p. 14.)

* * * *

The informal "organization" of vhf telecasters, spawned in the corridors at last week's Chicago NARTB convention (Vol. 10:22), swung into high gear this week, directed by a high-powered "steering committee" of vhf old-timers and coordinated by Washington communications attorney Ted Pierson (Pierson & Ball).

Beating the drums for maximum industry support, the group May 28 telegraphed all vhf operators, grantees and applicants -- some 600 in all -- outlining its stand and urging them to join in presentation. Vhf group's platform, as outlined in wire:

Opposition to uhf-backed proposals to eliminate vhf-uhf intermixture, to reimpose freeze, to move all TV into uhf, to reduce or limit coverage of vhf stations. Support for "all reasonable and proper steps to encourage production and distribution of all-channel tuners," and use of booster stations to fill "holes" within uhf stations' coverage areas. Vhf committee pledged to "support constructive steps, but oppose all having adverse effect on the medium."

Wire was signed by informal steering committee consisting of Robert Swezey, WDSU-TV, New Orleans; Henry Slavick, WMCT, Memphis; P.A. Sugg, WKY-TV, Oklahoma City; Lawrence H. Rogers, WSAZ-TV, Huntington, W.Va.; J. Leonard Reinsch, Cox Stations; Jack Harris, KPRC-TV, Houston; Harold Hough, WBAP-TV, Fort Worth; Paul R. Bartlett, KPFE, 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 excise tax changes into current tax revision bill, the Senator stated he'll try to add his amendment to another tax bill later. While odds are against Finance Committee approving such an amendment, Johnson feels it would be difficult for it to continue to ignore the Potter subcommittee's unanimous approval or the overwhelming industry support for his proposal.

MD. EASTERN SHORE'S FIRST, CANADA'S 11th: First new uhf to take air in last 6 weeks -- WBOC-TV, Salisbury, Md. (Ch. 16) -- begins regular test patterns June 7 (9 hours daily) in wake of this week's sporadic tests that brought reports of excellent signals over flat terrain that is ideally suited for uhf. In center of rich, populous Delmarva peninsula, it's 85 air miles from both Baltimore and Washington, will begin regular programming week of June 21 to deliver ABC & DuMont shows from Baltimore, along with Baltimore Orioles games, via own microwave relay at East Newmarket, Md. Gen. mgr. Charles J. Truitt claims station opens up brand new Grade A service area, with 75-80% of TVs already converted. It uses 1-kw RCA transmitter, 600-ft. Wind Turbine tower with 47-ft. RCA antenna. Base rate is \$200, no rep yet named.

CHCH-TV, Hamilton, Ont. (Ch. 11) began test patterns June 4, starts regular programming June 7 -- Canada's 11th station, 5th privately owned. It will be first in Canada to carry Admiral-sponsored Bishop Sheen show. Located 36 mi. from Toronto, still exclusive CBC territory, and 56 mi. from Buffalo, it's jointly owned by radio stations CKOC, CHML and Hamilton Spectator's CJSH-FM. CHML's Ken Soble is gen. mgr., S.J. Bibby asst. mgr. Base rate is \$300. Reps are Adam Young (U.S.) and All-Canada.

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Note: Another manifestation of faith in uhf, which can boast quite a few successful operations despite adverse impression created at Senate hearings (see p. 2), is deal whereby Knoxville's WTSK-TV (Ch. 26) is being sold for \$300,000 to radio operators of Evansville, Ind. (for details, see p. 14). Station is CBS-DuMont outlet which began operating last fall just about same time as did vhf (NBC), so that there's little or no conversion problem. It's operating in red, though close to the break-even point; buyers, having seen uhf work well in their own uhf-only territory, feel confident they can put the station over in intermixed area.

FCC GRANTS 4, MERGERS & DROPOUTS CONTINUE: This week's 4 CPs comprised 3 vhf's, one of them educational, and one uhf -- all the commercial grants coming after dropouts of competitors. FCC thus demonstrated its intention of continuing normal granting procedure despite current uhf-vhf controversy (see p. 2).

The week's grants: Munford, Ala., Alabama Educational TV Commission, Ch. 7; Ft. Smith, Ark., American TV Co. (interlocking with KWHN), Ch. 5; Mansfield, O., Fergum Theatres, Ch. 36; Oak Hill, W.Va., WOAY, Ch. 4.

Ft. Smith CP came from final decision after George Hernreich dismissed with agreement allowing him to obtain 50% of grant. Oak Hill grant was made possible by dropout of WJLS, Beckley, which has 4-year option to purchase 40%. Comr. Hennock

dissented from both, saying she feared monopoly. Fergum Theatres obtained the Mansfield grant after Mansfield Journal decided not to continue with hearing.

Arguments that come up during hearings continue to occupy much of the FCC's time. Among current crop of actions was turndown of latest protest of WGVL, Greenville, S.C. (Ch. 23) against grant of transmitter site on nearby Paris Mt. to vhf WSPA-TV, Spartanburg, and rejection of Zenith Radio Co.'s assertion that CBS violated its STA for Ch. 2 in Chicago by buying Chicago Arena for new WBBM-TV studios.

Novel angle came up in Ch. 3 fight between WREC and WMPS, Memphis. WREC had urged that hearing delve into program WMPS had carried discussing Dr. Kinsey's book "Sexual Behavior of the Human Female." Examiner rejected WREC's argument and latter appealed to full Commission. FCC upheld the examiner, but Comrs. Doerfer and Lee dissented. In his statement, Doerfer said:

"No responsible person denies the necessity of parental supervision of their children in a discussion of sex problems and abnormalities. Here there can be drawn a reasonable inference that an invited guest was 'present' in numerous playrooms, homes and recreation centers discussing sex when a maximum number of children would be listeners without supervision.

"Although this Commission may be powerless to censor program material or to time it, it certainly need not reward or encourage a lack of good judgment and 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 uhf telecaster came to FCC with request for waiver of the rules to permit installation of repeaters to fill holes in his "normal" coverage area, he'd probably get approval pronto (Vol.10:7). There are now indications that Commission is willing to go even further -- if it will help uhf.

The real paradox is this: The uhf telecasters whom FCC is anxious to help aren't the ones prepared to spend money for the boosters or satellites, while the vhf telecasters who are ready, willing and able to build, have been getting a deaf ear. It now looks as if the vhf folk can get somewhere -- if they propose uhf satellites. Their chances of getting vhf boosters are something else.

Things should be coming to a focus soon. The FCC has before it 2 petitions: Sylvania, for approval of uhf satellites (Vol.9:38); WSM-TV, Nashville, for go-ahead on vhf boosters (Vol.9:45). In addition, 2 uhf experiments are going on: Ben Adler's uhf booster in New Rochelle, N.Y. and Bridgeport, Conn., and RCA's uhf booster in Vicksburg, Miss. (Vol.10:17). Related activity is Sarkes Tarzian's plan to deliver programs to three uhf near-satellites from his vhf WTTV, Bloomington, Ind. (Vol.10:7).

Sylvania's experiments in Emporium, Pa. and its subsequent petition were regarded by FCC as extremely complete. WSM-TV pioneered new techniques with its vhf booster in Lawrenceburg, Tenn., brought good signal to town; just this week, however, station informed FCC that it has nothing more to learn from experimenting and that commercialization is next step. Ben Adler says he's more convinced than ever about practicability of uhf boosters. RCA engineers seem to have no doubts at all that Vicksburg operation will be complete success.

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Comments by Comr. George Sterling and Broadcast Bureau chief Curt Plummer at NARTB convention (Vol. 10:22) demonstrated receptivity of Commission to concept of satellites and boosters. Then why doesn't FCC act? Answer is simple: Whole uhf situation is so ticklish that Commission will do absolutely nothing affecting allocations until Potter hearings are over (see p. 2).

Discontinuance of WSM-TV's Lawrenceburg Ch. 4 booster will make a lot of folk unhappy. Residents have become accustomed to getting good signals for the 3-days-a-week booster which has operated under experimental requirements. Their Congressman Pat Sutton urged commercialization a year ago (Vol. 9:17). Completely cut off now, constituents are likely to raise a new howl.

WSM-TV pres. Jack DeWitt, in letter to FCC June 2, stated that nothing can be gained from further experiments, but added: "If the Commission wishes to authorize WSM Inc. to continue operation of the booster station in order to bring an improved service to the people of Lawrenceburg, we shall, of course, be glad to carry out such an authorization on any basis not requiring adherence to an experimental proposal."

WSM-TV also reminded the FCC that it had once proposed to operate uhf satellites but got turned down. Chances now are that the Commission may prefer uhf satellites operated by uhf or vhf originating stations but that vhf boosters operated by vhf stations are less likely to be approved.

Cost of boosters isn't great. Most talk is about 10-15 watt units to sell for \$2-3000, though one guess is \$10-15,000. Satellites are considerably more complex because they operate on a different channel from originating station. It's expected they'll cost many times more than boosters.

Personal Notes: Benedict P. Cottone, ex-FCC gen. counsel, severs his connection with law firm of Lucas & Thomas June 21 and opens his own office at 1631 K St. NW, Washington (phone Republic 7-7795) . . . J. Glen Taylor, General Teleradio Inc. v.p., appointed exec. asst. to pres. Tom O'Neil; he was originally with parent General Tire & Rubber Co. . . . Steven Krantz promoted to WNBT program director, Steve White to WNBC program director, both jobs previously held by Dick Pack, resigned . . . Ralph Colin, CBS director & gen. counsel, members of law firm of Rosenman, Goldmark, Colin & Kaye, elected to board of trustees, Museum of Modern Art . . . G. Richard Shafto, v.p. & gen. mgr. of WIS-TV & WIS, Columbia, S. C., elected to BMI board . . . Judge Justin Miller, retired chairman of NARTB, now associated with Los Angeles law firm of McClean, Salisbury, Petty & McClean, one of whose partners is Don Petty, ex-gen. counsel of NARTB . . . E. K. Hartenbower, gen. mgr. of KCMO-TV & KCMO, Kansas City, reelected to NARTB radio board as District 10 director . . . Ben B. Baylor Jr., ex-WMAL-TV & WMAL, Washington, recently with KEDD, Wichita, on June 1 became v.p. & gen. mgr. of upcoming WINT-TV, Waterloo-Ft. Wayne, Ind. (Ch. 15), due on air about Sept. 1; head of project is R. Morris Pierce, Cleveland, whose former associates at WGAR (John Patt, Worth Kramer, Sibley Moore, Carl George) have acquired minority interests in WINT-TV . . . Charles L. Kelly named TV mgr., Robert W. Jonscher mgr. of radio, WMAL-TV & WMAL, Washington, in split operations effected this week by v.p. & gen. mgr. Kenneth H. Berkeley; Neal J. Edwards continues as WMAL-TV sales mgr., Charles D. Bishop program mgr. . . . Charles W. Stone, ex-mgr. of WTVU, Scranton, joins WCPO-TV, Cincinnati . . . Wm. Koster, WPJB, elected pres. of Rhode Island Broadcasters Assn., acting pres. Norman Gittleson, WJAR-TV, becoming v.p. . . . Richard Golden named director of CBS Radio network sales presentations, Frank Nesbitt promoted to director of sales development . . . Joe Thompson and Roy Neal will handle west coast operations of Dave Garroway's 7-9 a.m. *Today* when it's extended to coast off line via kine Sept. 27 . . . Eugene Carr replaces Roy D. Moore, deceased, as pres. of Ohio Bestg. Co., subsidiary of Brush-Moore Newspapers, and operator of Ohio radio stations WHBC, Canton, and WPAY, Portsmouth, and Ch. 29 applicant for Canton; Gordon Strong now pres. of Brush-Moore . . . John Boor, ex-KMO-TV, Tacoma, named chief engineer of KCTS, Seattle (Ch. 9, educational) due next fall; Milo Ryan, assoc. prof. of communications at U of Washington, will be program director . . . Paul Tiemer, ex-Raymer Co. New England mgr., named Boston office mgr. of upcoming WMTW, Poland, Me. (Ch. 8), due in July . . . Norman A. Swetman, ex-WSUN-TV, St. Petersburg, named producer-director at WTRI, Albany-Schenectady-Troy . . . Irving Welch named commercial manager of WEAR-TV, Pensacola, Fla., succeeding

Tom Bloski . . . Harry C. Babb Jr. named station manager of WJDM, Panama City, Fla., succeeding George C. Blackwell . . . Bob Myers has succeeded M. D. Hunicutt Jr. as chief engineer of WCIA, Champaign, Ill. . . . Leo Howard succeeds S. H. McGovern as gen. mgr. of KGTV, Des Moines, with Thomas J. Kelly named program director, Walter Hariu chief engineer . . . V. E. Tinsley named commercial mgr., Edw. F. Joslyn program director of KVDO, Corpus Christi (Ch. 22) due on air this month . . . Jay Scott, ex-program director, promoted to gen. mgr. of WJTV, Jackson, Miss., replacing John Rossiter, now mgr. of KBMT, Beaumont, Tex.; Frank Willis named commercial mgr. . . . Elmer W. Lower, CBS-TV Washington director of news & public affairs, appointed to newly created post of mgr. of news & public affairs under director Sig Mickelson at N. Y. headquarters.

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Celebrated Edward Lamb "communist" case (Vol. 10:22) finally goes to hearing July 28, FCC having set that date this week. Issues listed by FCC are: Did Lamb testify falsely when he stated he never advocated Communism? Did FCC investigators try to get false testimony against Lamb and attempt to use bribery in the process? Columnist Drew Pearson plunged into case this week, citing affidavit stating who is supposed to have offered bribe to whom. FCC and Lamb attorneys (ex-U. S. Attorney General J. Howard McGrath & Russell Brown) will argue latter's motion to call whole FCC inquiry off—before Judge Tamm in District of Columbia district court June 11.

H. L. Hunt's "Facts Forum" still is entitled to tax-free status as an educational organization, Internal Revenue Service ruled after study of the Texas multimillionaire's organization, which includes TV-radio *Facts Forum* program as well as *Reporters Roundup*, *State of the Nation* and *Answers for Americans*. Special House committee investigating tax-free foundations has announced it is going over *Facts Forum* scripts as result of charge by committee member Rep. Hays (D-Ohio) that the program is a "propaganda machine" for political purposes.

New setup of stockholders in WITV, Ft. Lauderdale, Fla. (Ch. 23), as result of transfers of stock approved by FCC this week: Mortimer Loewi, pres., 21.1%; George W. English Jr., secy., 21.1%; E. J. Richardson, v.p., 6.3%; Don McCullaugh, Detroit auto dealer, 10.55% (acquired by \$25,000 purchase from L. Coleman Judd); James Kirkwood, of Fayetteville, Pa., 7.4% (acquired by purchase from holdings of Mr. Richardson); Russell E. Lowell, 14.1%; Robert W. Standart, sales mgr., .3%; Wm. Latham, chief engineer, .2%.

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Robert E. Chapman, 49, since 1926 with Oklahoma Publishing Co., recently director of operations of its WKY radio, died May 26 of cerebral hemorrhage.

Telecasting Notes: "TV film production is now concentrated largely in the hands of 11 or 12 major companies, with a light sprinkling of independents. It's settling down just as the movie and auto industries settled down." Thus *Wall Street Journal* reporter David Kenyon Webster quotes v.p. of one of nation's largest banks (unnamed) in June 1 article on the coming of stability to TV film industry. Comprehensive story relates that while many shoe-string organizations have dropped out (one TV producers' organization "started with about 90 members in 1949 and now has 4"), the remaining "majors" are enjoying good business . . . For example: Ziv-TV, whose janitor force today "is larger than [its] whole organization 3½ years ago," expects to make 250 half-hour shows this year, double 1953's volume; Hal Roach Jr. reports 250% increase this year; Screen Gems (Columbia Pictures) 300%, with \$5,000,000 gross sales for fiscal year ending in June; Gross-Krasne (*Lone Wolf* and *Big Town*) expect to gross \$3-4,000,000 this year, double last . . . Profits are higher, too, Hal Roach reporting net of more than 5% above last year, 5 companies affiliated with Gene Autry reporting 20% boost. Wm. 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

Microwave for community antenna service, granted by FCC to J. E. Belknap & Associates recently (Vol. 10:19), was attacked this week by WMCT, Memphis, which petitioned Commission for rehearing and charged that grant is illegal in that it undertakes to authorize Belknap "to do illegal acts in the pirating of programs." WMCT asks FCC to hold hearing to determine whether Belknap intends to transmit station's programs, whether WMCT's property rights would be infringed, extent of FCC's jurisdiction over community systems, etc. In Canada, meanwhile, Justice Cameron ruled in Exchequer Court that distribution of live football game via cable doesn't violate copyright. Case was brought by sponsor Canadian Admiral Corp. against Rediffusion Inc. which distributes programs to homes in Montreal. Judge said copyright would be violated only if performance were "public" and he stated home TV is "private." He added: "The court also rules that there is no copyright whatsoever in the live reproduction of a local football game and that copyright could only exist where there is a reproduction through films."

Community antennas and master TV antennas would be specifically exempted from 8% Federal communications service tax under amendment to tax revision bill (HR-8300) to be proposed by Sen. Magnuson (D-Wash.). House-passed tax bill is now before Senate Finance Committee which has taken firm stand against such exemptions (Vol. 10:22).

Booster in Lawrenceburg, Tenn., operated experimentally by WSM-TV, Nashville, was inspected recently by H. Goto, chief engineer of Japanese govt. TV-radio system, who told WSM pres. J. H. DeWitt that boosters and satellites are answer to adequate coverage in mountainous Japan.

for free plugs on TV stations" . . . Praise of fee-TV by MPAA pres. Eric Johnston last week (Vol. 10:22) brought anguished protests from exhibitors—Theatre Owners of America pres. Walter Reade (who owns uhf WRTV, Asbury Park, N. J.) saying Johnston's remarks betrayed "a lack of understanding of the economics of the motion picture and TV industries" . . . Film Daily dispatch from Japan reports Barry, Enright & Friendly, 677 Madison Ave., N. Y. (*Juvenile Jury, Life Begins at 80, Winky Dink*) arranging for 52 TV shorts to be made in Manila, Hong Kong & Tokyo under title *Cargoes East*, budgeted at total of \$300,000 . . . Comic strip *The Heart of Juliet Jones*, syndicated by King Features to 251 daily, 37 Sun. newspapers, being shot as telefilm series by MPTV, directed by Charles Irving . . . New Class AA rates: KPIX, San Francisco, adds Class AA (7:30-10 p.m. daily) at \$1250 hour, \$260 min., Class A (including 6:30-7:30 p.m.) remaining unchanged at \$1100 & \$220; WBZ-TV, Boston, July 1 raises Class AA (8-10:30 p.m. Mon.-Sat. & 7-10:30 Sun.) from \$1800 to \$2000, min. from \$360 to \$400; WTVJ, Miami, July 1 raises Class AA (6:59-10:30 p.m.) from \$800 to \$900, 20-sec. \$160 to \$180; WDSU-TV, New Orleans, July 1 adds Class AA (7-10 p.m. daily) at \$700 an hour, \$150 per min., also new Class D . . . Other rate changes: WSJS-TV, Winston-Salem, July 1, Class A hour from \$400 to \$450, min. from \$80 to \$90; WIBW-TV, Topeka, Aug. 15, from \$300 to \$400 & \$60 to \$80; WNEK-TV, Macon, Ga., cuts hour from \$200 to \$150, min. \$40 to \$30 . . . George W. Clark rep firm shifts headquarters from Chicago to New York offices at 11 W. 42nd St., where Mr. Clark takes charge; Robert L. Brockman, remaining in Chicago, promoted to midwest division mgr. . . Bertha Bannan, long-time regional rep in New England, merges with Walker Representation Co. Inc., which opens Boston office at 80 Boylston St. with Wm. A. Creed as sales mgr. . . New reps named: WLBR-TV, Lebanon, Pa. to Burn-Smith; up-coming KVDO, Corpus Christi, to Adam Young.

Experiments with pay-as-you-see system in Palm Springs, Cal., were suspended May 15 until Oct. 15. Paramount Pictures pres. Barney Balaban told stockholders this week that tests by subsidiary International Telemeter Corp. "clearly established the technical proficiency of the system and the willingness of the public to pay for quality TV entertainment in their homes." He didn't give reason for suspension of tests. Balaban also reported that Telemeter has developed electronic memory devices for electronic computers under research contracts with Office of Naval Research and Air Force, and is negotiating with other govt. agencies.

Publicist Edward L. Bernays' latest panaceas for improvement of TV commercials, as proposed in June 7 *New Leader*: (1) "Network and station policy-makers, advertising agencies as well as sponsors, should face the obvious fact that commercials are at least as important as any other aspect of the program . . . Creative craftsmen, skilled at producing the necessary auditory, visual and esthetic impacts, should replace the unskilled mediocrities who now function." (2) "A research foundation should be established by the industry before it is too late, and one of its tasks should be to explore the impact of the TV commercial."

British Govt., long in the TV business through its BBC, this week found itself in the movie business as an indirect result of TV. Govt.-owned National Film Finance Corp. foreclosed on British Lion Film Corp., one of Britain's biggest producers, when it couldn't repay \$8,400,000 loan, blaming TV competition. Govt. is expected to form production company and continue British Lion's film production.

Network Accounts: Firestone simulcast Mon. 8:30-9 p.m. seems almost certain to go on ABC—but probably not until fall, since no decision has been reached with only one week to go before it leaves NBC June 14 (Vol. 10:20). In past years, *Voice of Firestone* continued without interruption through summer. ABC played trump card this week in offering to rent its 3664-seat Paramount Theatre in Times Square to Firestone as studio each Mon., with free admission to audience. If Firestone accepts, screen would be dark for several hours Mon. morning for rehearsals, reopen for matinee, close again for Firestone dress rehearsals and show, then reopen for midnight movie. Robert M. Weitman, ABC-TV program & talent v.p., who made offer, said approval of all unions involved had been granted . . . Westinghouse to sponsor series of stage dramas, *Best of Broadway*, in color on CBS-TV every 4th Wed. 10-11 p.m. in fall, thru McCann-Erickson; will continue to sponsor *Studio One* . . . Campbell Soup Co. to sponsor *Lassie*, new series featuring famed movie dog, on CBS-TV starting Sept. 12, Sun. 7-7:30 p.m., thru BBDO . . . Chrysler buys *It's a Great Life* on NBC-TV starting in fall, Tue. 10:30-11 p.m., thru McCann-Erickson . . . Dow Chemical Co. buys *Medic* on NBC-TV starting in fall, 3 out of 4 Mon. 9-9:30 p.m., thru MacManus, John & Adams, Detroit . . . Kool Cigarettes to sponsor *The Lineup* on CBS-TV starting in fall, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . . Maxwell House to sponsor *Masquerade Party* on CBS-TV starting June 21, Mon. 9:30-10 p.m., thru Benton & Bowles . . . U. S. Tobacco Co. (Sano cigars) buys 78 partic. on NBC-TV's *Home*, Mon.-thru-Fri. 11 a.m.-noon, thru Kudner . . . Grove Laboratories (cold tablets) buys 58 partic. on NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m., thru Harry B. Cohen Adv. . . . Serutan (laxative) to sponsor *The Stranger* on DuMont starting June 25, Fri. 9-9:30 p.m., as summer substitute for *Life Begins at 80*, thru Edward Kletter & Assoc. . . . Mutual of Omaha buys period following Gillette-sponsored fights on NBC-TV Fri. 10 p.m. for new sports show, thru Bozell & Jacobs, Omaha . . . Toni switches *Dollar a Second* from DuMont to NBC-TV starting July 4, Sun. 10-10:30 p.m., thru Weiss & Geller . . . 4 new sponsors for *Bob Crosby Show* on CBS-TV, Mon.-thru-Fri. 3:30-4 p.m.: General Mills (Betty Crocker cake mix), thru BBDO; Toni, thru Weiss & Geller; S.O.S. Co. (cleanser), thru McCann-Erickson; C. A. Swanson & Sons (oleomargarine), thru Tatham-Laird . . . ABC-TV, for lack of sponsors and technical difficulties, to drop *Open Hearing* Thu. 9-9:30 p.m., and Sun. afternoon public affairs schedule comprising Martin Agronsky's *At Issue*, Elmer Davis commentary and Fact Forum's *Answers for Americans* . . . Aluminum Ltd. of Canada signs as partic. sponsor of *Omnibus* on CBS-TV in fall, Sun. 5-6:30 p.m., thru J. Walter Thompson.

Television Advertising Bureau's temporary headquarters in New York's Hotel Weston, opened this week, had as first staff member Robert Covington, promotion director of 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 presses this week—an invaluable reference for sales and promotion depts.

Station Accounts: Ballantine Beer gets free time (Wed. 10:30-11 p.m.) on New York's WABC-TV currently for 13 weeks for re-runs of *Foreign Intrigue* films week after they're shown on WNBT, in frank effort of gen. mgr. John Mitchell to induce sponsor to continue it thereafter on pay basis after its time on WNBT is preempted in Aug. by live *Lux Video Hour*. Liebman Breweries similarly has been offered 50% time discount for Henry Fonda films for 26 weeks, provided it continues them at regular rates for 52 weeks thereafter. Making of these and other "deals" to bring over high-rated film shows from NBC and keys is part of outspoken policy of the ABC key in intensely competitive situation . . . Auto industry's heavy use of TV-radio (Vol. 10:22) is detailed in May 31 *Sponsor Magazine*, listing expenditure of \$6,700,000 by manufacturers for network TV alone, \$2,600,000 for network radio in first 3 months of 1954 vs. \$4,000,000 TV, \$1,500,000 radio same period of 1953. At network level, outlay amounts to \$6.53 per car vs. \$3.67 year ago—to say nothing of saturation spot campaigns (Ford alone spent \$1,200,000 in Jan. to introduce new models). Much national TV-radio advertising in auto field is dealer co-op (e.g., Lincoln-Mercury Dealers Assn. sponsorship of *Toast of the Town*), reports *Sponsor*, which lists 17 top auto makers and their TV-radio sponsorships . . . U. S. Rubber Co., for new Royal 8 tires, using local TV-radio spots, thru Fletcher D. Richards Inc. . . . 20th Century-Fox starts \$250,000 TV-radio "saturation" campaign in 160 markets, using open-end 20 & 60-sec. trailers, to plug new CinemaScope *Garden of Evil*, to be released in July . . . Warner Bros. backing up *Them!* with \$250,000 TV-radio-newspaper campaign . . . Among other advertisers reported using or preparing to use TV: H. J. Heinz Co., Pittsburgh (baby foods), thru Maxon Inc., Detroit; Procter & Gamble, Cincinnati (Dash detergent and Gleem toothpaste), thru Compton Adv., N. Y.; Rockwood & Co., Brooklyn, N. Y. (Chocolate Bits), thru Paris & Peart, N. Y.; Penola Oil Co., subsidiary of Esso Standard Oil Co., Detroit (Flit insecticide), thru McCann-Erickson, N. Y.; Seeman Bros., N. Y. (White Rose Redi-Tea), thru Cecil & Presbrey, N. Y.; Dro Inc., N. Y. (Dro insecticides), thru Kenneth Rader Co., N. Y.; Vigorelli Sales Co., Brooklyn, N. Y. (sewing machines), thru Bachenheimer-Lewis Adv. Agency, N. Y.; Nedick's Inc., N. Y. (bottled orange drink), thru Weiss & Geller, N. Y.; Pez-Haas Co., N. Y. (Pez candy), thru Wesley Associates, N. Y.

Armour & Co., which spends some \$10,000,000 a year on advertising, awards Henri, Hurst & McDonald Inc., Chicago, its canned meat & pet food accounts; Tatham-Laird Inc., Chicago & N. Y., sausage, ham, bacon, other smoked meats accounts; John W. Shaw Adv., Chicago, some detergents & shortenings and accounts of subsidiaries Jack E. Decker & Sons, Mason City, Ia., Drummond Packing Co., Eau Claire, Wis.; Columbus Packing Co., Columbus, O. Latter shift from Foote, Cone & Belding, which retains Dial soap & shampoo, 7 industrial divisions and Armour Labs accounts—amounting to about \$4,000,000.

Procter & Gamble's TV-radio billings for next season may hit \$40,000,000, reports *Variety*, all-time high for any company; its 7 weekly daytime serials on CBS Radio, all renewed, represent estimated \$7,500,000 in billings, giving that network SRO sellout 10 a.m.-4:30 p.m.

Everything except network radio is up in *Printers' Ink* national advertising index for first 4 months of 1954. National advertising as whole is up 11%, with shows network TV ahead 44%, newspaper, magazine & outdoor up 4% each, business papers up 3%, network radio off 6%.

It's Detroit Radio & TV Council now, instead of Detroit TV Council, with J. Walter Thompson's local TV-radio supervisor Win Holden as pres.

FIRST 3 RCA 12½-kw uhf amplifiers (Vol. 10:4,7) will be delivered in next 30-45 days to WBRE-TV, Wilkes-Barre, Pa. and to Youngstown's 2 stations—WFMJ-TV & WKBN-TV. Thereafter RCA plans to ship about 4 a month, with WSBT-TV, South Bend, and WHP-TV, Harrisburg, Pa., next on the list. Wilkes-Barre station, which gets first 12½-kw amplifier, also is expected to get the first of RCA's new super-gain uhf antennas, due for delivery this fall. New antenna provides gain of about 45 at low end of uhf spectrum, 60 at high end—about twice as high as standard RCA slotted antenna—will make possible ERP of 500-kw and more when used with 12½-kw transmitter.

RCA shipped 10-kw transmitter June 2 to WPBN, Traverse City, Mich. (Ch. 7), due on air in latter June or early July. On May 29, 50-kw RCA amplifier was shipped to WGAL-TV, Lancaster, Pa. (Ch. 8), and on June 4 a 50-kw amplifier went out to WHO-TV, Des Moines (Ch. 13).

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

WSAU-TV, Wausau, Wis. (Ch. 7), now has FCC approval of purchase of radio WSAU, plans to order equipment in 2-3 weeks, hopes for fall start, reports v.p.-gen. mgr. George T. Frechette. Construction begins soon, with plans to adapt WSAU Blaw-Knox tower and studio & transmitter buildings for TV. Rep not yet chosen.

KETC, St. Louis (Ch. 9, educational) now plans test patterns during second week in Aug. and programming late that month, reports gen. mgr. Richard J. Goggin. It will use 5-kw RCA transmitter, has been delayed by move of Ideco tower to new site between St. Louis U High and Oakland Stadium.

WEOL-TV, Elyria, O. (Ch. 31, allocated to Lorain) is having zoning difficulties over transmitter site, so hasn't set target date, reports gen. mgr. Alexander Buchan. It tentatively plans to order RCA equipment, 360-ft. tower. Rep not yet chosen.

Public hearings on adequacy of existing standards for marking and lighting of high towers will be held June 24-25 in Washington by special ad hoc study group of air coordinating committee. Largely pro forma, the hearings are concerned only with first phase of study—to determine adequacy of present standards—and not to determine ways and means of improving marking and lighting. Public hearings on possible changes in standards will be called if group determines present standards are unsatisfactory. Meanwhile, Navy invited ad hoc group to special flight June 10 around 1029-ft. tower of WTAR-TV, Norfolk, for pilot's-eye-view of tall guyed tower.

Libel suit for \$150,000 by TV-radio actor Joe Julian against publishers of *Red Channels* was dismissed May 25 by N. Y. Supreme Court Justice Saypol on defense motion after publication's counsel told court that introduction to the book cautioned readers that some innocents might have been included in its listings.

NARTB issues booklet, *Television and Youth*, based on 1951 survey of 1000 children in Ann Arbor, Mich., showing TV viewing didn't interfere with homework, made little change in habits of reading and hobbies.

"Smallest dynamic microphone ever developed for broadcasting use," the BK-6A, announced recently by RCA, weighs less than 6 oz., is small enough to be worn around performer's neck, clipped to lapel or completely concealed in hand.

British Marconi has sold 4 camera chains and associated equipment to Radio Televisao Difusora, Sao Paulo, Brazil (PRF 3), owned by Assis Chateaubriand.

WNYC-TV, New York City (Ch. 31), granted recently to Municipality of City of N. Y., plans to have transmitter and antenna in Municipal Bldg., Manhattan, but hasn't ordered equipment or set target, reports mgr. Seymour N. Siegel. With \$379,000 set aside for TV construction, city expects to ask for equipment bids soon, although fight looms over appropriation for operating expenses (Vol. 10:21). It will be non-commercial, but consideration is being given to "experimental pay-as-you-go plan with Phonevision or Skiatron or some other group, in connection with special services for doctors, dentists, etc." Studio at 500 Park Ave. is ready, has been used for last few years to produce TV films; additional space will be provided at Board of Education's WNYE (FM).

WJDW, Boston (Ch. 44), is trying for fall opening, reports grantee Jack Wrather Jr. of Beverly Hills, Cal., who also is half owner of KFMB-TV & KFMB, San Diego. "I am going ahead on engineering plans for the station and in the very near future will have finished the preparation of studio plans," he writes. Rep not yet chosen.

WOPT, Chicago (Ch. 44), which earlier reported Jan. 1, 1955 target (Vol. 10:8), now hasn't any target date, writes pres. Egmont Sonderling. It plans to use same tower as WTTW (Ch. 11), Chicago educational grantee, can't proceed until latter builds. WTTW had planned start next fall (Vol. 10:9), but recently pres. Edward L. Ryerson stated that lack of funds may delay start another year.

WCET, Cincinnati (Ch. 48, educational), with 1-kw RCA transmitter on hand, plans to begin test patterns in June, reports gen. mgr. Uberto T. Neely. It might begin 15-20 hours of weekly programming as early as July, definitely will do so by Oct. 1 at latest, he states. RCA antenna, mounted on WLWT's tower, will be 350-ft. above ground.

WQCY, Allentown, Pa. (Ch. 39), plans to use new 12½-kw RCA transmitter, expects to be in operation "in the latter part of Nov., 1954," writes mgr. Ogden R. Davies. Rep will be Weed.

TV receivers in 1953 accounted for about 10% of the total combined residential & rural consumption of electrical power in the U. S., according to NBC research director Hugh M. Beville, addressing recent convention of Public Utilities Advertising Assn. Because it's used more, he said, the TV set consumes more current annually than any other household appliance—averaging 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 examples are cited of their "pulling power" in the way of responses and defections from the Soviet. That VOA is getting under their hide is also attested by fact that "Soviet Russia spends more on jamming the Voice of America than this whole global effort costs us."

"Whoever controls your TV set is really the head of your house," Rev. Edwin B. Broderick, TV-radio director for N. Y. Roman Catholic Archdiocese, advised parents in sermon at St. Patrick's Cathedral. "Use TV as a worthwhile family experience and not as a chamber of horrors or a built-in baby sitter," he said. "Ask yourself a simple question: 'Does TV run my home or do I run TV?' It is to the watchful credit of the TV industry that, thus far, no Pied Piper has arisen to lead our children astray."

ADMIRAL LINE SHOWN, PRICES DOWN; RCA NEXT: Admiral broke with lower-priced TV line this week, starting with 17-in. plastic table at \$150 -- and big question now is whether this is first gun in new industry-wide round of price cuts. Bellwether RCA should go a long way toward answering that when it shows line to field reps week of June 7 at Atlantic City. Other manufacturers will be busy showing new lines during June and July -- only strike-bound Philco uncertain about distributors' convention.

RCA is saying little in advance of meeting, other than to reaffirm that line will start with 17-in. (Vol. 10:14). Conjecture is that 21-in. series in RCA line, said to contain a considerable number of high-price units, will start at \$180. Best information from Motorola is that it probably won't raise prices in line to be shown its distributors July 8 at Chicago's Conrad Hilton Hotel.

Thus industry doesn't seem disposed to raise prices now, much as it would like to do so in face of low profit margins. Trend now appears to be to hold prices firm, reduce them where possible, hope for increased demand for step-up models.

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Details of Admiral's line, shown to distributors at unpublicized convention in Chicago's Drake Hotel June 4, will be disclosed after dealers have had chance to see it at "open houses" week of June 7. But it's learned line has lower prices on just about all models, contains 17, 21 & 24-in. sizes, starts with 17-in. standard-tube plastic table at \$150 (\$10 under comparable current model). It also has 21-in. open console in mahogany at \$200 (as against \$250 in last line). As summer special only, it's also offering a 21-in. mahogany table for \$160 (last list \$200).

Majority of Admiral sets have 90-degree deflection tubes. The 21-in. series of these sets starts at \$200. Cost of producing set with 90-degree tube is said to be about \$3 more than standard-tube receiver, most of increase resulting from the cost of changing circuitry to accommodate higher voltage for driving power.

Admiral pres. Ross Siragusa told distributors the 21-in. 90-degree tube provides 270-sq. in. picture, 20% larger than standard 21-in. tubes and only 10% smaller than viewing area in 24-in. set. It also fits into cabinet 3 inches shorter than in present line, said Siragusa, and cabinets for 21-in. sets are 2 inches shallower from front to back than current 17-in. models.

Printed circuits in chassis are another feature. Siragusa revealed printed circuits cover one-third of all "normally-exposed wiring," predicted that "a 100% printed circuit TV chassis will be a reality within a year." He said it would result in better quality control, fewer service calls for faulty soldered connections.

Admiral also introduced 5-tube printed circuit table radio to list at \$15 and moderately-priced high-fidelity unit (price undisclosed). Whether other radios were also introduced at same time could not be learned.

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Strike at Philco's 10 TV-radio-electronics plants entered 6th week as we went to press, with no sign of settlement. Union rejected Philco's offer of 5¢ hourly wage increase as inadequate, obviously waiting for company to match RCA's grant of 9-10¢, which provided basis for contract with 29,000 workers (Vol. 10:21).

Philco isn't farming out its TV-radio production to other companies, as it did during radio strike in late '30s. Company spokesman acknowledged that TV inventories of some distributors were "dangerously low". But best company can do to alleviate situation is to trans-ship stocks from some distributors who are overloaded. Meanwhile, plans for Philco distributor parley, originally set for latter June, are being held in abeyance.

Other distributor conventions announced thus far: Capehart-Farnsworth, June 7 at Hotel Van Orman, Ft. Wayne, & June 28, Hotel St. Francis, San Francisco; Crosley,

June 7, Hotel Savoy-Plaza, New York; DuMont, June 15, Statler, New York; Raytheon, June 17, Sheraton Hotel, Chicago; Emerson, June 22, Lido Beach, L.I.; Hoffman Radio, July 7, Huntington Hotel, Los Angeles; Motorola, July 8, Conrad Hilton, Chicago; Sylvania, July 14, Statler, Buffalo; Zenith, July 15, Drake Hotel, Chicago; Arvin, July 18, Grove Park Inn, Asheville, N.C.; Stromberg-Carlson, July 26, Rochester plant.

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TV production totaled 91,443 week ended May 28, the lowest for any week this year. It compared with 97,937 preceding week and 96,007 week ended May 14 -- all within period of Philco strike. It was year's 21st week, brought production for year to date to about 2,300,000 vs. 3,500,000 in corresponding period of 1953.

Radio production totaled 161,122 (including 68,427 auto), down from 190,275 week ended May 21 and 211,161 week before. It brought 21-week production to about 4,040,000, compared to approximately 5,890,000 in same period year ago.

Topics & Trends of TV Trade: Industry opposition seems likely to result from Federal Trade Commission's proposal this week to require merchandising ads to disclose fully how many channels a TV set can receive. FTC suggested this addition to its proposed code of fair practices for TV-radio merchandising (Vol. 8:19 & 9:41, 50) in letter to all interested parties. Comments are due by June 15.

FTC attorney Paul Butz, who has conducted drawn-out hearings extending over last 3 years, proposed that ads carry such notations as: "Vhf television receiver"; "All vhf channels plus 4 uhf channels"; "Not for uhf reception"; "For vhf reception only." He emphasized these were merely suggestions and could be modified by industry comments.

Proposal stemmed from comment by DuMont attorney Wm. A. Roberts at last public hearing Dec. 7 that prospective set purchasers in uhf areas were being deceived by ads which weren't clear on uhf reception capabilities.

RETMA is said to be dubious on 2 facets of FTC proposal—whether lack of information on uhf in ads constitutes deception and whether FTC has authority to enforce such ruling if not necessary to prevent deception.

Butz cautioned that proposed rule does not necessarily bear approval of either FTC or staff, but is intended only as basis for consideration. No further public hearings are anticipated.

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Picture tube sales in first 4 months totaled 2,690,519 units, valued at \$56,989,867, down from 3,705,997 at \$89,353,731 sold in first 4 months of 1953, reports RETMA. Some 77% were 19-in. and larger. In April alone, 727,655 picture tubes worth \$14,994,779 were sold, compared to 759,468 at \$15,904,867 in March and 907,076 at \$21,657,266 in April 1953. Receiving tube sales in first 4 months totaled 106,026,920, worth \$78,560,440, down from 163,401,355 at \$110,676,003 in first 4 months year ago. April sales were 29,640,942 at \$21,697,489, compared to 29,063,484 at \$22,130,627 in March and 41,342,599 at \$27,720,635 in April 1953.

RETMA convention June 15-17 at Chicago's Palmer House, celebrating 30th anniversary, will be host to several founders of old RMA, including H. H. Frost, first president. Three days of meetings of all divisions and committees will be climaxed at annual dinner final evening when 1954 Medal of Honor will be presented to chairman Robert C. Sprague. Convention chairman Leslie F. Muter will also present certificate awards at dinner to members of NTSC for development of color standards. RETMA board meets final day of convention.

Sylvania radio tube div. plans 210,000-sq. ft. building in Williamsport, Pa. for central packaging area and finishing operations for radio & receiving tube production.

Monarch Radio & TV Corp. of New York, its former pres. Vincent S. Acunto and 7 other men were indicted June 4 by N. Y. Federal grand jury on 35 counts of mail fraud, conspiracy and violation of Securities Act. Govt. attorneys said indictment resulted from investigation by SEC into interstate sale of \$300,000 in stock to more than 1000 persons. Defendants were accused of causing company to issue false financial statements and to pay dividends out of proceeds from stock sale. Soon after stock sale, company was declared bankrupt and stockholders and creditors realized nothing from liquidation, Govt. declared. Among those indicted was Charles H. Greenhaus, whose stock manipulations nearly half century ago earned him the title of "boy wizard of Wall St." and several prison terms since that time.

Admiral's Ross Siragusa, describing 15-in. color tube as "dead," told his distributors convention June 4 to put no stock in predictions as to when "simple and relatively inexpensive color tube will be available." He said: "The 19-in. color tube, which gives a 17-in. picture, was supposed to go into production this fall. But just 10 days ago RCA withdrew it as impractical to build. While there have been announcements of several single-gun rectangular tubes giving a 20 to 21-in. picture, each has a specific drawback. With one the circuitry is so complex that as many as 60 tubes may be required to operate the set. Excessive radiation handicaps another."

Telefunken receiving tubes will be marketed in U. S. in about 2 months by American Elite Inc., 1775 Broadway, N. Y. (Michael Von Mandel, pres.), U. S. agent for big German electronics manufacturer. About 35 tube types will be available, all with American-type bases, and prices will be competitive with U. S. tube manufacturers, according to E. S. Klausner, in charge of tube sales. American Elite is also considering importing layer-type resistors manufactured by Germany's Resista Corp.

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Distributor Notes: DuMont appoints Ray Distributors, Savannah (Fred A. Ray, owner) . . . Capehart-Farnsworth names Cannon Distributing Co., Charleston, S. C. (Norman L. Cannon, pres.), ex-CBS-Columbia outlet . . . Hallcrafters appoints Tubbs Electric Co., 165 S. Post St., Spokane (Clarence A. Tubbs, pres.) . . . Admiral Distributors Inc., Boston, appoints Charles E. Cranston TV sales mgr. . . . Philco Distributors Inc., Chicago, appoints John Perry Jr. adv. & sales promotion mgr., succeeding Ira Brichta, now midwestern adv. mgr. of parent company . . . Olympic of Southern California announces resignation of pres. John Tracy, his duties to be assumed by Olympic pres. Morris Sobin . . . DuMont appoints Wholesale Equipment Corp., 1338 McGee St., Kansas City (Frank Dean Jr., pres.) . . . Motorola-Chicago names Harold P. Murphy sales mgr., replacing S. R. Herkes, now v.p. of Chicago branch.

Color Trends & Briefs: Excited by color film scanner demonstrations at NARTB convention (Vol. 10:22), Fred-eric W. Ziv, chairman of major TV film company bearing his name, is satisfied that his heavy investment in color film for last 5 years will begin to pay off this fall.

"I was probably the No. 1 color TV film enthusiast," he told us, "when the networks were saying that it wouldn't be satisfactory for TV. We now have a backlog of several hundred programs in color and I'm convinced that the public and the sponsors will want it. Other film makers apparently didn't want to tie up the dollars. It costs about 33½% more to shoot in color, and the prints are considerably more than black-&-white."

Mr. Ziv said he has seen many tests of his film on scanners and that they are "100% satisfactory." He reported that *Cisco Kid* is in 5th year of color and that other programs being shot in color are *Mr. District Attorney*, *I Led Three Lives*, *Boston Blackie*, *Favorite Story*. He said that price structure for color hasn't been established.

Ziv TV Programs pres. John L. Sinn estimates company's investment in color at \$4,000,000, said he's satisfied that scanners will produce excellent results and that many stations will have them this fall. He said that programs are shot on Eastman 35mm film, reduced to 16mm prints.

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Engineering seminar on color is scheduled for June 21-July 2 by Pennsylvania State College, at State College, Pa., whose pres. is Milton Eisenhower. Sessions are designed for engineers from manufacturing organizations, stations, educational institutions. Registration fee is \$60. Asst. Prof. Harold J. Nearhoof is in charge, with Dr. Donald C. Livingston, Sylvania, as coordinator. Lecturers are: Dr. R. M. Bowie, Sylvania; W. T. Wintringham, Bell Labs; B. D. Loughlin, Hazeltine; Dr. Livingston; John Wentworth, RCA; J. F. Fisher, Philco; P. W. Howells, GE; K. E. Farr, Westinghouse; R. A. Maher, Crosley; Frank Marx, ABC; Kurt Schlesinger, Motorola; J. R. Popkin-Clurman, Telechrome.

"Color Caravan"—NBC-TV's 10-city swing through East and Midwest with mobile unit (Vol. 10:21)—has undergone slight shift in schedule, as follows: June 9-10, St. Louis; June 16-17, Milwaukee; June 23, Chicago; June 29-30, Columbus, O.; July 8-9, Cleveland; July 15-16, Washington; July 22-23, Baltimore; July 28-29, Philadelphia; Aug. 5-6, Boston; Aug. 12-13, New York. Most sites and subjects are as previously reported, except that Nela Park is likely to be added for Cleveland and Ohio State Penitentiary deleted from Columbus.

AT&T's equipping of network facilities for color continues, as networks build up to substantial color programming schedules to start this fall. Hitherto moving slowly, CBS has been ordering color for its affiliates; latest to be reached by color-equipped microwave are those in Cleveland, Denver and San Francisco—as of June 1. NBC expansion goes on at steady rate: Lancaster, Pa., June 7; Norfolk, Seattle & Portland, Ore., Aug. 1; Binghamton, Sept. 1.

Foreseeing 21-in. \$500 color set by end of 1955, Paramount Pictures pres. Barney Balaban this week told stockholders that "prices presently being quoted for color TV receivers have no relationship to the mass product in prospect for the very near future." Paramount has been developing 21-in. & 24-in. color tubes through subsidiary Chromatic TV Labs.

Network color schedules week of June 6-12: NBC-TV—June 7-9, *Bride & Groom*, 12 noon; June 9-10, inserts in *Today* (7-9 a.m.) and *Home* (11-noon) from mobile unit at Busch estate, St. Louis; CBS-TV—June 11, *New Revue*, 5:30-6 p.m.

Veteran technical editor Oliver Read, of *Radio & TV News*, recently obtained Westinghouse color set on loan, came up with interesting reactions in his June issue. After set was delivered, he didn't wait for serviceman, connected it himself, found all channels in good alignment, monochrome reception highly acceptable. First color show came 3 days later when he viewed CBS-TV's *New Review*, which he found disappointing. "Skin tones were yellowish," he said, "and lip makeup was excessive. A slight adjustment of the flesh control partly corrected the jaundiced appearance of the actors." Then, he went on:

"Our impatience for more color programming mounted as the days slipped by. . . . It seems that we could enjoy about one hour per week of mediocre subjects, including the Scholz-Andrews fight. This editor doubts if any prospect for a color set could be sold from this example. Our enthusiasm for color reached a climax on March 28 when NBC set up their color cameras at New York's Botanical Gardens. This production was excellent from both color and production standpoints. It is a real thrill to enjoy the sparkle and life produced by various plants and flowers when seen in their true colors."

Read chalked up 125 hours and concluded: "Contrary to many opinions, a color receiver is far simpler to tune than several monochrome sets used in the past. Now that we have good quality color TV receivers, the need remains for more and better telecasts in color. Yes—color TV is here and it's terrific!"

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British color TV is still 2 years away, in opinion of Sir Ian Jacobs, BBC director-general. After returning from New York this week, he's reported saying that even in U. S. "there is a long way to go before it is an economical proposition." Marconi recently demonstrated 2 kinds of color systems, both compatible. One is simply the NTSC standards, tailored to British 405-line system. Other is a "wide-band" system requiring some 50% more bandwidth. Marconi says latter is "similar in certain principles to the NTSC signal, but omits the band-sharing feature." It's claimed to produce better color and improved compatibility. Also demonstrated was a 2-tube camera, in which "one camera tube produces a high definition monochrome picture of 3-mc bandwidth in a conventional manner; the other tube is arranged to give 2 low-definition colour signals." U. S. manufacturers have experimented with 2-tube color cameras but none has decided it is commercially practical. Brochure describing systems and demonstrations is available from Marconi's Wireless Telegraph Co. Ltd., Marconi House, Chelmsford, England.

Weak programs will be strengthened by color in early novelty period. That's opinion of Schwerin Research Corp. on basis of one study. It reports: "We audience-tested 2 editions of a program, in each case studying both a black-&-white and a color version. The first edition, which was well liked in black-&-white, gained no additional interest when tested in color. The second was poorly received in black-&-white; yet, when it was seen in color, the audience's liking score rose to almost the same level achieved by the strong first edition."

Ethiopian Emperor Haile Selassie was fascinated with color and TV generally when he saw color for first time at Rockefeller Center this week. After watching NBC-TV's *Bride & Groom* in color, he plied host Laurance S. Rockefeller with questions about number of TV sets in U. S., how much it's watched, etc.

Color session of AIEE in Los Angeles' Biltmore Hotel June 21 includes: "Color TV Today," D. E. Foster, Hazeltine; "Single Tube Color Camera System," Dr. Peter Goldmark, CBS; "Network Transmission of NTSC Color," group from Pacific Telephone & Telegraph Co.

Trade Personals: Wallace C. Johnson, Admiral sales v.p., elected to board of directors; ex-RCA field salesman and regional mgr. in Chicago, Detroit and Minneapolis, 1930-42, he joined Admiral in 1944 as regional mgr. . . . Brig. Gen. David Sarnoff, RCA-NBC chairman, received honorary degree June 2 from his alma mater, Pratt Institute; speaks June 11 on "Electronics & Law Enforcement" before FBI graduating class in Washington; delivers commencement address June 12 of U of So. California, topic being "Youth in a Changing World" . . . Frank Folsom, RCA pres., due back from Europe week of June 7 . . . Harold Quinton, Southern California Edison Co., elected pres. of Edison Electric Institute, succeeding Walter H. Samis, Ohio Edison; Harlee Branch Jr., Georgia Power Co., elected v.p., H. S. Bennion re-elected managing director . . . James E. McGuire, ex-Hallicrafters, named Raytheon TV-radio credit mgr., succeeding Rudy Frehan . . . Stanley Cohen, ex-Pacific Mercury, named Olympic Radio western factory rep, replacing Walter Chase, resigned . . . Ira Brichta, ex-Philco Distributors, Chicago, named adv. & sales promotion mgr. of parent company's midwest sales region, succeeding J. Herbert Stickle, now with Marthens, Galloway & Simms Adv., Chicago . . . Ralph L. Weber, secy. of Gramer Transformer Corp., Chicago, appointed exec. v.p.; Burt Anderson promoted to sales v.p., Fred Cooper to engineering v.p. . . . A. J. Kendrick, ex-RCA, appointed eastern mgr. of Magnecord commercial music div. . . . S. Krinsky now chief engineer, Telechrome Inc.; R. S. Aha, chief production engineer, and Gerald F. Delmato, manufacturing mgr., have left company . . . Bruce Quisenberry leaves post as chief of Signal Corps Office of Technical Liaison to become asst. director of publicity, Automatic Electric Co. under publicity director Herbert E. Clapham . . . Herbert Jacobs, from sales dept., appointed gen. mgr., Jerrold Electronics . . . Walter H. Hawk now mgr. of TV operations, E. Bradburd head of TV transmitter dept., A. J. Baracket head of TV studio equipment dept., E. W. Deiss head of customer service dept., Federal Telecommunications Labs; James M. Valentine last week named TV branch sales mgr.

Dr. E. W. Engstrom, executive v.p., RCA Laboratories, goes to parent company headquarters in N. Y. as executive v.p. in charge of all research and engineering, and Robert E. Shelby, director of NBC color TV systems development, was elected NBC v.p. & chief engineer, in major changes in the RCA-NBC executive structure announced June 4 by Chairman Sarnoff. Ewen C. Anderson, v.p., RCA commercial dept., was elected executive v.p., commercial dept., handling all patent & license matters; Dr. Irving Wolff, director of research, appointed v.p., research, RCA Princeton labs; Dr. D. H. Ewing, in charge of chemical research lab, named administrative director, RCA Princeton labs; O. B. Hanson, NBC v.p. & chief engineer, becomes RCA v.p., operations engineering, with responsibility for all engineering pertaining to broadcasting & communications and for direction of RCA Frequency Bureau, reporting to Dr. Engstrom, as does D. F. Schmit, v.p. product engineering at Camden, who continues in that capacity. The Engstrom and Anderson promotions place them on same executive level at parent company as recently promoted Joseph B. Elliott, now executive v.p. consumer products; C. M. Odorizzi, executive v.p., corporate affairs; W. W. Watts, executive v.p., electronic products.

R. G. Griffith, Radio Engineering Products Inc., on May 1 succeeded L. S. Payne as chief engineer, Canadian Overseas Telecommunications Corp.; Mr. Payne retired after 42 years, going to London as consultant to British Marconi.

British IRE holds 1954 convention at Oxford, July 8-12, devoted entirely to industrial electronics.

Electronics Reports: Forecasts for 1964 by GE's W. V. O'Brien, v.p. & gen. mgr. of apparatus sales div., speaking at National Federation of Financial Analysts Societies meeting in Chicago: 66,000,000 home TVs in use, of which 44,000,000 will be color sets, using almost twice as much electric power per receiver; TV screens that can be hung on the wall like pictures, connected to receiver by thin wires; electronic device for thawing frozen foods quickly; electronic device for cooking food in seconds; electronic incinerators for disposal of kitchen waste; 3 times as many home freezers as now, twice as many ranges and electric water heaters, 5 times as many electric clothes dryers, 11 times as many air conditioners.

Who invented transistors? The Russians, of course. At least, that's hinted in article on Russian electronic achievements in Soviet newspaper *Izvestia*. Crediting early solid-state research to Oleg V. Losev, who died in 1941, article cites advances in last 5 years by Soviet Army in substituting transistors for tubes and states, "Now there is no doubt that in radiotechnics, electronic crystals [transistors] are the masters." Article indicates Russian electronic developments may be paralleling those in U. S., describes giant computing machines containing thousands of electronic devices and "occupying tens of hundreds of square meters of space." It suggests that "century of radioelectronics" is more apt description for present age than "era of atomic energy" because without complex electronic devices nuclear achievements would be impossible.

Life-saving electronic assistant for the operating room is new "Physiological Monitor," developed by National Bureau of Standards for Veterans' Administration, which continually measures changes in patient's blood pressure, heartbeat and respiration as they occur during course of an operation. Recording device makes permanent record of patient's condition during operation. Because important data on patient's condition are available at a glance without intermediate calculation or manipulation, the instrument makes possible prompt emergency action. Preliminary tests in 2 Washington hospitals indicate "great potential usefulness to the surgical team," NBS reports. Detailed description is contained in Technical Report 1872, NBS, Technical Reports Section, Washington 25, D. C.

Plea for military electronics testing services on west coast was inserted in June 3 *Congressional Record* by Rep. Yorty (D-Cal.). Crediting West Coast Electronics Mfrs. Assn. with helping build California's electronics industry to current level of more than 150 companies employing more than 50,000, he said lack of testing facilities is hampering industry's further growth there. "Govt. procurement regulations require prior official testing before electronic parts are purchased," he said. "But the testing services are offered only in the east and midwest, although facilities are available on the west coast which could make the necessary tests at little additional costs to the Govt. and at savings of millions to the producers of electronics."

Sylvania this week disclosed new 21-in. 90-degree aluminized tube (21ATP4), to be available in limited quantities in July. New glass rectangular tube provides 263-sq. in. picture, measures 19½-in. high, 15¼-in. wide. Price wasn't announced.

Jensen Mfg. Co., subsidiary of Muter Co., opens new 25,000-sq. ft. plant at Guttenberg, Ia. for production of 6-in. and smaller speakers, expands output of high-fidelity equipment at main plant in Chicago.

Francis W. Dunmore, retired Bureau of Standards scientist, who with late Harry Diamond originated the blind landing system and who pioneered many phases of air & marine navigation, wins Pioneer Award of annual Conference on Airborne Electronics.

Canadian Admiral, trying to head off recent wave of price-cutting and "dumping" of TVs, takes full-page ad in 18 leading Canadian newspapers to warn prospective set purchasers: "You can pay too much . . . but you can also pay too little." Signed by Canadian Admiral pres. Vincent Barreca, ad urges customers to ask themselves: "Is this distress merchandise? Is it repossessed merchandise? Is this TV set one of a discontinued line? Was this TV set set made by a manufacturer now out of business? Is this a stripped down model? The price may seem low—but how about the 'extras' you may have to pay?"

"Electronic office" is closer to reality with the International Business Machines Corp. demonstration of its new computer, "702," designed especially for use by business and industry. Details of new "brain" were outlined for first time on closed-circuit telecast from IBM labs in Poughkeepsie, N. Y. to 1300 of company's salesmen in New York's Waldorf-Astoria Hotel. Although deliveries aren't scheduled until early next year, about 30 of the devices have already been ordered, at monthly rentals to average about \$25,000. So far, insurance companies constitute biggest category of customers.

General Instrument Corp. forms Canadian subsidiary, General Instrument-F. W. Sickles of Canada Ltd., and buys Watt Electronic Products plant in Kitchener, Ont. GI pres. Monte Cohen said Canadian firm will manufacture deflection circuit components, TV tuners, converters, transformer windings and ultimately transformers. Hugh T. Watt remains in charge of manufacturing, reporting to Edgar Messing, v.p. of GI's F. W. Sickles div., Elizabeth, N. J.

At last, a noiseless piano—through the magic of electronics! Rudolph Wurlitzer Co., Chicago, this week announced electronic piano, portable and weighing less than 80 lbs., due for production next fall. It never gets out of tune, say the Wurlitzer people, and normally sounds just like a regular piano—but it also is equipped with headphones, so loudspeaker can be switched off and the music heard only by person who is playing.

"WESCON"—Western Electronic Show & Convention—this year will be biggest ever, with more than 465 exhibitors and expected attendance of nearly 20,000. Show this year will be at Los Angeles Pan-Pacific Auditorium and Ambassador Hotel, Aug. 25-27. It's sponsored by West Coast Electronic Mfrs. Assn. and IRE Los Angeles & San Francisco sections.

Hartley Baird Ltd. is new name for amalgamated Baird Television Inc. (Baird brand TVs) and Hartley group of companies which includes Harley Electromotives Ltd., Shrewsbury, Shropshire (electronic instruments) and Duratube & Wire Ltd. Managing director of Baird's now is A. W. M. Hartley, with Sir Charles King continuing as chairman.

"Flyweight" power triode tube, designed for uhf airborne communications and weighing only 8 oz., but with high power output, was announced this week by RCA. Designated 6383, new tube has maximum plate dissipation of 600 watts and can operate at top power at frequencies up to 2000 mc.

Gramer Transformer Corp., Chicago, has purchased Halldorson Transformer Co., also of Chicago. Gramer recently bought Johnson Electronics Inc., Orlando, Fla. No personnel changes are planned in Halldorson organization.

Trio Mfg. Co., Griggsville, Ill. (antennas and rotors) has acquired Falcon Electronics Co., Quincy, Ill. antenna manufacturer. Roy J. Wade, chief owner & gen. mgr. of Falcon, becomes Trio sales mgr., replacing Trio 50% owner J. L. Wade (no relation).

Andrea Radio Corp. has dropped 15-in. color set plans, announces 19-in. for fall.

Financial & Trade Notes: Emerson Radio & Phonograph Corp.'s consolidated net sales for 26-week period ended May 1 totaled \$40,445,690, compared with \$39,925,745 for same period preceding year. Profits after taxes were \$947,515 (49¢ a share on 1,935,187 shares outstanding) vs. \$1,768,694 (91¢). Fiscal year ends Oct. 1. Emerson has entered into loan agreement with group of institutional investors, arranged by F. Eberstadt & Co., covering sale of \$7,500,000 in promissory notes due May 1, 1969.

Group Securities Inc., mutual fund, in prospectus dated Feb. 25, 1954, reports these holdings of electronics and electrical equipment shares as of last Nov. 30: 1000 Allis-Chalmers, 1000 Bendix Aviation, 1300 CBS "A," 3000 Cornell-Dubilier, 1500 Cutler-Hammer, 2500 DuMont "A," 1800 Elliott Co., 500 GE, 2000 IT&T, 400 McGraw Electric, 700 Motorola, 1700 Nash-Kelvinator, 1800 Philco, 900 RCA, 1600 Sperry Corp., 1700 Square D, 2000 Sylvania, 1000 Westinghouse, 1400 Weston Instrument, 500 Zenith. (For holdings of Television-Electronics Fund Inc., see Vol. 10:22; for holdings of Fundamental Investors Inc., see Vol. 10:20.)

Lamb Industries Inc., headed by Toledo broadcaster-telecaster Edward Lamb, has bought 65,000 shares of Air-Way Electric Appliance Corp. at \$20 a share, bringing his holdings to more than 130,000 of the 360,000 share outstanding. Besides his TV-radio holdings and *Erie Dispatch*, Mr. Lamb also recently acquired control of C. L. Bryant Co., Cleveland (Sphinx furnaces) and White Products Corp., Middleville, Mich. (water heaters), merging the 2 (Vol. 10:2).

Twentieth Century-Fox profit was \$2,048,000 (74¢ a share) in 13 weeks ended April 27, double the \$1,024,000 (37¢) earned in same period year ago—pres. Spyros Skouras telling annual meeting CinemaScope had turned back TV's threat to motion pictures. He predicted theatres equipped for CinemaScope would be increased by year's end from present 4600 to 10,000 in U. S. & Canada, and from 1500 to 4600 overseas. He said company had no immediate plans to sell old pictures to TV.

Famous Players Canada, which owns 50% of CKCO-TV, Kitchener, Ont. (Ch. 13) and 25% of CFCM-TV, Quebec City (Ch. 4), latter due on air later this month, is selling 285,000 common shares at \$23.50 in current offering designed to give Canadian citizens larger percentage of ownership. Paramount International, however, with 880,000 shares, still holds about 51%. FPC also proposes to acquire more TV stations.

Magnavox elects Walter O. Menge, pres. of Lincoln National Life Insurance Co., Ft. Wayne, and Joseph W. Dye, pres. of Wolf & Dessauer dept. store, Ft. Wayne, to board of directors to succeed late A. J. McAndless, also of Lincoln Life, and E. S. Pridham, co-founder of Magnavox, who resigned because of ill health.

General Tire's success with its General Teleradio TV-radio subsidiary operation was reason given by B. F. Goodrich Co. for recent broadening of its charter to permit it to go into TV-radio and other fields. But Goodrich spokesman states move was merely "precautionary" for no immediate plans are in prospect.

Walt Disney Productions reports net income of \$283,662 (43¢ a share) in 6 months ended April 3, double the \$142,723 (22¢) earned in corresponding period year ago.

Philco postponed annual stockholders meeting from June 4 to June 23, in Land Title Bldg., Philadelphia, because of current strike.

Dividends: Admiral, 25¢ payable June 30 to stockholders of record June 15; Arvin, 40¢ June 30 to holders June 14; Canadian Westinghouse, 50¢ July 2 to holders June 15; Capitol Records, 15¢ July 1 to holders June 15; Decca Records, 17½¢ June 30 to holders June 21.

HEARINGS ON UHF problems by communications subcommittee of Senate Commerce Committee are now scheduled to begin at 1:30 p.m., June 15, in Room G-16, Capitol, then continue 9:30 a.m.-5 p.m., June 16-18. Final schedule of appearances won't be announced until shortly before hearing, but this is tentative unofficial list, arranged in anticipated order of appearance:

Raymond F. Kohn, WFMZ-TV, Allentown, Pa. (uhf grantee); Melvin Goldberg, UHF Industry Coordinating Committee; Noran E. Kersta, WFTL-TV, Ft. Lauderdale, Fla. (uhf); Farris Rahall, WFEA, Manchester, N. H. (AM); Thomas Chisman, WVEC-TV, Hampton-Norfolk, Va. (uhf); Hulbert Taft, WKRC-TV, Cincinnati (vhf); Gordon Brown, WSAY, Rochester, N. Y. (AM); attorney Joseph Brenner, Beverly Hills, Cal.; attorney Franklin C. Salisbury, Washington; engineer Raymond Wilmotte, Washington; Leon Green, KNUZ-TV, Houston (uhf); Philip Merryman, WICC-TV, Bridgeport (uhf); attorney J. Howard McGrath, exec. v.p., Edward Lamb Enterprises (vhf WICU, Erie & uhf CP WMAC-TV, Masillon, Ohio); Harold Fellows & A. Prose Walker, NARTB; Irvin M. Kipnes, Beachview Broadcasting Corp., Norfolk (vhf applicant); George Storer, Storer Stations (vhf); attorney Ted Pierson, vhf organization; engineer A. Earl Cullum, Dallas; Ernest L. Jahncke Jr., ABC; Jack Van Volkenburg, CBS; John Esau, KTVQ, Oklahoma City (uhf); Joseph Heffernan, NBC.

Note: In summarizing written statements inserted in hearing record May 19 (Vol. 10:21), we erroneously identified Gerald J. Morey with WNHC-TV, New Haven. The comments actually were submitted by Morey in behalf of grantee WNLC-TV, New London, Conn.

Knoxville's WTSK-TV (Ch. 26), which began operating last Oct., within 2 weeks of WATE (Ch. 6), originally known as WKOL-TV, has been sold for \$300,000 to South Central Broadcasting Co., operator of radio WIKY, Evansville, Ind. and onetime applicant for Ch. 7 there. Purchasers acquire plant that includes 1-kw Federal transmitter, operating with CBS & DuMont network shows on 3-11 p.m. schedule at \$250 rate. It's managed by Harold E. Rothrock, onetime Washington consulting engineer, with Guy Smith as sales mgr. They will remain under new ownership, headed by John A. Engelbrecht, pres. of Evansville firm; George F. Stolz, v.p. & chief engineer; Leighman D. Groves, secy.-treas. Evansville radio-men are understood to have been considerably impressed with uhf in their own area, where WFIE, Evansville (Ch. 62) has been operating since last Nov. and WEHT (Ch. 50), across river in Henderson, Ky., has been on air since Sept. Knoxville station is 80% owned by oilman W. R. Tuley, 10% each by No. Carolina broadcasters Harold Thoms and J. Horton Doughton. It has been operating in the red, reportedly has lost about \$100,000 to date, but Rothrock states it's just about at break-even point now. He says area's TV sets are about 95% vhf-uhf combinations or conversions since both uhf & vhf got started about same time.

Two new TV applications—both for Ch. 10 in Parma, Mich. near Jackson—were filed with FCC this week, making total of 230 now pending (32 uhf). The applications were by uhf WILS-TV & WILS, Lansing, together with Lansing auto dealer Edward E. Wilson, and by WKHM, Jackson, Mich. (replacing earlier application by same interests). [For further details see *TV Addenda 18-V* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with Addenda to date.]

Next stations due for interconnection to AT&T network circuits: WDBO-TV, Orlando, Fla., June 6; KTTS-TV & KYTV, Springfield, Mo., June 19.

Will the Govt. get authority to enter broadcasting business in competition with private TV-radio stations? A little-noted bill, which has already passed through Senate and is now pending House action, could have that effect—though that certainly isn't its intent. S-3401, introduced by Sen. Saltonstall (R-Mass.) at request of Defense Dept. to permit construction of military-operated TV & radio stations overseas and at isolated military bases in U. S. (Vol. 10:19), is so worded that it doesn't bar armed forces from operating TV-radio outlets in areas where private U. S. stations already exist. Though intent of bill is to provide information and entertainment for American troops, some observers point out the measure could be opening wedge for competitive govt.-operated outlets. They add that this loophole could easily be closed by amendment stipulating that Defense Dept. is not authorized to establish TV or radio services in U. S. areas where reception is already available and that govt. stations shall go off air when private stations begin in area. Hearings on bill by House Armed Services subcommittee will probably be held June 16-18. Pentagon spokesmen say they have tentative plans for 12 TV stations overseas, none in U. S.

Bill to ban transmission of gambling information (S-3542), introduced June 2 by Chairman Bricker (R-Ohio) of Senate Commerce Committee, is scheduled for committee hearing June 7-8. First to testify will be Justice Dept. and FCC. Measure would prohibit TV-radio stations from broadcasting "any gambling information relating to horse racing before the start of any race on the day it is scheduled to be run, or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer." Bill wouldn't preclude station from carrying race as a special event, but would limit stations to one such race a day.

"Eurovision" — 8-nation European TV network — is scheduled to begin Sun., June 6 with address from Rome by Pope Pius XII. Hookup will continue until July 4 with pickups of special events and shows from Britain, France, Belgium, Netherlands, Denmark, West Germany, Switzerland and Italy. Main event will be World Soccer Cup matches in Switzerland. The 4000-mi. network will utilize 41 TV transmitters and 80 relay stations, with specially designed converters to make possible interchange of programs between Britain's 405-line system, France's 819 & 441 lines and rest of Europe's 625.

FCC approved sale of radio WSAU, Wausau, Wis. (250 watts on 1450 kc, NBC), for \$170,000 to Wisconsin Valley Television Corp., granted CP for Ch. 7 in Wausau last May 13. Sale was part of agreement whereby WSAU dropped application for Ch. 7, and Charles Lemke (49% owner) got option to buy up to 25% of Valley TV. with John R. Tomek (51%) to get \$15,000 retainer as consultant. Other Ch. 7 applicant, Congressman Alvin E. O'Konski, earlier shifted to Ch. 16 and got CP for WOSA-TV last Feb.

La Crosse (Wis.) Tribune, having sold its radio WKTY in order to acquire interest in WKBH Television Inc., grantee of upcoming WKBT (Ch. 8), became 41% stockholder this week in transfer approved by FCC, Comr. Hennock (usually opposed to newspaper ownership) dissenting. WKBH Inc. holds 40%; Howard Dahl, who controls radio WKBH, 9% personally; Charles D. Gelatt, Allan Schilling, Albert Funk Jr., Runge Sletten, Orval Nelson, 2% each. Shares outstanding total 1000, sold at \$100 per share.

NARTB's TV and radio boards meet week of June 21 at Washington's Mayflower Hotel to elect chairmen, review recent Chicago convention, select site for 1955 convention, go over current budget, discuss pending legislation. Committees meet June 21 and 22, TV board June 23, radio board June 24, full board June 25.

Television Digest

with ELECTRONICS REPORTS

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CORPUS CHRISTI & ORLANDO OPENED UP: Two new TV markets -- one vhf, one uhf -- came into being this week with first tests of KVDO-TV, Corpus Christi, Tex., and WDBO-TV, Orlando, Fla. With imminent deletion of Kansas City's share-time WHB-TV, which is being amalgamated with KMBC-TV (see p. 12), that brings stations on the air to 385. There was also a report, not yet confirmable, that WTAC-TV, Flint, Mich. (Ch. 16), which quit April 20 for economic reasons and reverted to CP status (Vol. 10:19), may soon be sold and revived. This week's starters:

WDBO-TV, Orlando, Fla. (Ch. 6) starts programming June 15 as primary inter-connected CBS outlet, having begun tests June 5. Nearest other station is WSUN-TV, St. Petersburg (Ch. 38), 94 mi. distant. Orlando is 124 mi. south of Jacksonville, 150 mi. north of Palm Beach, other nearest TV cities. Station uses 35-kw GE transmitter, 500-ft. Stainless tower, 6-bay GE antenna. Harold P. Danforth, pres. & gen. mgr., and James Yarborough, v.p. & chief engineer, are principal owners, each 18.4%. Walter Sickles is program and John Thorwald sales mgr. Base rate is \$200, rep Blair.

KVDO-TV, Corpus Christi, Tex. (Ch. 22) began testing June 9, goes commercial June 20, possibly with ABC affiliation. Gen. mgr. L. W. Smith, stating city has been largest in U.S. still without own TV (pop. 139,000), claims coverage area embracing 295,000 with 19,000 TV sets already owned and 8000 already converted. Nearest cities with TV are San Antonio, 130 mi., and Harlingen, 111 mi. Transmitter is RCA, tower is 326-ft. Emsco. It has no AM adjunct, is owned by 10 local stockholders. Eugene Tinsley is commercial mgr., Edward F. Joslyn program director, Nestor Cuesta chief engineer. Base rate is \$150. Rep is Adam Young.

AFTER THE SENATE UHF HEARINGS—WHAT? TV industry's most explosive issue comes to the fore again Tue., June 15 when the communications subcommittee under Sen. Potter (R-Mich.) convenes for 3½ more days of hearings on uhf problems.

The uhf stations already have outlined their case (Vol. 10:21), and more will come to the stand next week to reinforce previous testimony. In hearings' opening week, the Senators were impressed by uhf's "matter-of-life-or-death" presentation.

Vhf stations and networks found themselves on the defensive -- faced with unexpected proposals, made before U.S. Senators, for a new freeze, an all-uhf allocation, strict network regulation, and a share-the-networks program.

Against this background, what kind of action can be expected from Congress?

Legislatively, there's almost no chance of any action this session -- except possible passage of a measure to kill or reduce excise taxes on uhf-equipped TV sets. Sen. Johnson (D-Colo.) and the Senate Finance Committee breathed new life into the proposal this week after it had been written off as virtually dead (Vol. 10:22).

Swayed by pleas of Johnson and of Potter subcommittee -- which unanimously endorsed it -- Finance Committee agreed to consider excise tax removal proposal as an amendment to next tax bill it considers, which happens to be a bill relating to

estate taxes. Johnson originally intended to tack his amendment onto general tax revision bill, but Committee then nixed all excise tax changes. Insiders now feel the amendment has good chance if industry keeps on its toes, makes wishes known to lawmakers. Finance Committee is expected to get to the bill in about 2 weeks.

As for drastic or controversial TV legislation, none seems to be in prospect. With Administration's "must" program lagging, and legislators raring to go home for politicking, it's hardly likely that any "uhf bills" could be pushed through in the month or two remaining -- or that Senate Interstate Commerce Committee will even try.

The Senators are much more likely to toss problem back to the FCC -- with or without specific recommendations. Actually, most of the proposals made by the uhf telecasters are within province of Commission, wouldn't require any new legislation.

But a recommendation, a resolution, even a "suggestion" from the Senators can have a powerfully persuasive influence on FCC. Only last March, for example, FCC called off its "filing fee" proposal at request of Commerce Committee (Vol. 10:13).

Most of the uhf people realize they don't have much chance of getting new laws passed soon. They're aiming for strong action by the Committee -- possibly a resolution by full Senate -- telling FCC to take specific action to help uhf pronto.

Before subcommittee deliberates on uhf problem, it will hear commissioners again -- either in closed or open session -- to get their views on all proposals advanced during hearings. Open hearings may continue after next week, if subcommittee doesn't get to hear all 26 witnesses on list (p. 12) or if many more ask to be heard.

* * * *

About 150 vhf stations have now lined up behind united presentation for the hearing, coordinated by Washington attorney Ted Pierson. Though the only witness now signed up to represent the vhf group is Pierson himself, the "organization" expects to present 5 or more witnesses from broadcasting industry.

"To tell the whole story of TV," vhf group hopes to put on the stand representatives of pre-freeze telecasters, vhf grantees and applicants -- giving their own "case histories" (as uhf witnesses did). It will also introduce written statements from large number of vhf operators.

Outside of the vhf "organization" structure, there will be testimony by vhf owners George Storer, Hulbert Taft Jr. (WKRC-TV, Cincinnati) and 2 vhf applicants.

* * * *

Network representatives at hearing are listed as v.p. Ernest L. Jahncke for ABC, v.p. Joseph V. Heffernan for NBC, TV pres. J.L. Van Volkenburg for CBS, though others may be substituted -- in fact, CBS may be represented by pres. Frank Stanton.

At least part of networks' rebuttal will be aimed at showing that the 127 uhf stations aren't being discriminated against, affiliation-wise. Without attempting to determine how much network programming is carried on uhf stations (FCC did that in its presentation to the subcommittee), we checked latest rate cards of the four networks, found that NBC lists 3 uhf stations in its "basic" affiliate group -- Norfolk's WVEC-TV, Portland's KPTV, Youngstown's WFMJ-TV -- and 43 in "optional" category; CBS lists no uhf outlets in "basic required" group, 18 in "optional" group and 12 as "supplementary", though network says it feeds programs to 51 uhf stations in 47 markets; ABC has 67 uhf, 42 of them "basic" or primary; DuMont has 73, broken down into 58 basic, 10 alternate, 5 "available on request."

Indicative of stepped-up behind-the-scenes lobbying by virtually all segments of TV industry was letter sent June 12 by Dr. Allen B. DuMont to every Senator and Congressman. Accompanying a brochure describing new DuMont Tele-centre in New York, to be dedicated June 14, Dr. DuMont's letter said, in part:

"We have invested \$5,000,000 [in these studio facilities] with the expectation that we would have the opportunity to use them for the purposes to which they are being dedicated. Under present conditions, however, brought about by the ill-advised use of the radio spectrum, monopolies in TV broadcasting and the distribution of products of industry are being developed. The question of whether we shall be able to use these splendid facilities for their dedicated purpose depends on whether Congress shall take the action necessary this year to establishment of a fully competitive nationwide TV system..."

WEEK'S CPs ALL VHF, UHF's RARE NOWADAYS: Exceptionally active week at FCC produced 4 CPs and 5 initial decisions -- all vhf. For year to date, there have been 43 vhf grants, 15 uhf. There are now 192 vhf applications pending, merely 31 uhf.

All this week's grants were produced by merger-dropout process, but 2 of the initial decisions went the full route -- with hearing examiners actually forced to make a choice among contestants. This week's grants:

Phoenix, Ariz., Arizona TV Co., Ch. 3; Milwaukee, Wis., Milwaukee Area Telecasting Co., Ch. 12; Minneapolis, KEYD, Ch. 9; Jefferson City, Mo., KWOS, Ch. 13.

The initial decisions: Sacramento, Cal., KCRA, Ch. 3; Daytona Beach, Fla., WMFJ, Ch. 2; Shreveport, La., Shreveport TV Co., Ch. 12; Henderson, Nev., Southwestern Publishing Co., Ch. 2; Tulsa, Okla., Central Plains Enterprises, Ch. 2. One uhf CP was returned to FCC -- by WJTN-TV, Jamestown, N.Y. (Ch. 58).

In picking KCRA over KXOA for Sacramento's Ch. 3, examiner Thomas Donahue concluded: "We believe that KCRA's showing of close and unbroken identity with the Sacramento community, plus its record of improvement of technical facilities, betokens an insurance of a stable, continuous and progressive service that [KXOA] does not match and that consideration outweighs [KXOA's] showing of superior management."

Shreveport case was 3-way fight between applicants who had joined together in novel Interim TV Corp. and got CP for KSLA, operating it jointly until FCC produces final decision picking one over other two.

Examiner 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:

NETWORK & STATION GROSS INCOME

	<u>Total Broadcast Revenue</u>	<u>Net Revenues From Time Sales*</u>	<u>Incidental Revenues</u>
1952.....	\$324,200,000	\$236,500,000	\$87,700,000
1951.....	235,700,000	175,300,000	60,400,000
1950.....	105,900,000	76,300,000	29,600,000
1949.....	34,300,000	23,400,000	10,900,000

* Amounts actually accruing to networks & stations after commissions, rebates, etc.

Thus between one-fourth and one-third of TV's revenues derive from sundries such as program, talent, production and other so-called "incidentals." This surprising ratio, say the FCC experts, is peculiar to TV. In radio, for example, it's only around 10%; in 1952, last year for which FCC radio figures are available, incidentals represented approximately \$48,000,000 out of radio's gross revenues of \$469,700,000.

Our guesstimate of \$600,000,000 as the minimum 1954 take by TV stations and networks combined still stands, however -- for the same reasons stated last week.

So does figure of \$800,000,000 or more representing gross 1954 expenditures by advertisers on the TV medium as a whole. This includes not only cost of time, but the amount of money remaining with advertising agencies, program producers, talent sources, etc. -- in a word, that which doesn't find its way into the TV operators' tills. For 1953, total advertisers' expenditures on TV were \$688,700,000, according to the calculation by McCann-Erickson for Printers' Ink (TV Factbook No. 18, p. 370).

Personal Notes: Robert H. Hinckley, ABC Washington v.p., returned to his alma mater this week, Brigham Young U, Provo, Utah, to present "Edwin Smith Hinckley Scholarship Fund," named for his father who was once professor of geology there, providing income from \$25,000 to students showing preference for communications . . . Robert W. Sarnoff, NBC exec. v.p., left for Europe with Mrs. Sarnoff June 10 for month's business-vacation trip . . . Howard J. Schellenberg Jr. resigned June 1 from law firm of Haley, Doty & Schellenberg, has joined with James P. O'Laughlin, recently legal officer with Marine Corps, to set up O'Laughlin & Schellenberg, 1025 Connecticut Ave., Washington (phone, Republic 7-1522) . . . Art King becomes editor of *Television Age* July 1, succeeded as managing editor of *Broadcasting-Telecasting* by senior editor Edwin James; among other changes at latter, senior assoc. editor Bruce Robertson goes to Washington from N. Y., west coast mgr. David Glickman from Hollywood; asst. editor David Berlyn goes to N. Y. . . . Nat Perrin, producer of *My Friend Irma*, named coordinator of all CBS-TV west coast color program plans . . . Wm. R. McAndrew, NBC news & special events mgr., represents all networks at North Atlantic Treaty Organization information conference in Paris, June 15 . . . Sidney F. Allen promoted to sales mgr., MBS eastern div. . . . Bill Whiting, ex-sales mgr. of KTTV, Los Angeles, placed in charge of new offices of Official Films Inc. at 275 So. Beverly Dr., Beverly Hills, Cal. . . . R. E. Detwiler will be commercial mgr. of upcoming WPBN-TV, Traverse City, Mich. (Ch. 7) as well as of radio WTCM, with Wm. H. Kiker, chief engineer for both TV & radio . . . Mike Thompson named commercial mgr. of WTVD, Durham (Ch. 11) due by fall; Ernie Greup will be program mgr. & Henry Cronin chief engineer . . . J. A. Murphy named gen. mgr. of KMO-TV, Tacoma, Wash., succeeding Jerry Geehan . . . Richard Wolfson, legal director of WTVJ, Miami, married June 5 to Elaine Reinherz, of Providence, R. I. . . . Robert H. Hill, ex-KABC-TV, Los Angeles, becomes gen. sales mgr., KVVG, Tulare, Cal. . . . E. W. Dallier promoted to sales mgr. of KTVH, Hutchinson, Kan. . . . Thomas J. Maloney, ex-WBUF-TV, Buffalo, named program mgr. of upcoming WKBT, La Crosse, Wis. (Ch. 8) . . . Jack Keasler now commercial mgr. at KRGV-TV, Weslaco, Tex., succeeding Allan Page . . . Hal Danson, ex-gen. sales mgr., Adler Communications Labs, onetime Paramount and Eagle-Lion adv. executive, replaces Mel Gold as director of TV, advertising & promotion, National Screen Service Corp. . . . Bette Doolittle, asst. to NARTB director of code affairs Edward H. Bronson, guest of honor at cocktail party in National Press Club June 10 to celebrate her election as eastern regional v.p., American Women in Radio & TV . . . Robert Wald named exec. director of Teleprograms Inc. and producer of *American Inventory* (NBC-TV), replacing Wm. Hodapp, resigned . . . Bert Harkins, ex-MBS facilities mgr., joins Voice of America under new director Jack Poppele . . . Harold C. Lang elected assistant treasurer of CBS Inc. . . . Sander Heyman, ex-Schenley, to Los Angeles office of Roy S. Durstine Inc. to handle west coast TV-radio . . . Lewis S. Wechsler, ex-Emil Mogul TV-radio director, joins Donohue & Co.; Barry Blaur, ex-Huber Hoge, joins Mogul as traveling TV-radio timebuyer . . . Tom Slater has resigned as TV-radio v.p., Ruthrauff & Ryan . . . George Wolf resigns as TV-radio director, Geyer Adv.

Robert H. Swintz, 59, business mgr. and public relations director of *South Bend Tribune's* WSBT-TV & WSBT, and for 20 years mgr. of WSBT, died June 5 after long siege of leukemia. His widow and 2 daughters survive.

Albert L. Warner, NBC newscaster recently residing in Tucson for his health, awarded honorary Master of Arts degree by his alma mater Amherst College June 10.

FCC's INQUIRY into alleged past communist affiliations of Edward Lamb, owner of WICU, Erie, Pa. and other stations (Vol. 10:23), became even more feverish this week. After some 4 hours of argument before District of Columbia district court Judge Edward Tamm June 11, the judge dismissed Lamb's motion to enjoin FCC from going ahead with hearing scheduled for July 28—after Lamb attorney Russell M. Brown had charged that FCC would give Lamb "no fair trial at all" and that original allegations against Lamb were pushed by Comr. Doerfer who was activated by "ill will" and "base motives." Lamb attorneys said they'd appeal.

Judge Tamm based his ruling on fact that FCC is giving Lamb a hearing, has set definite date for it, and that it's established procedure for parties to "exhaust administrative remedies" before going to court. He also said an injunction would do little good in stopping "irreparable injury" to Lamb because publicity is already widespread. Commission obviously saved itself rough time by acting last week in setting date for Lamb hearing, because judge said he would have been impressed by Lamb's argument if no hearing had been scheduled.

Allegations of "bias and prejudice" levied by Brown against FCC were ruled out by Judge Tamm after Brown recited following:

(1) That Lamb had gone to see Chairman Hyde who said he realized charges against Lamb were "unfair" but that FCC was "helpless" to do anything because Doerfer insisted on taking case up. Brown said Hyde told Lamb he should see Doerfer who was "key to the problem."

(2) That Lamb then went to Comr. Sterling who also advised him to see Doerfer.

(3) That he finally went to Doerfer who stated he wanted to know about Lamb's beliefs and opinions. "Lamb told him he was a Democrat and an Episcopalian," Brown said, "and that he had once been a Republican." They talked about the New Deal and its philosophies and the fact that Lamb, as an attorney, had represented unions, Brown stated. He added that, as Lamb left, Doerfer said: "It would be better if you were still a Republican."

Lamb took stand briefly to testify about injury he's suffering—how advertisers shy away from one accused of communist leanings; how he had bought land and equipment for Massillon TV station, which he said is unused and depreciating; how his family is suffering social injury, etc. He was stopped from testifying about his conversations with commissioners.

Hyde was subpoenaed by Lamb's counsel, sat in court most of argument, was never called to stand.

Brown's charges against Doerfer guarantee him some close questioning when he goes before Senate Commerce Committee in next week or two for hearing on last week's appointment to new 7-year term with FCC (Vol. 10:23).

The no-holds-barred defense conducted by Lamb counsel J. Howard McGrath, former Attorney General, and Brown, presages fierce contest at FCC July 28 hearing.

Frank Stanton, CBS pres., wins Art Directors Club Medal "for the inspiration and encouragement given to the art directors of CBS Radio and CBS Television resulting in high and consistent standard of excellence in the visual appearance of their advertising and TV commercials."

Jacob A. Evans, NBC adv. & promotion director, is author of *Selling and Promoting Radio and Television* (384 p.) to be published June 28 by Printers' Ink Books of N. Y., with foreword by ex-NBC pres. Niles Trammell.

Honorary Doctor of Laws degrees bestowed by Seton Hall U, So. Orange, N. J., on ABC's Ed & 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 WJBK (Storer) contracts for own new 3-story studio building across from huge New Center Bldg., on which construction begins in few weeks.

Music Corp. of America enters theatre-TV field through deal with Box Office TV Inc., under which MCA acts as sales representative for BOTV in soliciting closed-circuit theatre-TV business meetings. BOTV in turn, has agreed to hire only MCA talent for its theatre-TV shows unless client specifically requests a performer not in MCA stable. Tieup is reminiscent of similar deal made last year between Wm. Morris Agency and Cappel, MacDonald & Co. for production of theatre-TV shows (Vol. 9:23)—but Cappel, MacDonald never became active in theatre-TV.

Subscription TV holds no charms for 20th Century-Fox, pres. Spyros Skouras told *Variety* this week. He said he's interested in theatres and they'd be hurt by pay-as-you-look which, he stated, is not attractive economically anyway. He also scotched rumor 20th Century is seeking to buy Matthew Fox's newly-acquired interest in Skiatron's fee-TV developments.

FEDERAL has delivered its first 12-kw uhf transmitter to WNAO-TV, Raleigh, N. C. (Ch. 28), which went on air last July with Federal 1-kw. New transmitter is now in test operation at Raleigh. Incorporating Eimac klystron tube, the 12-kw transmitters are now being promised by Federal for 30-day delivery.

Mere trickle of transmitter shipments is now being reported by the manufacturers, despite considerable number of orders for associated equipment (particularly film scanners) they say they signed at recent NARTB convention. RCA shipped 10-kw transmitter and associated equipment June 8 to upcoming WBRZ, Baton Rouge, La. (Ch. 2), due on air in Sept., or earlier. On June 9 it shipped 5-kw transmitter to WABI-TV, Bangor, Me. (Ch. 5) to replace original 500-watter. Only GE shipment reported this week was 12-kw transmitter June 9 to replace 1-kw of WFIE, Evansville, Ind. (Ch. 62).

* * * *

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

KCKT, Great Bend, Kan. (Ch. 2), began construction, May 18, has GE equipment ordered for July 1 delivery, reports pres. E. C. Wedell. It plans test patterns about Sept. 15, programming Sept. 26. It's 50-mi. from Hutchinson, 91 mi. from Wichita. Rep not yet chosen.

WLAC-TV, Nashville (Ch. 5), now plans July 1 test patterns, July 15 program tests, full commercial operation as basic CBS on Aug. 6, reports gen. mgr. T. B. Baker Jr. Under setup of new WLAC-TV Inc. recently approved by FCC, Baker owns 25%, Al Beaman 25%, Casualty Insurance Co. of Tennessee 50%. It will use RCA 10-kw transmitter and 1000-ft. Ideco guyed tower with RCA 12-bay antenna. Base rate will be \$550. Rep will be Katz.

WCNY-TV, Carthage, N. Y. (Ch. 7), with construction already underway, this month starts work on 500-ft. guyed tower and 12-bay GE antenna, plans programming between Aug. 15 & Sept. 25, writes asst. mgr. James W. Higgins. It expects to ask for July 15 delivery of 20-kw GE transmitter. Owner *Watertown Times* gave up Ch. 48 CP in Watertown for proposed WWNY-TV (Vol. 10:10), is building WCNY-TV at Champion Rd. site, 6 mi. west of Carthage and 9 mi. east of Watertown. It will carry CBS & ABC. Base hour will be \$150. Weed will be rep.

WBTW, Florence, S. C. (Ch. 8), with Sept. 15 test pattern target, has begun \$500,000 construction job, which includes new studio-office building with 10,000-sq. ft. of floor space, reports exec. v.p. Charles H. Crutchfield. 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 Bcstg. Co. also operates WBTW, Charlotte, and owns 16.5% of WFMY-TV, Greensboro, N. C. WBTW plans Sept. 26 commercial start as basic CBS, will also carry WBTW originations. Rep will be CBS-TV Spot Sales.

Fourteen newsmen went on strike June 12 at CBS's WBBM-TV-AM, Chicago, seeking raise in starting pay from \$82.50 to \$110 a week. The newsmen, members of Radio Writers Guild of America, also have a demand, rejected by CBS, that writers receive credit mention by newscasters at end of each news program.

CBS & IBEW have agreed on new 2-year contract from May 1 covering about 1100 TV-radio engineers at Network and owned stations; increases provide \$162.50 weekly for journeymen (up from \$150), \$190 for technical directors and master control engineers (up from \$166.50).

Network Accounts: Derby Foods (Peter Pan peanut butter) signs as first partic. sponsor of ABC-TV's widely-heralded *Disneyland* starting Oct. 27, Wed. 8:30-9:30 p.m., thru Needham, Louis & Brorby; purchase was for 30 min. alt. weeks on unique program of Disney characters, combining live and film segments . . . Firestone assured uninterrupted continuance of *Voice of Firestone* simulcasts Mon. 8:30-9 p.m. by accepting ABC's offer of 3664-seat Paramount Theatre (Vol. 10:23) only week before it was to leave NBC; it goes on ABC June 14, will originate from theatre starting June 21 . . . Toni switches Art Linkletter's *People Are Funny* from CBS-TV to NBC-TV starting Sept. 19, Sun. 7-7:30 p.m., thru Leo Burnett Co., will alternate with Mars Co. (candy) in radio sponsorship on NBC starting Oct. 5, Tue. 8-8:30 p.m. . . . Wander Co. (Ovaltine) and General Mills buy *Captain Midnight* on CBS-TV starting Sept. 4, Sat. 11-11:30 a.m., former thru Grant Adv., latter thru Dancer-Fitzgerald-Sample . . . Lever Bros. to sponsor *Uncle Johnny Coons* on CBS-TV starting Sept. 4, Sat. 1:30-2 p.m., thru J. Walter Thompson . . . A. E. Staley Co., Chicago (Sta-Flo corn starch) to sponsor Tue. & Thu. simulcast of *Don McNeill's Breakfast Club* on ABC starting July 29, Mon.-thru-Fri. 9-10 a.m., thru Ruthrauff & Ryan . . . International Shoe Co., St. Louis (Poll Parrot shoes) buys seven 15-min. segments of *Howdy Doody* on NBC-TV starting Aug. 6, alt. Fri. 5:45-6 p.m., thru Henri, Hurst & McDonald, Chicago . . . Reardon Co., St. Louis (Dramex paint compound) buys 14 partic. on NBC-TV's 7-9 a.m. *Today* starting Sept. 8, thru Krupnick & Assoc.; John Oster Mfg. Co., Racine, Wis. (small appliances), 15 partic. starting Sept. 28, thru Henri, Hurst & McDonald, Chicago; Ladies Home Journal, one partic. June 30, thru BBDO . . . U. S. Shoe Corp. (Red Cross shoes) buys 9 partic. on NBC-TV's *Home* starting Sept. 20, Mon.-thru-Fri. 11 a.m.-noon, thru Stockton, West, Burkart Inc., Cincinnati . . . Schick, Nestle Co. & Shaeffer Pen Co., sponsors of *Jackie Gleason Show*, also sponsor *Stage Show*, its summer replacement, on CBS-TV starting July 3, Sat. 8-9 p.m. . . . Chesterfields sponsors *TV's Top Tunes* as summer replacement for *Perry Como Show* on CBS-TV starting June 28, Mon. 7:45-8 p.m., thru Cunningham & Walsh . . . Gillette, for 5th straight year, to sponsor All-Star baseball game on NBC-TV, Tue. July 13 starting at 1:15 p.m., thru Maxon Inc.

Changes in TV rep offices, as reported for revised Directory of TV Representatives being prepared for *TV Factbook No. 19* due in mid-July: John H. Hicks Jr., recently adv. mgr. of Burrus Mills, now mgr. of Raymer Dallas office, succeeding Robert E. Stuart. Fiske Lockridge now mgr. of Katz Detroit office, succeeding R. Bateman. Wm. J. Tynan now Free & Peters midwest TV sales mgr., Chicago, succeeding George F. Stanton. Steven Beard now mgr. of Blair-TV Dallas office, succeeding Clarke R. Brown. Walter Beadell named mgr. of Gill-Perna Chicago office (new phone, Franklin 2-8655), succeeding Richard Colburn. Fred Crawford now mgr. of McGillvra Los Angeles office, moved to 638 S. Van Ness Ave. (Dunkirk 4-7352) and Al Tewksbury mgr. of San Francisco office, now at 300 Montgomery St. (Exbrook 2-0159). John J. Schwarz named mgr. of Branham St. Louis office, succeeding J. E. Nicholson. Ted Johnson named mgr. of W. S. Grant Los Angeles office, succeeding Ray Barnett, and Ted Hall heads San Francisco office, George Grant moving to Chicago.

Hugh M. Rogers Jr., 37, TV production director of BBDO, onetime CBS producer-director, died June 10 at Norwalk (Conn.) General Hospital. During the 1952 presidential campaign, he handled programs originating on network TV for Gen. Eisenhower. He leaves his wife, 2 sons and a daughter.

DAYTIME TV viewers "are consistently the best customers," according to elaborate NBC-TV presentation designed to hypo daytime sponsorships. Titled *Television's Daytime Profile: Buying Habits and Characteristics of the Audience*, it was shown to N. Y. newsmen, advertisers and agency folk this week, will be shown in Chicago June 15, Cleveland June 16, Minneapolis June 17, Los Angeles June 22, San Francisco June 24.

Basis of findings is report on 3243 women living in 2871 households in 450 "clusters" or interviewing districts in 185 representative counties. W. R. Simmons & Associates conducted survey last Jan. It defines "daytime home" as one in which housewife personally watched TV during week before survey. Detailed statistics are cited to prove that 2 out of 3 TV homes are daytime homes; that daytime viewers are younger, daytime families larger, have more children, enjoy higher incomes, live in larger & better markets. Daytime viewers are also shown to be "better & bigger" customers for foods, household items, drug & toiletries, cigarets, home improvements, cars; and they own more home appliances.

NBC-TV's night time, like CBS-TV's, is just about sold out—hence big drive to sell daytime. Despite its popular 7-9 a.m. *Today*, one of network TV's biggest income producers, NBC-TV still lags behind CBS-TV in daytime program sales. In fact, revised PIB figures this week show NBC's April TV network billings, first reported as surpassing CBS-TV's for first time in 6 months (Vol. 10:21), actually were beaten by its rival. New figures from PIB: CBS-TV, \$10,921,640; NBC-TV, \$10,798,978.

NBC charged "price cutting" by CBS in announcing June 7 that it has advised its affiliates it also will reprice evening time downward (Vol. 10:22) through a revision of discounts and proposing that the affiliates agree to a 20% reduction in compensation for night network business. Without naming CBS, NBC stated its action was "made unavoidable by a major competitor's act of desperation" and, asserting that competitor had initiated a third price cut in 4 years, referred to it as "depreciating the value of America's basic communications medium." No word yet from ABC & MBS, but it's regarded inevitable that they too will have to revise their rates at about same time—Aug. & Sept. Though neither CBS nor NBC is saying so, radio rate cuts basically are being forced by inroads of TV on night audience and diminution of number of network radio sponsors (for month-by-month PIB figures, see *TV Factbook No. 18* and Vol. 10:22).

An operating executive head of projected Television Advertising Bureau (Vol. 10:22) is now being sought, selection committee headed by Roger Clipp, WFIL-TV, Philadelphia, comprising Charles Crutchfield, WBTV, Charlotte; Tom Harker, Storer stations; Wm. Quarton, WMT-TV, Cedar Rapids; L. H. Rogers, WSAZ-TV, Huntington, W. Va. Meanwhile, 20-man membership committee headed by Norman 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: WTAR-TV, Norfolk, June 4 shifted from Ch. 4 to 3; WFMJ-TV, Youngstown, June 10 moved from Ch. 73 to 21; WFMB-TV, Indianapolis (Ch. 6) June 8 increased power to 100-kw ERP.

Picture Agency Council of America has been formed by 21 news & advertising photo agencies, with offices at 520 Fifth Ave., N. Y.

RCA OFFERS 20 MODELS, LOWERS LEADERS: RCA and Admiral made new TV lines public this week -- but only factor the 2 industry leaders had in common were lower prices on leader models (Admiral's 17-in. at \$150, RCA's 17-in. at \$160). But whereas Admiral reduced prices generally throughout line, RCA kept its 21-in. series firm at low end, added higher-priced step-ups at top. (For details of new lines, see pp. 9-10.)

While these 2 of the Big 4 often set the pace, it's apparent that industry-wide price pattern, subject of so much speculation in recent weeks, is yet to emerge in detail. Situation may be clarified when Philco shows its stuff. That can be expected soon, since 6-week strike appeared close to settlement as we went to press.

Full union membership was to vote Sat. June 12 on company's latest proposal -- reportedly 5¢ an hour basic wage increase, plus extension of several fringe benefits sought by union. There was cautious hope strike would be settled over weekend.

Motorola's inclination is to keep prices as firm as possible in new line to be shown distributors July 8 at Chicago's Conrad Hilton Hotel. Spokesman foresaw good chance that discounts to distributors and dealers might be raised, however.

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RCA line was conscious effort to keep unit sales high, with tempting low-end models, and at the same time permit dealers to "sell up" into a plentiful mix of 20 basic models. Henry G. Baker, v.p. & gen. mgr. of RCA Victor Television Div., said 4 significant factors were involved in planning new line:

(1) New engineering, styling and design developments were accelerated beyond planning stage so as to be available for this line, in accord with its market analyses indicating "added values" and features were needed to maintain high sales volume.

(2) "Strongest merchandising program in history of the company" was adopted, spearheaded by creation of new RCA Victor Television Division (Vol. 10:22), which separates manufacture and sales of TVs from radios and phonographs.

(3) Increased activity in color anticipated this fall, when new 19-in. tube is promised (Vol. 10:22), necessitated "greater consumer values" in black-&-white.

(4) Pricing policy based on more drop-in models, to shorten price gaps from "model to model or from group to group", gives dealers more incentive to "sell up".

New line reflects RCA's optimistic outlook for healthy black-&-white business ahead, said Baker. Echoing such optimism was another RCA official, J.B. Elliott, exec. v.p. for consumer products, who told National Assn. of Electrical Distributors in Atlantic City, also site of RCA's TV showing to field reps, that 1954 TV sales should approximate the nearly 7,000,000 sets sold in 1953.

We gave you highlights of Admiral's new line of 10 basic models last week (Vol. 10:23). Following showing to distributors in Chicago, the line got "excellent reception" this week at first of "open houses" for dealers, according to company spokesman. Quantity shipments will start next month, he said.

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Crosley came out with 21-in. "Super V" table model this week, at \$170 list in walnut, \$180 in mahogany, \$190 in blonde. Like its \$140-\$160 17-in. precursor (Vol. 10:7), the "Super V 21 Plus" incorporates vertical chassis, 90-degree picture tube, dual-purpose receiving tubes. Leonard F. Cramer, Avco v.p. and TV-radio gen. mgr., said it also occupies 23% less cabinet space than comparable 21-in. table, with up to 60-sq. in. more viewing screen. Tube face is aluminized for more brightness. It contains 15 tubes (compared to 22 on other sets), is somewhat lighter in weight.

Cramer said additional models would be available in Crosley line in fall, indicated that first 21-in. console incorporating features of "Super V" would be introduced then. He promised details later.

Cramer was lavish in praise of 17-in. "Super V", said that in April, first full month of national distribution for "Super V", it accounted for 46% of industry's factory shipments of 17-in. table models. "Super V" sales volume was \$8,000,000 in April at retail level, he said. Further, he declared market researchers called on several thousand "Super V" owners recently and reported: (1) In families with incomes of at least \$5000 a year, 83% bought it as second set; (2) In families with incomes under \$3000, 71% bought it as first set; (3) In 74% of homes where "Super V" was purchased as second set, original receiver was another brand -- "shattering the long-accepted principle" that consumers traditionally repeat purchases of same brand.

Capehart-Farnsworth also introduced new TV line this week (details on p. 10).

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Retail TV sales in first 4 months set record for such period, totaling some 2,152,515, compared to 2,100,620 in first 4 months of 1953, according to report by RETMA this week. April sales were also highest on record for that month, totaling 371,720, compared to 319,721 in April 1953. Retail sales of radios, excluding auto, totaled 1,487,247 in first 4 months, compared to 1,851,673 corresponding period of 1953. April radio sales were 427,911 vs. 412,802 in April 1953.

Philco strike and the normal seasonal decline in anticipation of new models pushed TV production down to 72,042 week ended June 4, lowest for any week this year and lowest for any full 5-day week since July 1953. It compared with 91,443 week ended May 28 and 97,936 week before. It was year's 22nd week, brought output for year to date to about 2,375,000 vs. 3,625,000 in corresponding period of 1953.

Radio production went down to 140,812 (59,741 auto) from 161,122 in preceding week and 190,275 week ended May 21. For 22 weeks, output was 4,180,000, compared to about 6,160,000 in first 22 weeks of 1953.

RCA's NEW LINE of 20 models, introduced to field reps this week at Atlantic City, starts with 17-in. ebony metal table at \$160—\$20 below list price of 17-in. leader before its production was halted about 3 months ago (Vol. 10:14). Top end of line is 24-in. full-door mahogany or walnut console at \$500.

Engineering features include aluminized tubes in all except 4 low-end models, vertical control arrangements, illuminated station selector dial with extra-large channel numbers, and new "high-speed uhf continuously variable tuner." Variety of new furniture finishes—including birch, grained charcoal oak and blonde tropical hardwood—is also available.

Largest ad campaign in RCA Victor history will support TV-radio-phonograph line, including use of 21 national magazines, 210 newspapers, network TV & radio, film strips, etc. Campaign begins July 19, thru Kenyon & Eckhardt. Full RCA line:

Table Models: Trent, 17-in. ebony metal \$160; Newton, 17-in. maroon metal \$170; Medalist, 21-in. ebony \$200; Lambert, 21-in. maroon \$210; Arlen, 21-in. ebony \$220; Kent, 21-in. maroon \$230; Ellis, 21-in. tawny gold \$230; Rupert, 21-in. grained mahogany \$240.

Consoles: Consolette, 21-in. open-face blonde metal \$250; Trafton, 21-in. open-face grained mahogany \$280, grained oak \$290; Radnor, 21-in. open-face grained mahogany \$300; Felton, 21-in. open-face grained mahogany \$330; Benson, 21-in. open-face blonde tropical hardwood \$340; Pickford, 21-in. open-face mahogany \$350, blonde tropical hardwood \$360; Wister (with swivel base), 21-in. open-face grained limed oak \$300, grained charcoal oak or walnut \$325; Carrol (with swivel base), 21-in. open-face grained mahogany \$360, limed oak \$370; Ashland, 21-in. open-face mahogany de luxe \$360, blonde tropical hardwood \$370; Bromley, 21-in. full-door mahogany \$390, blonde tropical hardwood \$400; Brenwood, 24-in. open-face grained mahogany \$370, limed oak \$380; Bartram, 24-in. open-face mahogany \$395, blonde tropical hardwood \$405; Martel, 24-in. open-face birch \$395; Chesterton,

24-in. full-door mahogany de luxe \$500; Fremont, 24-in. full-door walnut or blonde tropical hardwood de luxe \$500; Prentiss, 24-in. full-door mahogany or walnut de luxe \$500.

Combinations: Gaynor, 21-in. mahogany \$400, blonde tropical hardwood \$410.

Also introduced were 3 table radios, each containing 5 tubes: Creighton, \$30 in maroon, \$33 in ivory, green, red, black; Driscoll, 2-tone, black, \$40; Leighton, black plastic with A and C bands, \$45. Also, 3 clock radios: Reveille, \$30 in maroon, \$33 in ivory, green, red, black; Slumberette, \$40 in maroon, \$43 in ivory, green, red, black and silver, white; Prompter, \$50 in pearl gray, ivory, black & beige. A portable, single-play phonograph at \$30 and a high-fidelity, 3-speed console at \$200 in mahogany and walnut, \$210 in tropical blonde hardwood, complete line.

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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."

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TV-radio dealers got stern admonition to improve their business practices if they expect banks to continue to accept their credit paper. In speech to National Assn. of Electrical Distributors, W. F. Kelly, exec. v.p. of Pennsylvania Co. for Banking & Trusts, warned that banks will become more selective in handling dealer credit because quality of paper—and therefore the bank's profit—depends to great extent on dealer's selling techniques. "The bank is to blame if it permits its financing services to be used by dealers employing unethical or even high-pressure sales techniques," he said, adding that manufacturer or distributor subsidies will not persuade the well-informed bank to take on sub-standard dealer accounts.

Snowballing industry opposition appears to doom Federal Trade Commission proposal requiring merchandising ads to disclose fully how many channels a TV set can receive (Vol. 10:23). Speaking for retailers, NARDA pres. Vergal Bourland protested plan this week in letter to FTC attorney Paul Butz, declaring mandatory labeling would merely add another item to cost of production. RETMA, reaffirming its opposition to proposal as unnecessary to prevent deception, received extension of comment-filing deadline beyond June 15 so membership could discuss it at convention June 15-17 at Chicago's Palmer House.

About 1,000,000 plastic TV sets were produced last year, out of industry total of 7,214,787, Society of Plastics Industry convention was told this week by Wyman Goss, mgr. of GE chemical materials div., who predicted that majority of TV cabinets would contain some form of plastics in several years. He said new GE line might include several models in new, cheaper, less abrasive plastic substance developed partly by use of atomic tracers.

Passaic (N. J.) Junior Chamber of Commerce, at national junior chambers' convention in Colorado Springs June 12-20, has display calling Passaic the "Birthplace of Television" because first DuMont manufacturing plant started there in 1937. DuMont is providing a TV set which will be raffled as feature of convention.

ADMIRAL'S new line, shown to distributors at Chicago convention last week (Vol. 10:23) and to dealers June 7, takes in 10 basic models—all with built-in antenna, automatic gain control and inclined dial to permit tuning from standing position. Top end of 21-in. consoles, combinations and 27-in. console have Alnico 10 & 12-in. speakers mounted at angle to improve sound. All 21-in. table models feature new 270-sq. in. tube and tinted optic filter. Full line:

Table Models: T1831, 17-in. ebony plastic \$150; T1832, mahogany plastic \$160; T1842, mahogany finish \$170; T2311Z, 21-in. ebony plastic \$200; T2312Z, mahogany plastic \$220; T2316Z, 21-in. mahogany wood finish \$250; T2317Z, blonde finish \$260; T2318Z, maple finish \$260.

Consoles: C2256, 21-in. open-face mahogany finish \$200; C2316Z, 21-in. open-face mahogany \$280; C2317Z, blonde \$290; C2326Z, 21-in. open-face mahogany \$320; C2327Z, blonde \$330; F2326Z, 21-in. full-door mahogany \$350; F2327Z, blonde \$370; F2328Z, maple \$370; C2826Z, 27-in. open-face mahogany \$400; C2827Z, blonde \$425.

Combinations: K2256, 21-in. open-face mahogany \$300; K2257, blonde \$320; L2326Z, 21-in. full-door mahogany \$490; L2327Z, blonde \$515.

Also introduced were a printed circuit 5-tube AC-DC table radio with full-size speaker and built-in antenna and available for \$15 in mahogany, ivory, cherry, sungold yellow, beige or green, and a 5-tube printed circuit clock radio at \$25 in mahogany or \$28 in ivory, kitchen white, cherry or green. Also shown were 4 high-fidelity phonographs with 3-speed changer and dual speaker system, ranging from \$70 to \$160.

CAPEHART-FARNSWORTH'S new line, introduced to distributors June 7 at Ft. Wayne, comprises 16 basic models, with prices generally lower than comparable models in old line. Features include "Tri-Fi" 3-speaker sound system mounted in angular plane, and aluminized picture tubes. Polaroid picture filter system, feature of 1954 line, is repeated in current series. Full line:

Table Models: Minuet, 17-in. "Floratone" ebony finish \$200; Overture II, 21-in. "Floratone" ebony \$230; Bedford, 21-in. "Floratone" mahogany \$260, blonde \$280; Natchez, 24-in. "Floratone" mahogany \$330, blonde \$360; Rhapsody II, 24-in. "Floratone" ebony \$430; New Yorker, 24-in. mahogany \$400 & \$430.

Consoles: Charlestown, 21-in. open-face mahogany \$290; Potomac, 21-in. open-face blonde \$310; Bennington, 21-in. open-face mahogany \$330, blonde \$350; Cortland, 21-in. open-face mahogany \$370; Chicagoan, 21-in. open-face blonde \$390; Ticonderoga, 21-in. full-door mahogany \$330 & \$370, blonde \$350 & \$390; William Penn, 21-in. full-door mahogany \$390 & \$430; Atlantan, 21-in. blonde wood \$410 & \$450.

Combinations: Saratoga II, 21-in. mahogany \$895, blonde \$945; Montreal, 21-in. fruitwood \$995.

Also introduced were 9 high-fidelity units ranging from \$75 to \$550, four table radios at \$20, \$22, \$25 & \$30 (short-wave \$35), 2 portables at \$30 & \$40, two clock radios at \$45 & \$50.

Licensing arrangement for community antenna systems and master distribution systems is proposed by Jerrold Electronics Corp., which claims patent covering the systems. "Our plan is quite ambitious," Jerrold pres. Milton Shapp stated, "yet we are only attempting to do for the master antenna business what RCA has successfully accomplished for the entire TV industry." Jerrold proposes to charge fee to sellers & installers of building systems and to operators of community systems—both based on number of outlets. It would inaugurate advertising campaign and establish school for training licensees.

Trade Personals: Leslie J. Woods, Philco v.p. & director of research & engineering, awarded honorary degree of Doctor of Engineering by Drexel Institute June 12; Harold W. Butler, Philco industrial relations v.p., wins honorary Doctor of Laws from Beaver College June 6 . . . Joseph H. Gillies, Philco v.p., named to Defense Dept. industry advisory committee for procurement & production . . . C. A. Pollock, pres. of Dominion Electrohome Industries, Kitchener, Ont., elected pres. of Canadian RTMA, succeeding A. B. Hunt, ex-Northern Electric Co., now in Canadian govt. defense post . . . Perry F. Hadlock, pres. of RCA Victor Radio, S.A., Rio de Janeiro, currently in N. Y. to report to RCA International v.p. Meade Brunet . . . Harold D. Talbot Jr. appointed adv. mgr. for all products except photographic equipment, Sylvania lighting div. . . . Kenneth Newton, Bendix Radio, elected chairman of IRE Kansas City section . . . Joseph T. Zuravleff named Erie Resistor midwestern electronic sales rep, Chicago . . . Russ Weber promoted to new post of Magnavox sales training mgr. . . . Harry C. Nelson named mgr. of instrument sales at new midwest office of Polytechnic Research & Development Co. at 1 S. Northwest Hwy., Park Ridge, Ill.; Kenneth W. Meyers, ex-Rauland & GE, is in charge of office . . . Clarence Harding promoted to gen. mgr. of Ircal Industries, Los Angeles, subsidiary of International Resistance Co. . . . Walter R. Wolfgram, ex-Standard Transformer, named Jensen Mfg. Co. plant supt., succeeding T. L. Pierce . . . John Yule, ex-East Coast Aeronautics, named Gabriel Co. electronics sales mgr.; John Martin named chief engineer in charge of new product development . . . Allen J. Dusault named CBS-Hytron transistor sales mgr. . . . Joseph Roche, ex-DuMont, named publications mgr., CBS-Columbia service dept. . . . Frank Fraser promoted to administrative v.p., Clevite-Brush Development Co., headquartering at new research center, 540 E. 105th St., Cleveland . . . Paul O. Burk, DuMont picture tube distributor in Albuquerque, appointed New Mexico service rep for DuMont mobile communications equipment.

Harry Montague, 57, partner in Trilling & Montague, Philadelphia Capehart distributor, died June 6 after an illness of several weeks. Only a few hours after receiving news, Jacob A. Cohen, controller of same company and one of the owners of Seacoast, Miami distributor, also died in his Philadelphia home.

Color Trends & Briefs: CBS's disclosure of ambitious color program plans for fall, after long silence, looks like more of just what the doctor ordered for color TV's obvious doldrums. Nothing is clearer than fact that mass-produced color sets at mass-produced prices await public demand and that public demand awaits color programs.

Up to now, NBC has been staking out the color field virtually alone. This week, with appropriate fanfare, CBS announced that new \$1,500,000 color studios at 81st & Broadway would be inaugurated with *Toast of the Town* Aug. 22 and followed by monthly hour-long plays, *Best of Broadway*, sponsored by Westinghouse, Wed. 10-11 p.m., starting Sept. 15. Program is in addition to Westinghouse's regular monochrome *Studio One*.

CBS will also give its regular black-&-white shows "premieres" in color as did NBC—and CBS's total color schedule will add up to some 3 hours weekly, going to more than 40 stations.

NBC has already planned 90-min. weekly "spectaculars" to start Sept. 12 (Vol. 10:20) plus new *Tonight*, 11:15 p.m.-1 a.m. (Vol. 10:21)—latter alone providing almost 10 hours of color each week.

In color or monochrome, *Best of Broadway* should click, including as it does: Eugene O'Neill's *Ah Wilderness*, Ferenc Molnar's *The Guardsman*, Robert Sherwood's

Financial & Trade Notes: Motorola sales this year will be second only to 1953's record \$217,964,000, though year's defense billings will be "of record proportions," exec. v.p. Robert W. Galvin told St. Louis Society of Financial Analysts this week. Earnings and sales for first 6 months also will be lower than the \$4,640,679 (\$2.40 a share) earned on sales of \$109,532,968 in first half of 1953—but he didn't estimate by how much. First-quarter profit this year was \$1,644,084 (85¢) on sales of \$48,006,800, down from \$3,174,208 (\$1.64) on \$64,859,867 first 3 months of 1953. Galvin said auto, table & clock radio sales were down this year but predicted that sales of 2-way communication radios would increase by 10% this year and should continue good for next 5 years.

Muter Co. directors omitted quarterly dividend this week, pres. Leslie F. Muter explaining it was to conserve cash "to take advantage of any opportunity that may develop in this competitive market." Negotiations have been under way for acquisition of another company, unnamed. Mr. Muter said company earned about 20¢ a share in first 4 months of this year. Last 2 quarterly dividends were 2% stock in March, 3% in Dec., so that cash position has been considerably improved since the year-end.

Standard Coil Products Corp.'s sales in second quarter should show substantial improvement over first quarter's \$18,971,300 but will still be below the \$23,410,000 in second quarter of 1953, stockholders were informed this week by pres. Glen E. Swanson, who said "realistic approach towards color" has helped TV industry to stage "an encouraging recovery."

Indiana Steel Products Co. reports net earnings of \$203,019 (\$1.43 per share) for first quarter vs. \$98,639 (69¢) same period last year. Pres. Robert F. Smith stated 54¢ of the increase was due to lapse of EPT, the other 20¢ due to improved operations and in spite of slight drop in quarter's sales.

IT&T consolidated income for first quarter was \$4,855,103 (68¢ a share) compared with \$4,832,540 (67¢) same period last year. Consolidated net sales for quarter declined to \$78,705,955 from \$88,087,669. Cost of sales & operations fell to \$73,340,745 from \$82,044,122.

Collins Radio declared 50% stock dividend this week, payable Aug. 2 to holders July 15; also 50¢ cash dividend payable July 31 to holders July 15.

Idiot's Delight, Joseph Kesserling's *Arsenic & Old Lace*, Rudolph Besier's *The Barretts of Wimpole Street*, Wm. Saroyan's *The Time of Your Life*, Philip Barry's *The Philadelphia Story*, George Kaufman's & Edna Ferber's *The Royal Family*, Moss Hart's & George Kaufman's *The Man Who Came to Dinner*.

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Optimistic about color this fall, where some of his fellow manufacturers have clearly expressed pessimism, Motorola exec. v.p., Robert W. Galvin told St. Louis Society of Financial Analysts this week that 100,000 color sets might be produced this year. He said that by fall the industry should have a 19-in. color set selling for slightly more than \$1000. He said he was encouraged by increase in color programming planned for fall, plus progress by some manufacturers toward 19-in. tube. He added: "We can't afford to bury color now with a negative approach."

Industrial color equipment, using CBS field-sequential system, is now being offered by GE. Receivers include both direct-view and 6-ft. projection. GE and CBS recently concluded patent agreement on use of system (Vol. 10:5).

Network color schedules week of June 13-19: NBC-TV June 14 16, *Bride & Groom*, 12 noon; June 16 17, segments of *Home*, 11-12 noon, from Whitnall Park, Milwaukee. CBS-TV June 18, *New Revue*, 5:30-6 p.m.

MERGER of Kansas City's time-sharing KMBC-TV & WHB-TV (Ch. 9) should be concluded next week when final sale papers are signed (Vol. 10:17)—FCC on June 9 having approved Cook Paint & Varnish Co. acquisition of Arthur B. Church's KMBC-TV, KMBC (5-kw on 980 kc, CBS) and satellite KFRM, Concordia, Kan. (5-kw daytime on 550-kc, CBS) for \$1,750,000 cash plus assumption of approximately \$865,000 obligations, plus 10-year consulting contract at \$25,000 a year. FCC also approved Cook's \$400,000 sale of its WHB (10-kw day, 5-kw night on 710 kc, MBS) to Robert H. Storz and his son Todd Storz, who own radios KOWH, Omaha, and WTIK, New Orleans.

Cook's WHB Broadcasting Co. changes name to KMBC Broadcasting Co., with Robert B. Caldwell as chairman; Lathrop G. Backstrom, pres.; Don Davis, first v.p. & chairman of programming board in charge of sales, advertising & promotion; John T. Schilling, who built original WHB in 1922, v.p. & gen. mgr.; George Higgins, TV-radio sales mgr.; Mori Creiner Jr., director of TV; Dick Smith, director of radio; Ken Greenwood, asst. director of TV; Henry Goldenberg, TV-radio chief engineer. Free & Peters continues as rep.

All activities will be centered in big KMBC building, which houses 2600-seat theatre. Old WHB-TV & WHB quarters in Power & Light Bldg. are being abandoned. New 50-kw RCA transmitter, to be equipped for color, is due for delivery July 15, to be installed before completion of new KMBC-TV 1079-ft. tower at 23rd & Topping Sts.

Aimed at tightening security, FCC this week initiated proposed rule-making which would deny commercial operator or amateur licenses to members of Communist Party, any group required to register as Communist-action or Communist-front organization under Internal Security Act, or any group advocating overthrow of Govt. by violence. It also proposed to limit licenses to persons of "good moral character," factors determining such character to include past Communist affiliations and convictions for felonies. Proposal would amend application forms to include questions on membership in Communist Party, etc., and require fingerprints. Comments may be filed by July 19.

Storer Broadcasting Co.'s challenge of FCC's authority to set limit on number of stations an entity can own (Vol. 10:4), supported by brief filed in Court of Appeals last week, is due to be answered by FCC June 26 but Commission is likely to ask for extension. Argument before Court won't come before fall, because current court session is almost over. Storer owns 5 TV stations, the limit now permitted by Commission, and is seeking to acquire another vhf in Cleveland and a uhf in Portland, Ore., through acquisition of Empire Coil Co. for \$10,000,000 (Vol. 10:22). FCC has proposed to permit owners of 5 vhf to acquire 2 uhf, but this is held up pending Senate vhf-uhf hearings (see p. 1).

Complying with FCC multiple ownership rule, John B. Poor, director and gen. counsel of General Teleradio Inc., General Tire subsidiary operating MBS and various TV-radio stations, has sold his WARE, Mass. (1-kw, 1250 kc). FCC on June 9 approved \$43,666 sale to H. Scott Killgore, now a sales executive of Emerson Radio, who owns WKXL, Concord, N. H. (.25-kw, 1450 kc, CBS), and is applicant for new AMs in Plymouth, Mass. (1-kw, 990 kc) and Dover, N. H. (1-kw, 1270 kc).

Type & TV tieup: To speed coverage of Army-McCarthy hearings, *New York Times* installed in communications room 2 TV sets with automatic recording discs attached, thus gets full text via playback and into type long before it's transmitted on wires.

Future of educational KTHE, Los Angeles (Ch. 28), was thrown into doubt this week when millionaire oilman G. Allan Hancock, station's underwriter and one of educational TV's most affluent backers, abruptly resigned as director of Allan Hancock Foundation and chairman of trustees of U of So. California, to which he had donated more than \$7,000,000 in last 15 years. He ascribed his action to "business considerations and personal plans" but *New York Times* reported crux of issue was his disagreement with university officials on operation of station. Foundation is licensee; university provides most of programming. He left \$2,000,000 in negotiable assets to Foundation. Educational TV was also reported in financial trouble in Denver, where school board, participant in grant for KRMA-TV (Ch. 6), voted unanimously to hold up further work on project until there was further evidence of public support. Fund-raising drive for \$250,000 reportedly produced only \$52,000 thus far.

TV's future role in law enforcement, as outlined by RCA chairman David Sarnoff in June 11 address at graduation exercises of FBI National Academy, Washington: Superhighways such as Pa. and N. J. Turnpikes, which now use microwave radio for communications, will eventually use TV to connect toll gates, service facilities, patrol headquarters, etc. "It is only a matter of time, moreover, before a coast-to-coast radio-TV network will transmit teletype messages, weather reports, photographs, fingerprints and other documents, [and] police cars without doubt will eventually include TV as an indispensable adjunct of their operations." TV tape recordings, too, will be used by police, "to catalog photographs, fingerprints and other pertinent data."

Resolution to ban televising of Congressional hearings (H.Con. Res. 239) was introduced June 10 by Rep. Rogers (D-Fla.). Referring to Army-McCarthy hearings, he said: "For the past 7 weeks the gladiators of politics have been putting on a show . . . I feel, and very strongly, that it is not a healthy situation for our people to daily look upon the present 'show' and conclude that all such workings of the committees of Congress are carried on in such a manner." His speech evoked burst of applause from Democratic side of House. Similar bill was introduced in Senate by Sen. Olin Johnston (D-S. C.).

Sen. Lester C. Hunt (D-Wyo.), member of Senate Commerce Committee and communications subcommittee, announced this week he won't seek re-election for second term in Senate because of ill health. He's second Democratic member of Senate Commerce Committee to announce retirement in recent weeks, Sen. Johnson (D-Colo.) having also decided not to run again, though he may seek nomination for governorship. Ranking minority member of House Commerce Committee, Rep. Crosser (D-Ohio), won't return next term, having lost Democratic primary.

Allen Woodall interests propose to sell half their 50% ownership of WDAK-TV, Columbus, Ga. (Ch. 28), to co-owner Martin Theatres Inc., and to devote more attention to their radio WDAK (250 watts on 1340 kc, NBC). Selling price is \$53,000. FCC application this week explains that Woodall proposes to boost WDAK power to 5-kw and shift to 540 kc, project costing about \$50,000. Martin Theatres also owns 35% of WJBF-TV, Augusta (Ch. 6), Woodall 25% of WRDW-TV, Augusta (Ch. 12).

Senate uhf hearings are scheduled to begin at 1:30 p.m. Tue., June 15 in Room G-16, U. S. Capitol. These names have been added to end of unofficial witness list printed in last week's issue (Vol. 10:23): Rep. Moss (D-Cal.); Paul Bartlett, KFRE, Fresno, Cal. (vhf applicant); Harry Tenenbaum, WTVI, Belleville-St. Louis, Mo. (uhf); Dr. Armand Hunter, TV director, Michigan State College, East Lansing (uhf WKAR-TV).

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WINDUP OF SENATE HEARINGS ON UHF CRISIS: All sides put forth mightiest efforts as uhf-vhf controversy went through second week of Senatorial inquiry that already has built up an imposing record -- 60 witnesses heard, some 300 letters and written statements received. Hotly fought probe concludes public hearings Tuesday, June 22, having heard uhf & vhf protagonists capped by testimony of all networks save NBC by time of Friday adjournment. June 22 is postponement from June 21, first announced, due to sudden death of Senator Hunt Saturday (see p. 20). Session is expected to wind up everything -- first hearing the NBC testimony, then rebuttals by uhf & vhf groups, then FCC Chairman Hyde (for Commission majority), finally Comr. Hennock.

Best bet now is that the Senate communications subcommittee, headed by Sen. Potter (R-Mich.), and its parent Interstate Commerce Committee, whose chairman is Sen. Bricker (R-Ohio), will keep the FCC hopping with some specific recommendations. There's no time left this session for legislation covering such a complex technical and controversial problem, but it would indeed be surprising if a non-committal or namby-pamby report came out of the subcommittee.

With political pressures probably as strong as they've ever been on any radio issue, with this week's prodigious effort by vhf interests to overcome the Senators' initial favorable reaction to strong uhf case, with CBS and ABC both suggesting that Congress and FCC look into the possibilities of a reallocation -- it's apparent that the issue isn't going to die any quick or easy death. Having attended all the sessions, having read most of the documents filed, we give you our summaries and estimates of the proceedings and probable results in the 3 articles on pp. 3-7.

RADIO RATE CUTS—WHAT THEY COULD MEAN: The chain reaction -- literally -- evolving from the latest radio rate reductions projected by CBS and NBC and likely to become effective in August, may well be an economic squeeze on smaller-time radio stations -- particularly those in cities with a superabundance of local & suburban outlets.

It's another example of the revolution being wrought in AM ever since TV hit its stride, especially since TV's admitted capture of much of the night audience.

Nobody really thinks radio is on the way out -- but a lot of radio folk are plenty worried about its future economic base. They're asking how 4 radio networks can survive an apparently shrinking reservoir of radio sponsors. They're wondering how the "marginal" stations, which usually mean the smaller independents in the big metropolitan areas, can compete not only against a fast-expanding TV's inroads on advertising budgets but against intensified local competition.

It has even been suggested that perhaps the networks must evolve toward the "AP system" -- that is, depart from their original concept and become mere program originators, deriving income from station members or subscribers rather than from selling time to national sponsors -- paralleling practice of wire news services.

Here's how some of the best operators in the broadcasting business, with whom we've consulted, rationalize the possible effects of radio rate reductions:

Reduced network demand for affiliates' time, to say nothing of depressed station enthusiasm for network shows and income, means turning on the heat to sell more local time to local and spot advertisers. Affiliates are usually leading stations in a city, with highest rates. Now they may reduce rates and/or make deals to match or better their rivals so as to wean away local sponsorships they once spurned.

This condition is already real in some cities, we're told, and it's one that doesn't conduce to happy relationships. Granting that network programming "made" radio, fact is it's slipping qualitatively as well as quantitatively -- and fact is that mere gratitude for the happier past doesn't make for good feeling now. Network loyalties, as we've said before, are only dollar deep.

This comment, from the chief executive of one of the bigger networks' most important radio affiliates, is particularly pertinent in light of fact that he's an ex-network official and his station has a TV counterpart: "The one inherent danger is that, in depreciating the value of radio, the networks may pull down into their own condition the very stations that have helped to make them great, thus making it impossible for network radio ever again to become the important factor it once was in the advertising scheme of things and the American way of life."

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It's a situation that govt. fiat can't cure, either, for it isn't within the province of FCC or Congress to interfere with "normal" trends of the business. Nor can anyone blame this one on Washington, as is being done in the case of uhf. It's a competitive condition, with big-&-little stations caught in the pincer.

For despite NBC's bitter outburst against CBS last week for "initiating a 3rd price cut in 4 years" and thus "depreciating the value of America's basic communications medium," despite NBC's crack that it was "an act of desperation" on CBS Radio's part, despite promises of new "patterns and plans" to build up network radio billings, fact is that the upcoming 15-20% reductions in night radio rates are part of a downtrend that has been apparent for a long time -- notably in NBC's own billings.

Network radio billings have been sliding persistently since TV turned the proverbial corner in 1950. That year's PIB figures (based on one-time gross rates, but generally accepted as index) showed combined billings of the 4 radio networks at \$183,358,922, down from \$187,800,329 in 1949. They fell again to \$174,718,594 in 1951, to \$163,453,462 in 1952, to \$160,516,507 in 1953.

So far this year, monthly figures have consistently lagged behind same 1953 months (Vol. 10:20 & TV Factbook No. 18, p. 369). CBS has held up best of all, curiously enough, though it seems to be first to recognize the falling barometer by calling for the latest radio rate cut.

Network TV is soaring, meanwhile (see same references for monthly tables) -- and it's idle to refuse to recognize that some of the TV money comes from what once were, and now otherwise might be, radio budgets. Moreover, TV is enjoying diversity of sponsors that radio doesn't any more; for example, NBC-TV's "Today" alone had 30 different sponsors in May, has 20 currently, whereas NBC Radio has only 12 daytime advertisers in all (some of them sponsoring multiple programs, of course) plus 6 more regionally on the Pacific Coast. NBC night sponsors total 17.

CBS Radio lists 28 daytime, 23 night sponsors (7 using both day & night time); ABC has 11 daytime, 10 night sponsors (2 using both); MBS has 13 daytime, 15 night sponsors (3 on both). These, of course, include participating sponsors.

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Dependence upon relatively few sponsors, albeit they may buy multiple time segments, is regarded as one of network radio's besetting ills -- giving a few big-spending companies far too much sway over network destinies. Their influence -- and an increasing preoccupation with highly popular and bigger-income TV shows -- may be the real reason why CBS initiated the current radio rate reductions.

TV has always been the pet of NBC Chairman Sarnoff, of course, with result that since 1950 NBC radio billings have slipped badly and CBS, at first rather luke-warm toward TV, has consistently held No. 1 place in radio billings. It's ironical, to say the least, that NBC now deplors selling radio short, champions the cause of

more and more diversified radio sponsors to offset its decline, indicates it's being reluctantly forced to go along with the latest AM rate cut.

That the other 2 networks must follow suit, goes without saying, though they have said nothing publicly as yet. Their affiliates, too, will feel the local competitive squeeze -- indeed, have already felt it because they generally have so much more open time than NBC & CBS affiliates.

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There are those who can't see any economic raison d'etre for so many radio stations -- 25 in the New York area, for example, 21 in Los Angeles, 16 in Washington, 11 in Houston, etc. They mushroomed after the wartime freeze on the then 1000 or so stations, largely because small radio stations are relatively cheap to build.

Yet radio stations continue to increase even now, according to FCC records. Latest count shows 2577 AM stations in operation, up 56 since last Jan. 1. There are 116 CPs for AMs not on air, and presumably present intention of most grantees is to build. Only 5 AMs have quit since Jan. 1. (There are also 549 FMs on air, down 11 since Jan. 1; they're quitting one by one -- but don't cut much ice commercially.)

These FCC figures would seem to belie the probability of potentially fewer AM enterprisers -- main point of this discussion -- but things can happen fast in radio, as they did in commercial TV, now only in its 6th year. The psychological impetus of lower radio network & station rates, the accelerated forays of network affiliates into local business, could bring about drastic changes quickly.

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Note: Since foregoing was written, there's word that NBC affiliates, up in arms, are calling "emergency" meeting at Plaza Hotel, New York, June 28 at 10 a.m. as preliminary to network meeting in August; and there's report in Sponsor Magazine that "price war between CBS, NBC Radio networks will enable sponsors to get 15 to 20% discount on nighttime rates sometime after 25 August."

CONFLICT OVER UHF--THE SENATORS SPEAK: Judging from statements of Senators during 2 weeks of uhf hearings -- and from nature of testimony presented -- it's a good bet that the powerful Interstate Commerce Committee, at whose bidding the FCC traditionally jumps, may make one or more strong recommendations.

These could include request to study possibility of a new allocation plan in which vhf & uhf channels are not intermixed in individual cities -- with instructions to the Commission to report back within a specified time. Nearly all the uhf witnesses proposed reallocation, and CBS pres. Frank Stanton's suggestion to explore possibility of "de-intermixture" (see p. 4) should carry a lot of weight.

One legislative proposal that will be pushed, and with fair chance of success, is Sen. Johnson's plan to remove excise tax on all-channel receivers (Vol. 10:20-23). Subcommittee has already urged such a move, as has virtually every witness appearing before it, and Senate Finance Committee has agreed to consider measure as amendment to upcoming tax bill in next few weeks.

Other legislation, more controversial -- including the Bricker bill to regulate the networks (S-3456) -- won't be pushed, because there's not enough time left for them to have any chance of enactment. Sen. Bricker told us this week he doubts that his Interstate Commerce Committee will have time to hold hearings on his bill this year. "We'll have them next session, though," he added. He dropped in on uhf hearing for a few minutes Tuesday, made this comment with respect to the measure:

"The bill was not filed at the request of uhf stations or any other segment of the industry. It was filed as a matter of principle."

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The 5 members of communications subcommittee were virtually never in attendance at the same time during this week's 3½ days of hearings. The 3 Republicans -- Chairman Potter and Senators Schoeppel (Kan.) and Bowring (Neb.) -- were there most often. Democratic Senators Pastore (R.I.) and Hunt (Wyo.) attended only occasionally.

Some Senators on Commerce Committee have openly stated -- and some others have hinted -- that they think something is wrong with Commission's allocation plan.

The strongest statement was made by influential Sen. Edwin Johnson (D-Colo.), ranking minority member of Committee (but not a subcommittee member), when he criticized FCC for "insane decision to mix uhf & vhf as a child might attempt to mix oil and water" in course of address this week to New York convention of National Community TV Assn.

Sen. Schoepel expressed his view of problem June 10, when he said: "The uhf people point their finger to us and say, 'What about it? You fellows over in Congress -- what are you going to do about it?' We turn around and point our finger to FCC and we say, 'What are you going to do about it?' They say, 'We want some guidance from you up there. We guessed once, and it looks like we guessed wrong'... What is the best thing to do, I don't know. I much prefer to have industry do it."

The lady Senator from Nebraska, Eva Bowring, who sat quietly for most of the hearing, at one point asked a vhf witness: "Do you think FCC needs more legislation to straighten out the mess they made by intermixing vhf & uhf channels?...It looks like [they] messed up about 85% of our TV."

Most vhf witnesses believe the allocation plan doesn't need any substantial alterations. Representing hastily organized group of 135 vhf stations, grantees and applicants, attorney Ted Pierson told subcommittee, in concluding his presentation: "Many of these [allocation] problems are vastly more complex than one could expect 5 busy Senators to solve in 7 days of hearing. We request that you submit this record to the FCC without recommendation."

Sen. Potter's reaction was telling, though uttered with a chuckle: "If we take your recommendation to the extreme, we destroy representative government." And Sen. Hunt snapped: "I don't think after that last statement the gentleman made, we should ask any questions."

During most of vhf presentation, Senators listened attentively, asked few questions -- so it was difficult to determine to what extent the vhf arguments had altered their earlier open sympathy for the case made by the uhf groups. Early in this week's hearings, Sen. Potter expressed hope that "we can meet in executive session about the middle of next week to wrestle with some of the suggestions that have been made." Then, in a masterpiece of understatement, he summed up:

"The solution is not easy, and I assume it will be highly controversial."

CONFLICT OVER UHF--THE NETWORKS SPEAK: The hitherto close-mouthed CBS and ABC networks revealed their thinking on uhf for benefit of the Senate subcommittee Friday -- leaving NBC as only network to be heard, with its spokesman v.p. Joseph Heffernan due on stand next. DuMont had testified earlier. Basically, the recommendations of CBS and ABC can be summarized as follows:

CBS -- Eliminate vhf-uhf intermixture if the price is not intolerable.

ABC -- Find enough vhf channels to support 3 networks and explore the possibility of reducing intermixture.

Both also support removal of excise tax on uhf-equipped sets, FCC's proposal to permit owners of 5 vhf stations to acquire 2 uhf -- and they hope that boosters and/or satellites will prove feasible.

CBS is not sure "de-intermixture" is practicable, pres. Frank Stanton told committee, but he urged that Congress, Commission and industry explore possibility immediately -- with objective of supplying at least the 100 largest markets with 4 or more non-intermixed channels while protecting the public's investment in TV receivers and limiting to minimum the shift of vhf stations to uhf.

CBS has obviously studied de-intermixture problem, for Stanton estimated that necessary station shifts would require not more than 10-15% of sets to convert to uhf; that about 1,000,000 homes would lose service altogether; that some 100 stations would have to shift to uhf.

Denouncing proposals to shift everything to uhf, Stanton stated that 27,000,000 sets would have to be converted at cost of \$40-\$100 each; that 3-5,000,000 homes would lose service completely in the shift; that all vhf stations (258) would have to move to uhf instead of 100 required by removing intermixture.

Stanton's hopes for de-intermixture are definitely limited. "Perhaps," he

said, "sacrifices of which human nature is simply not capable may be necessary."

Defense of CBS's affiliation policies took up much of Stanton's 59-page statement. He went into great detail in effort to show why advertisers won't buy stations with small circulation and why CBS can't afford to give programs free.

Some of Stanton's most vigorous comments were directed at DuMont for its proposals whereby all stations would get equal amounts of network programs and networks would get equal time on all stations (Vol. 10:21). These plans, Stanton said, would make it "impossible for any network to offer an advertiser the largest possible circulation -- and by necessarily excluding him from a substantial portion of TV homes in a number of important markets -- may well drive some advertisers either away from network use or away from TV altogether...This is not competition; this is not free enterprise. This is the antithesis of both."

Bricker bill to regulate networks also came under Stanton's fire. If it's designed to force networks to supply programs to specific stations, he said, it's "extremely radical" and involves freedom of speech. He said it would be like telling newspapers they have to carry specific wire services or columnists.

Threaded through Stanton's statement was constant reiteration that many proposals aimed at helping uhf would depress all TV to lowest common denominator and ultimately help no one except competing media.

Sen. Potter was sole member who heard Stanton; he had no questions.

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ABC's principal reallocation proposal, as outlined by v.p. Ernest L. Jahncke, would be accomplished by: (1) Carving 3 new vhf channels out of FM band, leaving the remaining 2 mc "to accommodate all the FM stations now in operation." (2) Use of directional antennas and lower power to squeeze additional vhf stations into key markets. (3) Freeing unused vhf educational assignments for commercial use.

Though conversion would be required under this plan, it would be "relatively simple compared to the uhf conversion problem." Jahncke urged more flexibility in Commission's allocation concepts "so that channels may be moved or applied for, as they are in AM broadcasting."

All-uhf allocation should be adopted "only if it appears that no other solution will work," he said. "ABC believes that it is too early to conclude that it is necessary to abandon as unworkable our present concept of using both vhf & uhf."

As additional step, ABC recommended that Senate Committee "request the Commission to prepare as soon as possible a report on a revised plan utilizing both vhf & uhf but reallocating to cure uhf trouble areas in intermixed markets" -- to determine whether such an allocation would be workable. Another possibility, Jahncke suggested, would be to permit color on uhf only for perhaps 3-5 years, following which color could be telecast on vhf as well. At the same time, vhf telecasters would be allowed to "duplicate their programs on a uhf station" if they wished to colorcast.

Bricker bill is "unnecessary legislation," said ABC, which believes "the FCC already has sufficient authority to do what is necessary and desirable to aid uhf." Besides, FCC already has authority over station-network relationships, and "solution to the problem of competitive nationwide TV service lies not in increasing regulation but in making changes in the allocation plan so that the natural workings of our free enterprise system may operate without present artificial restrictions..."

DuMont proposals were called "the wrong approach" and declared to be "unworkable, discriminatory, unduly disruptive of business relationships and not likely to produce the result intended."

Differing sharply from arguments of the vhf operators' group (see p. 6), ABC said remedial action by Govt. is justified because:

"The fruits currently enjoyed in limited facilities communities are not as much the result of individual initiative or superior ability as they are of vhf channel scarcities and the artificial freeze imposed between 1948 and 1952. It is one thing to be the first in the field when competitors are free to follow. It is another thing to enjoy a clear field because competitors are enjoined from pursuit."

CONFLICT OVER UHF—THE STATIONS SPEAK: Vhf stations, in battle formation, threw themselves into counterattack at the Senate uhf hearing this week, as if the very future of their way of life depended on it -- and well it might.

They felt they had to overcome a big lead gained by the uhf proponents, whose arguments for freeze and reallocation met little challenge at May 19-21 sessions -- before most vhf operators were taking the Senate inquiry seriously (Vol. 10:21-24).

Give free enterprise a chance to work for the benefit of the American people, who are the real owners of TV channels. That was synthesis of vhf argument, whose main barrage was fired by Washington attorney Ted Pierson in behalf of the emergency defense group born in corridors at Chicago broadcasters' convention and now boasting backing of 82 stations, 20 grantees, 33 applicants. Pierson plumped 73 written statements by his group's vhf members into the record, and told the Senators:

Nobody was forced to go into TV, and Govt. is under no obligation to guarantee a profit merely because it allocates a channel for future use. Uhf proposals for a freeze, for a reallocation, for reduction of vhf service areas "all seek to reduce coverage or delay TV service, to eliminate competition," he declared.

Key to problem is public demand for programs -- and that can't be legislated, he said. Rejecting the uhf stations' charges of "vhf monopoly", he scorned their "temerity to come and excite this Committee about the 'lack of competition' and then present proposals to keep anyone from competing with them."

Any major change in the allocation plan now, he added, would interrupt TV's growth and weaken the system of free broadcasting. "Give free enterprise a chance to work this out for at least another 2 years before we start over again." As to uhf group's objections to quick grants, he asked: "What possible evil is there in cutting red tape -- particularly when the people demand TV service as soon as possible?"

Vhf group favored lifting excise tax on all-channel receivers, use of booster stations to fill holes in coverage areas.

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Also speaking for vhf group were pre-freeze pioneers Hulbert Taft Jr. (WTVN, Columbus & WKRC-TV, Cincinnati) and J. Leonard Reinsch (WSB-TV, Atlanta & WHIO-TV, Dayton), who told of periods of extensive losses. Taft protested "any destruction or crippling of the service it has cost us 5 years and so much sweat and money to create and upon which the public has come to depend."

D. Lennox Murdoch of KSL-TV, Salt Lake City, and grantee John W. Guider of WMTW, Mt. Washington, N.H., opposed all-uhf allocation, pointing out a uhf station couldn't possibly serve the widespread and thinly populated rural areas which must depend on high-power vhf if they're to get any TV at all. Pittsburgh Mayor David L. Lawrence was surprise vhf witness, arguing against a new freeze, which would further delay more TV service to Pittsburgh and other cities.

Appearing on his own behalf, George Storer (Storer Stations) argued for more flexibility in application of allocation rules, for re-examination of vhf educational reservations, and for resolving multiple ownership questions on individual basis.

One of the most impressive pleas against drastic action came not from a high-powered vhf sparkplug but from soft-spoken radio veteran Allen M. Woodall, part owner and official of profitable uhf WDAK-TV, Columbus, Ga. and post-freeze vhf WRDW, Augusta. Relating story of uhf success in Columbus despite vhf competition, he said: "We went into uhf with our eyes open." Despite Madison Ave. prejudice against uhf, he said "there are many other successful uhf operators." He opposed most proposals made by the uhf groups as "utterly impractical."

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First 2 days of this week's hearings were largely devoted to more testimony by uhf operators and their representatives. Melvin A. Goldberg, economic consultant to UHF Industry Coordinating Committee (85 members) hit out at "monopoly and exorbitant profits" he said were inherent in any system where coverage is limited to "a few vhf stations with unlimited power." Average pre-freeze station in 1953 made profit equal to 66% of its original tangible investment, including all additions and improvements, he said -- 7 of them making over 200%.

Today's uhf station faces uncertainties as to network programs and set circulation, he added, while the "so-called pioneers of the pre-freeze period" could look forward to ever-increasing network programming and a constant buildup of their audience. Average pre-freeze station, he said, took 21.6 months to get on air after it got grant -- "every day they could delay was an advantage."

Officials of 2 uhf stations which have just begun to use black ink in spite of vhf competition made recommendations to subcommittee this week -- Harry Tenenbaum of WTVI, Belleville-St. Louis, asking immediate freeze and re-study of allocation plan, and Thomas Chisman of NBC-basic WVEC-TV, Hampton-Norfolk, urging that color TV broadcasting be limited to uhf band. Latter proposal was backed by Philip Merryman of WICC-TV, Bridgeport, as long-range goal.

Former attorney General J. Howard McGrath, appearing for Edward Lamb Enterprises (vhf WICU, Erie and uhf CP WMAC-TV, Massillon, Ohio), charged there has been "abuse and violation" of anti-trust laws in dropouts and mergers of applicants which pave way for quick grants. He recommended that the Justice Dept. anti-trust div. be required to investigate all proposed mergers before FCC can approve them.

NARTB pres. Harold Fellows' temperate testimony stressed necessity for both vhf & uhf stations in nationwide allocation, warned against too much regulation, was careful to pin "pioneer" label on both uhf and pre-freeze vhf stations. He saw vhf-uhf receiver situation as uhf's biggest problem. Uhf representatives didn't object so much to his statement as they did to NARTB's belated decision to enter hearing.

3 INITIAL DECISIONS, NO STARTERS OR CPs: Though dozen or more new stations are due by end of July, none got started this week -- and score still remains 385 on air, of which 127 are uhf. Nor were there any new grants. However, 3 initial decisions were rendered by FCC examiners, favoring following:

Shreveport, La., KTBS, Ch. 3; Big Spring, Tex., KBST, Ch. 4; Corpus Christi, Tex., KRIS, Ch. 6. Big Spring decision stemmed from dropout of competitor.

In Shreveport decision, examiner Basil Cooper chose KTBS over KWKH because he felt it would further "diversification of the media of mass communications." The owners of KWKH, Ewing family, control Shreveport Times, plus the 2 papers in Monroe -- World and News-Star -- in addition to KTHS, Little Rock, Ark. KTBS is the sole radio interest of Wray family, which also has Ford dealerships.

In Corpus Christi case, examiner H. Gifford Irion picked T. Frank Smith's KRIS in preference to Baptist General Convention of Texas' KWBU because Smith manages station and is "squarely accountable" whereas Baptist group has chain of command which he considered too loose for proper supervision. "The single element which must govern," he said, "is the amount of effective responsibility displayed by the licensee or its properly delegated subunit."

Two more hearings were scheduled, both to start July 16: Washington, D.C., Ch. 20; Boston, Ch. 5. One uhf CP was dropped: WBEC-TV, Pittsfield, Mass., Ch. 64.

COMMUNITY ANTENNA BUSINESS ON THE UP: Full of vim & vigor, fast losing its naivete, the up-&-coming community TV business is rapidly gaining the attributes of skill and stability which characterize its parent telecasting and electronic manufacturing industries. Nowhere was this more apparent than at enthusiastic third annual convention of National Community TV Assn. attended by 200 in New York, June 14-16.

The young industry is still a bit jittery, as should be expected, because it still faces major unknown quantities. But operators have continued to grow, year after year, freeze or no freeze, uhf or vhf -- and they're becoming quite convinced that they're well beyond the stage of a wild gamble.

Consider development of NCTA itself: There are some 300 systems in the U.S. serving some 150-200,000 homes. Year ago, NCTA had 64 members; now there are 100. NCTA now has competent legal, engineering and accounting counsel. It's now seeking funds to employ fulltime Washington executive secretary and staff -- and appears likely to have no difficulty raising the money.

Community operators are no longer the only ones talking it up. They've been joined by others, such as the politicians who see something worth latching onto. As

a matter of fact, Colorado's retiring Sen. Johnson, who addressed group (see p. 9), said this was first time he had accepted invitation to speak outside Washington.

As with all entrepreneurs, basic questions of the convention were how to get started, how to increase business, how to cut construction & operation costs. NCTA is obviously in need of a "how to" department, along with a miniature BAB or TvAB such as those organized by AM and TV broadcasters. Beside this essential, a great variety of problems are keeping operators busy, such as:

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(1) TAXES. Each customer pays average of \$125 to get connected to system. Operators have applied this payment to construction, called it "contribution in aid of construction" -- paid no income tax on it.

This is in line with historic practice of railroads, rural phone systems, etc. However, the Internal Revenue Bureau is seeking to get this sum classified as income, therefore taxable. Guinea pig is system in Wilkes-Barre, Pa., and appeal is now before appellate staff of Internal Revenue Bureau. NCTA tax counsel Edward Morgan, of Washington firm Welch, Mott & Morgan, stated there's excellent chance of winning but that case will be fought through courts if necessary.

Another tax is the 8% Federal excise levied on customers' monthly payment. Internal Revenue demands it, gets it, calls it "wire and equipment" tax same as that applicable to telephone and telegraph. This is also being fought, and Morgan said that appeal will be made to Congress if needed, noting that Sen. Magnuson (D-Wash.) has already introduced bill to exempt systems from the tax.

(2) SPURIOUS RADIATION. FCC's recent proposed rule-making (for full text, see Special Report, April 17), singles out community systems for the most stringent restriction of all -- 10 uv/m at 10 ft. Operators are aghast, insisting that almost no existing system can meet provisions without virtually rebuilding systems at ruinous cost. Counsel E. Stratford Smith, also of Welch, Mott & Morgan, is preparing comments asking FCC to ease burden in final rules. Consulting engineer Dr. Frank Kear, of Kear & Kennedy, is conducting experiments to provide engineering data.

(3) PROPERTY RIGHTS. Two cases threaten operators' present unrestricted use of stations' signals. WMCT, Memphis, has served notice it regards such use to be "piracy" (Vol. 10:23), and film producer Ziv has informed NCTA he plans to go to court in Reno case. In latter instance, KZTV, Reno, has exclusive contract with Ziv for Cisco Kid series. Community system in Reno picks up San Francisco programs, including Cisco Kid, and Ziv charges that this is infringement of his and station's property rights in the program.

A related case was recent Canadian decision, heartily welcomed by community operators, in which judge held that reception in the home via wire was "private", hence was no "public" showing for profit which infringed copyright (Vol. 10:23).

Counsel Smith's basic argument is that community systems are not in programming business, sell no programs. They sell an antenna service, he stated, acting as agent for viewers, "assisting subscribers to do what they could do themselves."

(4) BOOSTERS AND SATELLITES. Equipment maker Milton Shapp, Jerrold Corp., argued that repeaters have only limited prospects of hurting community systems even if FCC does eventually authorize them commercially (Vol. 10:23).

His main reasons: Insufficient channels to provide enough booster/satellite service to compete effectively with multi-channel wired systems; insufficient ad revenues available to justify their construction and operation; complex regulatory questions as to who would operate them, and how. Shapp did foresee foreign govts. subsidizing satellites, said he'd already built some for Mexico and South America.

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Other questions are numerous and lively, notably: (1) Dealer relationships. Should system operators sell sets? Better not, most agree. Should they pay commissions to dealers for obtaining subscribers? Most don't because it helps little. (2) Closed-circuit operation on extra channels. Possible means of obtaining more revenue and local expression, but to be handled with caution until legalities are clearer. (3) Subscription TV. May be a natural, if you can get the programs for

which viewers are willing to pay. (4) Color. Some systems can handle it; others can't unless modified at considerable cost. (5) "Piracy" or "stealing" by viewers who place own antennas or probes in induction field of cable. Practice not extensive, hard to stop by technical means. Virginia has law against it. (6) Microwave. Recent Belknap decision (Vol.10:19) opens the way for more distant community operations, but awfully expensive under FCC restrictions.

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Convention sessions were well attended, with about 50 member companies represented. It's interesting to compare meeting with conventions of NARTB, RETMA, etc. Everything's new to the community men. Few know each other. Except for equipment manufacturers, virtually all are non-competitive. No operator dominates others. Intra-association politicking is minor. Most are "small town boys" and proud of it.

But there are symptoms of growth characteristic of new industries. The multiple owner has arrived. Systems are being sold -- usually at a profit. Investment money has moved in -- J.H. Whitney & Co., Fox, Wells & Co., Goldman, Sachs & Co. And the Govt. begins to look on, flex its regulatory muscles.

Members demonstrated extraordinary confidence in their officers & directors, headed by dynamic young pres. Martin Malarkey, Pottsville, Pa. (see below). They insisted he accept third term. Every action endorsed or proposed by officers was voted unanimously. Not a single "nay" was ever voiced in entire business session.

CBS pres. Frank Stanton, once target of FCC Comr. Hennock's ire in one of her outbursts at an educational TV hearing, pulled no punches in replying to her latest "monopoly" charges during Senate uhf hearings this week. Said he: "I think it is clear—not only from the testimony in these hearings but from some of the comments which have been made outside these hearings, that some of these proposals for network regulation have been colored and have been rationalized by the demagogic slogan that something ought to be done—that anything is justified because there is a monopoly. CBS and NBC, it is said, are a 'monopoly.' And I must say that I find it extremely disturbing to read that this charge has been made publicly and in the context of these hearings by one of the very people—an experienced lawyer—who, as a member of the FCC, sits in judgment on us in determining whether or not our applications for licenses should be granted or renewed." Lawyers, he said, have informed him that there's no monopoly at least until a single entity in an industry controls more than two-thirds of the market. "It is a travesty of reality," he went on, "to lump the gross billings of the CBS-TV with the NBC-TV network in order to justify this 'monopoly' charge. We fight each other—we fight each other hard—and we never stop fighting . . . While sometimes some people think that the competition between us is so bitter that it becomes absurd, I have never heard anybody say that there is not enough of it. And I believe that this intense competition, despite what some people may have thought are excesses, has kept us all on our toes and has benefited the public in terms of the programs and the services which they have received."

National Community TV Assn. reelected as president for third year Martin E. Malarkey Jr., Pottsville, Pa., amending by-laws to except him from provision precluding anyone from holding the office more than 2 consecutive years. Also reelected were secy. Claude E. Reinhard, Palmerton, Pa. and treas. Wm. J. Calsam, Schuylkill Haven, Pa. New v.p. is Ned Cogswell, Oil City, Pa.

FCC gen. counsel Warren E. Baker's first public speech since taking office was high-level legal discussion of "Problems of the Radio & TV Industry" before U of Michigan Law School's Summer Institute at Ann Arbor, June 17. Copies (Mimeo No. 7136) are available from FCC.

Dr. Allen B. DuMont was White House caller June 18, but no statement was available about purpose.

Community antenna operators glowed under warm words of Sen. Edwin Johnson (D-Colo.) as he addressed NCTA convention in New York this week (see p. 8)—because he told them what they wanted to hear, with few exceptions. His points: (1) They provide a most desirable service. (2) They're neither broadcasting nor common carrier, thus shouldn't be regulated by Govt. (3) Excise tax is in error, should be removed. (4) Boosters & satellites have small chance of hurting systems. (5) Closed-circuit local originations have great promise. (6) Subscription TV has "tremendous possibilities" for operators and movie industry. (7) "The potential market for your services can only be described by the super word—vast." What the operators didn't like was his acceptance of Fairmont, W. Va. uhf station's charge that community system was driving it out of business (Vol.10:21). They claim to have many arguments to refute that. Sen Lester Hunt (D-Wyo.) also had welcome words for the operators, stating during Senate vhf-uhf hearing this week that "the community antenna is the next great forward step in TV; it's going to spread over this country in the next year just as a rainfall over the U.S."

Radio operators attracted to community antenna business, among most enthusiastic, include following: KGRH, Fayetteville, Ark.; KPRK, Livingston, Mont.; KVAS, Astoria, Ore.; KVOS, Bellingham, Wash.; KALE, Richland, Wash.; CJOR, Vancouver, B. C. Robert S. McCaw, pres. of KALE, a member of National Community TV Assn., told convention in New York this week that group reminds him of NAB 25 years ago, having similar problems and esprit de corps, and he congratulated group on developing smooth organization to cope with troubles as they arise. P. B. McAdam, pres. of KPRK, expressed same views, urged NCTA to provide more promotional advice to newcomers.

Unusual community TV system is that of Alarm Corp., Carmel, Cal., which has 100 mi. of cable—all of it underground. System is operated more or less as hobby by Gerard B. Henderson, a director of Avon Products (cosmetics). Organization has developed special automatic machine for digging narrow groove in soil and macadam streets; cable is laid between expansion joints of concrete streets. Henderson says that underground system might be impractical in areas of heavy freezing; otherwise, he believes cable holds up even better than when strung from poles.

Personal Notes: Sheldon B. Hickox Jr., NBC director of station relations, assigned to same post, newly created, for NBC Pacific Div., effective July 1 . . . James T. Aubrey Jr., gen. mgr. of KNXT, Los Angeles, receives 1954 special achievement award of California Veterans of Foreign Wars . . . Harry P. Warner, Washington TV-radio attorney, back at desk after extended illness . . . Earl Moreland, ex-commercial mgr., WMCT, Memphis, now station mgr. . . . Sam Zelman, ABC west coast TV-radio news director, named CBS-TV Hollywood news director, replacing Frank La Tourette, now working on medical TV documentaries; Edwin W. Conklin, Zelman's asst., promoted to succeed him . . . James Thacker is promoted to sports director, WSAZ Inc., Huntington, W. Va., replacing Jack Bradley, leaving for Los Angeles to freelance; Jack M. Williams named merchandising mgr. . . . Kelly Maddox, ex-KPLC, Lake Charles, La., appointed gen. mgr. of WJBO, Baton Rouge, majority owner of WBRZ, Ch. 2 grantee there, planning Sept. start . . . Jean Paul King named gen. mgr. of KLAS-TV, Las Vegas; Jim Rogers replaces Bob Gardner as commercial mgr. . . . John A. Kelly appointed gen. mgr., E. O. Thomeson commercial mgr. of KTXL-TV, San Angelo, Tex., succeeding Walton Foster . . . Bill Bailey, ex-WLS and other Chicago radio stations, named program mgr. of WLWD, Dayton, as Robert E. Head moves over to sales dept. . . . Thomas J. Sutton, ex-WWJ-TV, Detroit, named exec. production director of new CHCH-TV, Hamilton, Ont. (Ch. 11); J. Ray Peters, ex-Stanfield Ltd., commercial mgr.; Wm. E. Jeynes, ex-RCA Canada and Rediffusion, engineering supervisor . . . James E. Goldsmith designated as sales mgr. of upcoming KWK-TV, St. Louis, as J. E. Henderson Jr. is promoted to sales mgr. of KWK . . . Robert Hyland promoted to asst. gen. sales mgr., KMOX, St. Louis . . . Ru Lund, of Moore & Lund, TV-radio rep for Northwest, elected pres. of Oregon Advertising Club . . . Paul A. Severeid, ex-Bozell & Jacobs, Minneapolis, brother of the CBS newscaster, named chief newscaster of WTCN-

TV, Minneapolis . . . Harry Witt promoted to v.p. in charge of western operations, Calkins, Holden, Carlock, McClinton & Smith . . . Dudley W. Faust, CBS Radio eastern sales mgr., becomes radio network sales mgr. July 5, succeeding W. Eldon Hazard who joins J. Walter Thompson Detroit office as executive on Ford account . . . Wm. W. Lewis promoted to TV-radio director, Geyer Adv., replacing George Wolf, who moved to Ruthrauff & Ryan as TV-radio v.p., succeeding Tom Slater, resigned . . . Russ Johnston, ex-Ward Wheelock TV-radio chief, joins McCann-Erickson TV-radio dept., N. Y.

John Rich, NBC Far East correspondent, wins Council of Foreign Relations fellowship (Carnegie Foundation grant), equivalent to year's salary, permitting him to study at Council's N. Y. headquarters and nearby universities. He's 11th newsman, third NBC staffer, to win award; all others were newspaper and press association correspondents.

Gilmore N. Nunn, pres. of WLAP, Lexington, Ky., has been elected delegate to the United Nations for the Inter-American Assn. of Broadcasters, with Adrian Lajous of Mexico as alternate. Annual board meeting during recent NARTB convention designated Vina Delmar, Chile, for 1955 general assembly next Feb.

Alex Quiroga, ABC Hollywood engineer, awarded 1954-55 TV fellowship for year's graduate study at Johns Hopkins U under grant by WAAM, Baltimore.

Dr. Lyman L. Bryson, CBS director of education, awarded honorary degree this week by Drexel Institute of Technology, Philadelphia.

Armand G. Belle Isle, 47, engineering v.p. of WSYR-TV & WSYR, Syracuse, died of heart attack June 12, one day after celebrating 26th anniversary with station. During World War II he served as instructor for Signal Corps at Syracuse U, his alma mater.

NORFOLK'S WTAR-TV, on occupying new plant when shifting recently from Ch. 4 to Ch. 3, retained old 5-kw RCA transmitter plant in downtown studios as complete standby, spending \$52,000 to redesign it for Ch. 3 and cut Blaw Knox tower down some 60 ft. Gen. mgr. Campbell Arnoux claims it's only TV station, except for network keys, with complete operating standby plant. New Ch. 3 plant is RCA 25-kw with 1029-ft. tower, equipped for color, located at Driver, Va., 10 mi. west of Norfolk. It cost \$600,000, gives station 100-kw ERP.

GE got orders this week for two 50-kw vhf transmitters—one from KTVX, Muskogee, Okla. (Ch. 8), with 5-kw driver due for early July delivery and 50-kw amplifier to follow in Sept.; included with this order was 12-bay antenna and associated equipment. Other order was from Alabama Educational Television Commission, granted Ch. 7 on June 2, which proposes to locate at Mount Cheaha, Ala., using the educational channel allocated to Munford, Ala. It also includes 12-bay antenna and studio equipment. Thad Holt, onetime co-owner of WABT, Birmingham (Ch. 13), which he sold last year to *Birmingham News* principals (Vol. 9:15, 23), is consultant on this project.

RCA shipped 50-kw transmitter June 11 to WTHI-TV, Terre Haute, Ind. (Ch. 10), aiming for June 25 tests; other equipment will follow. RCA also shipped 50-kw June 15 to WISH-TV, Indianapolis (Ch. 8), due for June 27 start. And 50-kw amplifier goes June 18 to KOLN-TV, Lincoln, Neb. (Ch. 12), to boost the 10-kw transmitter it acquired from now-discontinued KFOR-TV there.

Standard Electronics Corp., subsidiary of Claude Neon Inc., reports delivery June 1 of 50-kw transmitter to Storer Broadcasting Co.'s WSPD-TV, Toledo (Ch. 13), which with 12-bay antenna will provide maximum 316-kw ERP.

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

WBRZ, Baton Rouge, La. (Ch. 2), delayed by changes in tower site and building plans, now has tentative Dec. 1 test pattern and Jan. 1 programming targets, reports gen. mgr. Roy Dabadie. Construction of \$190,000 studio-transmitter building, now underway, is to be completed in 5-6 months. It will use 10-kw RCA transmitter and 750-ft. Emsco tower with 12-bay 202-ft. RCA antenna. It's owned by Manship family, publishers of *Baton Rouge Advocate* and *Star Times*. City's other outlet, WAFB-TV (Ch. 28), began in April, 1953. Rep will be Hollingbery.

KALB-TV, Alexandria, La. (Ch. 5), will have 5-kw GE transmitter installed in Aug., plans Oct. 1 programming as NBC affiliate, but has no test pattern target as yet, reports pres. Walter H. Allen. Phillips 500-ft. tower with 6-bay GE antenna is scheduled for completion July 15-30. Ownership interlocks with WSLI-TV, Jackson, Miss., which began last March; KPLC-TV, Lake Charles (Ch. 7), with Sept. target; and with radio KRMD which has one-third interest in KSLA now operating on interim basis on Ch. 12 in Shreveport. Weed will be rep.

KLTV, Tyler, Tex. (Ch. 7), recently granted power increase to 100-kw visual ERP and change in transmitter location to hangar at former airport on edge of town, now plans "early fall" target, according to gen. mgr. Marshall H. Pengra, ex-KSTM-TV, St. Louis. RCA 10-kw transmitter with 12-bay antenna and 420-ft. Andrews tower are on order. It will be first vhf in rich oil & cattle area. Dallas being 92 mi. to west and Shreveport, 100 mi. east. Rep not yet chosen.

KPLC-TV, Lake Charles, La. (Ch. 7), 5-kw GE transmitter on hand, now plans Aug. 15 tests, Sept. program-

ming, reports gen. mgr. Dave Wilson. Lehigh 406-ft. tower with 74-ft. GE antenna will be at 320 Division St., where building is being remodeled for studios and transmitter. Ownership interlocks with KALB-TV, Alexandria, La. KPLC-TV will be second outlet in city—KTAG-TV, (Ch. 24) having started last Nov. Weed will be rep.

KTVX, Muskogee, Okla. (Ch. 8), has 5-kw GE transmitter due early in July, with 50-kw amplifier ordered for delivery later, plans to be on the air by Sept. 1, according to v.p.-gen. mgr. L. A. Blust Jr. Week ago, June 11, FCC denied protests against the grant filed by Tulsa's KOTV (Ch. 6) and KCEB (Ch. 23), as well as KSPG (Ch. 17), latter not yet on air and without target date. KTVX transmitter will be north of Haskell, about midway between Tulsa & Muskogee which are 44 mi. apart. Avery-Knodel will be rep.

KEYD-TV, Minneapolis, Minn. (Ch. 9), which got CP in final decision on June 10, plans to order 50-kw RCA transmitter, has Jan. 1 tentative target, writes v.p.-gen. mgr. Lee L. Whiting. It's seeking to lease studio space in Foshay Tower Bldg., will join WCCO-TV and share-time WTCN-TV & WMIN-TV in using Foshay Tower antenna. Rep not yet chosen.

WSFA-TV, Montgomery, Ala. (Ch. 12), now plans Nov. 1 test patterns, Nov. 15 programming, reports v.p.-gen. mgr. Lionel F. Baxter. RCA transmitter and 12-bay superturnstile antenna are scheduled to arrive about July 15. Ideco 750-ft tower on Mt. Carmel, 23 mi. south of city, is scheduled to be ready by Aug. 1. Ownership interlocks with *Montgomery Advertiser & Alabama Journal*. It will be city's second outlet, WCOV-TV (Ch. 20) having begun April 17, 1953. Headley-Reed will be rep.

KHOF, Stockton, Cal. (Ch. 13), with 25-kw RCA transmitter delivered, now expects to begin test patterns by Aug. 15, programming in early Sept., wires operations mgr. A. E. Joscelyn. RCA 12-bay antenna will be on 3849-ft. Mt. Diablo, from which good signal is expected over San Francisco Bay area. Pres. & principal owner is H. L. Hoffman, TV manufacturer. Blair will be rep.

WMSL-TV, Decatur, Ala. (Ch. 23), now plans July 4 test patterns, reports mgr. Bill Guy. Studios and 1-kw RCA transmitter are in downtown Mutual Savings Life Bldg., with 380-ft. RCA tower and antenna on roof. It will be first outlet in Muscle Shoals area; nearest are WDEF-TV, Chattanooga (Ch. 12), and WROM-TV, Rome, Ga. (Ch. 9), both more than 100 mi. away. Base hour will be \$150. Walker will be rep.

WCMB-TV, Harrisburg, Pa. (Ch. 27), reporting 5-kw DuMont transmitter scheduled for late July delivery, when 400-ft. Wind Turbine tower with RCA antenna is also due to be ready, now plans Aug. 15 programming, according gen. mgr. Ed K. Smith. Studios are ready and, although affiliation hasn't been signed, station has "verbal and written commitments from DuMont." It will be third uhf in Harrisburg, WHP-TV (Ch. 55) having begun in April 1953, and WTPA (Ch. 71), in June 1953. Base rate will be \$200. Rep will be Donald Cooke.

KCOR-TV, San Antonio, Tex. (Ch. 41), has ordered RCA 1-kw transmitter, with one camera chain and 2 projection units, plans Nov. 1 start as all-Spanish outlet, using films & kines from Mexico and other Latin-American countries, as well as U. S. Other all-Spanish outlets in Texas are XEJ-TV, Juarez (Ch. 5), across border from El Paso, which began in April; McLendon family's projected KELP-TV, El Paso (Ch. 13), which has summer target, and KTLG, Corpus Christi (Ch. 43), no target set as yet. KCOR-TV rep will be Richard O'Connell.

WKNE-TV, Keene, N. H. (Ch. 45), RCA equipment ordered, but without target date, now has CP extension to next Dec. 22, reports owner Joseph K. Close. He's also pres. and 12.25% owner of WKNY-TV, Kingston, N. Y. (Ch. 66), which began last April 23.

WFMZ-TV, Allentown, Pa. (Ch. 67), now has 5-kw DuMont transmitter and allied equipment scheduled for July delivery, plans Aug. 1 test patterns, Sept. programming, reports pres. Raymond F. Kohn. With transmitter house under construction, work on new studio building begins shortly. It will use 460-ft. Kimco tower with Gabriel antenna. It will be first local outlet in Allentown, which has been getting uhf service from WLEV-TV (Ch. 51) in neighboring Bethlehem; also, it's only about 10 mi. away from Easton, 30-35 mi. from Reading. Other Allentown grantee, WQCY (Ch. 39), plans late Nov. start. Rep will be Avery-Knodel.

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CHCT-TV, Calgary, Alta. (Ch. 2), with 670-ft. tower enroute, now hopes to begin test patterns in mid-Sept., programming Nov. 1, reports mgr. A. M. Cairns. With GE transmitter and 4-bay antenna on order, it was hoping that CBC at June 18 meeting would approve request for increase to 100-kw ERP. Reps will be Weed (for U. S.) & All-Canada Television.

CKWS-TV, Kingston, Ont. (Ch. 11), delivery of 10-kw RCA transmitter delayed until Aug. 15, now plans Sept. 20 test patterns, Oct. 1 programming, according to J. M. Davidson, asst. to pres. of Northern Bcstg. Co. Ltd. RCA 400-ft. tower with 12-slot antenna is scheduled to be ready by Sept. 15. Transmitter site is in Bath, 12 mi. west of Kingston studios, will connect via microwave. Northern Bcstg. operates radio CKWS, also will operate TV for owner Brookland Co. Ltd., also owners of CHEX and CHEX-TV, Peterborough, Ont. (Ch. 12), latter with Jan. target. Brookland is 51% owned by Senator W. Rupert Davies (*Kingston Whig-Standard*), 49% by Roy Thomson, chain newspaper publisher. Reps will be Weed (for U. S.) & All-Canada Television.

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Uhf stations get tax advantage in new suggested depreciation rates proposed by Internal Revenue Bureau, principally as result of all-industry petition circulated by DuMont early this year (Vol. 10:4). Bureau now uses new schedule (Bulletin F) as outline for TV station equipment depreciation, will soon circulate it to equipment manufacturers and other interested parties for comment before drawing up final official schedule. Under new tentative schedule, most uhf equipment would depreciate twice as fast as vhf—but even for vhf stations new schedule is more liberal than previous one. Composite overall life of station is rated as 7 years for vhf, 6 for uhf. Depreciation for individual equipment as proposed by Bureau: transmitter and associated control equipment, vhf 6 years, uhf 3; antenna and transmission line, vhf 8 years, uhf 4; test equipment, vhf 4 years, uhf 3. Other equipment, for which no differentiation is made between vhf and uhf; tower 12 years, stationary microwave 5, fixed studio equipment 6, projection equipment 4, mobile studio equipment 4, fixed audio equipment 10, mobile field equipment 4, portable audio 5, mobile transport unit 7. Depreciation of buildings would depend on type and continue at standard rates varying from 15-40 years.

Ottawa, like Montreal, will have 2 CBC stations, one English-language, one French, under govt. decision announced this week. CBC's CBOT (Ch. 4) has been on air since June 1953, and now it's planned to have French transmitter on Ch. 9 to be built at cost of \$500,000 and ready in about 6 months.

Five-day strike of 14 newsmen at WBBM-TV & WBBM, Chicago (Vol. 10:24) was called off June 17 to permit resumption of negotiations between stations and Radio Writers Guild.

Owners of WPFA-TV, Pensacola, Fla., (Ch. 15), filed FCC application this week for new local AM to operate with 1-kw daytime on 790 kc.

Telecasting Notes: TV film is now the only field in show business with an "area of predictability"—hence widely regarded as "the soundest investment in show business." Gene Plotnik, of *Billboard*, which makes a specialty of reporting on the TV film industry, makes this statement in June 19 edition, pointing to \$3,000,000 loan just granted Television Programs of America by Walter E. Heller & Co., Chicago investment banker, and backing it up with confirming quotes by Herbert Golden, asst. v.p., Bankers Trust Co., leading film investor. Also cited is \$1,000,000 revolving fund which producer Bill Broidy has for his *Wild Bill Hickok* series, Kellogg-sponsored . . . Sales contracts with stations written before production—though some are known to be slow paying, particularly "a few of the hard put uhf"—are regarded as good collateral, though in case of TPA it's noted that pres. Milton Gordon is a former executive of the Heller firm and its loans are guaranteed by assets of TPA's top executives. Gordon is quoted as stating that TV has taken away the old position of Class A pictures, formerly assured play dates in a minimum number of theatres, as a good banking risk. Granting reasonably good program quality and an established, aggressive sales organization, any TV film series is assured of coming out in the black, he said . . . Bankers Trust Co.'s Mr. Golden notes that the TV film producers who approach the bank nowadays are generally far more respectable and promising than those who applied for loans a year and more ago . . . "Biggest security risk on TV today," writes *Variety's* George Rosen, "is the half-hour live show"—and he goes on to tabulate the "casualty list" of an "almost revolutionary dropout of the 30-minute live stanzas on both [NBC-TV & CBS-TV] webs in favor of filmed shows"; conversely, all the hour shows and upcoming spectaculars are exclusively live, notably the dramas . . . Also becoming extinct, notes *Variety*, is "the overexposed comic" and when fall season starts the name stars like Sid Caesar, Imogene Coca, Bob Hope, Milton Berle will be seen, but less often, so as not to overdo their welcome . . . Walt

Disney has formed first production unit for ABC-TV *Disneyland* series, which begins next Oct., with assignment of screen writer-producer Bill Walsh as producer, ex-movie actor Norman Foster as director and movie writers Tom Blackburn & Irving Schulman to develop several full-hour programs on theme of "Giants of American Folklore" . . . New film shipping plan, cutting costs of, consolidating and speeding shipments to and pickups from stations, is proposed by pres. Chester M. Ross, Bonded Film Storage Co., 630 Ninth Ave., N. Y.; it's predicated on fact that nearly all film is shipped from N. Y., L. A. & Chicago and that it costs as much now to ship one film in one package as 10 films in one package . . . Enterprising WSAZ-TV, Huntington, W. Va., has published handy folder captioned "Welcome to WSAZ Television" which is handed to visitors "to aid you in your TV appearance." Among admonitions to ladies: dresses should be plain pastels or greys, no white dresses, no large brim hats, no shiny jewelry, no eye shadow. Gentlemen—grey suits, pastel shirts, hats for costume use only. Camera setup, cues, handsignals are explained—all in easy-to-grasp language . . . Shakespeare on TV, conducted via Los Angeles' educational KTHE with big success by Prof. Frank C. Baxter, has been 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 \$180; WOW-TV, Omaha, from \$650 to \$700 & \$150 to \$162; WBRE-TV, Wilkes-Barre, \$300 to \$400 & \$60 to \$70; KFDA-TV, Amarillo, \$200 to \$250 & \$40 to \$50; WCIA, Champaign, Ill., \$350 to \$450 & \$70 to \$100; WFBG-TV, Altoona, Pa., \$400 to \$500 & \$90 to \$100 . . . New rep offices: Harrington, Righter & Parsons moves to 589 Fifth Ave. (phone, Murray Hill 8-7050).

LIVE COVERAGE OF Army-McCarthy hearings, which ended June 17 after 36 days, cost ABC-TV and DuMont a pretty penny—but both networks say the kudos and public gratitude they reaped made the cost worthwhile. ABC-TV estimates cost of carrying full hearings live (required by subcommittee as condition of local sponsorship) was close to \$500,000, bulk of it in renting relay facilities. DuMont declined to give details of its expenses beyond acknowledging that they were "steep."

ABC-TV fed hearings to 56 stations, of which 4 were NBC-TV basic affiliates which picked up morning sessions (WLWT, Cincinnati; WLWC, Columbus; WJAR-TV, Providence; WSYR-TV, Syracuse). The 4 paid on hourly basis to cover cable cost, plus a "premium charge" as non-ABC affiliates. There were local sponsors on 12 of the 55 stations on ABC hookup; one on 10-station DuMont coverage (Vol. 10:22). ABC v.p. John Daly said hearings were not relayed to Far West stations because of cable costs, estimating additional \$93,500 a week would be required to include Denver, Salt Lake City, Los Angeles & San Francisco.

As to the public service aspect, pres. Robert Kintner said thousands of letters of appreciation had poured into network offices, plus several informal thanks from principals themselves. He said ABC undertook live coverage because it felt hearings were a natural for TV (though it was generally conceded they lacked the fire-and-brimstone of Kefauver hearings). DuMont managing director Ted Bergmann commented: "In my memory, TV never performed a service which received more unsolicited evidence of appreciation of viewers."

Note: June 16 *Variety* estimates full coverage would

have cost CBS-TV and NBC-TV combined total of \$4,000,000, in view of heavy commercial pre-emptions. Both networks, after 2 days of live coverage, carried late-evening filmed highlights only.

Revulsion against play-to-audience at Army-McCarthy hearings—especially to carrying commercialism into actual conduct of hearings when Sen. Mundt praised the film *Caine Mutiny* and Sen. McCarthy twice endorsed Steve Miller's cheese plant in Wisconsin—appears to have prompted the 36 Senatorial signatures Sen. Bennett (R-Utah) states he has obtained to a resolution to forbid commercial TV sponsorship of Senate committee hearings. He said TV helped stretch hearing that should have taken 10-15 days to 36, said "each day would seem to demand a new crisis of some kind to reward the listening faithful." Among signatories of his resolution, 23 Republicans and 13 Democrats, Sen. Bennett listed 6 members of powerful Interstate Commerce Committee, which legislates for TV-radio: GOP Senators Bricker, Ohio (chairman); Bowring, Neb.; Duff, Pa.; Payne, Me.; Purtell, Mich. Democrat: Johnson, Colo.

"On an overall basis, TV has been paid for by new advertising dollars, not by a reduction in expenditures for other media," said Charles H. Tower, acting NARTB mgr. of employe-employer relations, addressing U of Michigan Law School Institute on Communications Media June 18 on "The Economics of Television." He noted that all media have increased in volume, he said: "Even radio, which was supposed to be an early victim to the economic attack of TV, has shown a small but steady increase."

Network Accounts: Firestone started Mon. 8:30-9 p.m. simulcasts of *Voice of Firestone* on ABC June 14 and will continue to originate from W. 66th St. studios. Plans to use 3664-seat Paramount Theatre in Times Square as studio (Vol. 10:23-24) all but collapsed this week after engineering surveys disclosed cost of remodeling for TV would be too costly and would interfere too greatly with theatre's primary use as movie house. Nevertheless, important fact is that ABC-TV has another big account in fold—and its resurgence as a competitive bigtime network is seen as one of the most exciting developments in programming. Pres. Robert Kintner, credited with doing much of the selling himself, estimates \$8,000,000 in sales for time and talent have already been wrapped up for fall. This week saw more sponsors signed up—Nash-Kelvinator (American Motors) signing for 30 min. of *Disneyland* Wed. 7:30-8:30 p.m., thru Geyer Adv., and American Dairy Assn. 30 min. alt. weeks (thru Campbell-Mithun) with Derby Foods (McCann-Erickson), thus selling out program. Chesterfields, a prime sponsor of Arthur Godfrey on CBS, this week bought 8:30-9 p.m. Wed. time segment on ABC-TV for unidentified program (probably *Stu Erwin Show*), in opposition to *Arthur Godfrey and His Friends* in same time on CBS-TV. NCAA football game-of-the-week, which with *Voice of Firestone* and *Disneyland* are 3 of biggest fall projects, will be sold on regional co-op basis . . . Sunbeam Corp. (appliances) expected to buy color "spectacular" every 4th week Sun. 7:30-9 p.m. on NBC-TV starting in fall, thru Perrin-Paus Co. . . . Chrysler buys *It's a Great Life* on NBC-TV starting in fall, Tue. 10:30-11 p.m., thru McCann-Erickson, in place of *Mr. & Mrs. North* . . . Pillsbury and Green Giant Foods to sponsor *Bank on the Stars* on NBC-TV starting July 17, Sat. 7-7:30 p.m., thru Leo Burnett, will start sponsorship on new Mickey Rooney filmed series Aug. 28 in same time period . . . Florida Citrus Commission to sponsor *Twenty Questions* on ABC-TV starting July 6, Tue. 8:30-9 p.m., thru J. Walter Thompson . . . Borden's Instant Coffee buys Fri. 11-11:15 a.m. segment of *Garry Moore Show* on CBS-TV, starting in July, when program moves to Mon.-thru-Fri. 10-11:30 a.m., thru Doherty, Clifford, Steers & Shenfield; Toni and Chun King Sales (Oriental Foods) to be alt. sponsors of Thu. 10:15-10:30 period, former thru Leo Burnett, latter thru J. Walter Thompson . . . Carter Products to sponsor *Name That Tune* as substitute for *Place the Face* on CBS-TV starting in fall, Thu. 10:30-11 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Campbell Soup Co. drops *Double or Nothing* on CBS-TV starting July 26, Mon.-Wed.-Fri. 2-2:30 p.m., with time thereafter to be filled by *Robert Q. Lewis Show*, with partic. sponsors . . . Procter & Gamble (Tide and Prell) switches *On Your Account* from NBC-TV to CBS-TV starting July 5, Mon.-thru-Fri. 4:30-5 p.m., thru Benton & Bowles . . . Ethel Merman signed by CBS-TV for Westinghouse's *Best of Broadway* series, will probably be featured as guest on *Jackie Gleason Show* . . . Corning Glass buys Martha Rountree's new panel show, tentatively titled *Nation's Press Conference*, starting in fall, thru Maxon, network undetermined . . . Correction: Wander Co. and General Mills purchase of Screen Gems' *Captain Midnight* on CBS-TV starting Sept. 4, Sat. 11-11:30 a.m., is thru Tatham-Laird.

TV sets-in-use totaled 30,083,000 as of May 1, representing 69% of all U. S. homes, reports NBC research chief Hugh M. Beville Jr. At Senate uhf hearings this week, CBS pres. Frank Stanton reported 31,379,000 receivers now in hands of public.

BMI will hold TV Clinics again as result of overwhelmingly favorable vote of TV managers; they're scheduled for Aug. 2-3 at Hotel Biltmore, N. Y.; Aug. 5-6, Hotel Sheraton, Chicago; Aug. 9-10, Hotel Statler, Los Angeles.

Station Accounts: Most unusual telecast version of Army-McCarthy hearings was carried on Paramount's KTLA, Los Angeles, where the ever-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-the-line audio being piped by ABC to its west coast stations for nightly rebroadcasts, in edited form, paid about \$100 a day for the service, says consistently high ratings prove it was smash hit. It was the only daytime Army-McCarthy show available in area, either TV or AM. Sponsor of opening and closing commercials: *Shinola!* . . . Hudson Pulp & Paper Co. (paper towels, napkins, tissues) buys \$1,000,000 worth of time-&-talent for 52 weeks of programs, newscasts, station breaks, IDs, etc. on NBC's WNBT & WNBC (TV & AM), said to be one of biggest deals of its kind in station history; thru Biow . . . 20th Century-Fox, in unusual deal, buys \$140,000 worth of "as needed" time on WNBT to promote its pictures over next 52 weeks; agency is Charles Schlafer & Co., N. Y. . . . American Express Co. buys *Domestic Travelcade* on WNBT & WNBC, thru Benton & Bowles . . . Lady Esther Ltd., div. of Zonite Products Corp., to introduce new compressed face powder called Puff Magic, after tests in Indianapolis & Columbus, plans national campaign, including TV, thru Biow . . . A. E. Staley Mfg. Co. plans to spend \$1,000,000 on TV-radio for Sta-Flo liquid starch during rest of 1954, thru Ruthrauff & Ryan, Chicago . . . Ethyl Corp. still buying time for Screen Gems' *The Big Playback*, expects to be in 45 markets, thru BBDO; sports show starring Jimmy Powers also going to other sponsors in non-Ethyl markets . . . J. Strickland & Co. (Royal Crown hair dressing & pomade, Aloma lotion) buys Negro documentary film series, *One Tenth of a Nation*, on WPIX, N. Y., thru Greenshaw & Rush, Memphis . . . Among other advertisers reported using or preparing to use TV: Freeman & Freeman Inc., Denver (Freeman's furniture & piano cream porcelainize), thru George S. Minot Adv., Alameda, Cal.; Kwik-Fix Corp., Atlanta (frozen food products), thru Bearden-Thompson-Frankel, Atlanta; Magna Corp., Chicago (Magnite for soil), thru L. W. Ramsey Adv., Davenport, Ia.; Tiedemann & McMorran Inc., San Francisco (Sun-Blest canned foods), thru Jewell Adv., Oakland, Cal.; Victory Packing Co., Los Angeles (Thoro-Fed dog & cat food), thru J. G. Stevens, Los Angeles; Orchard Bros. Inc., Rutherford, N. J. (Alumaroll aluminum awnings), thru Dubin & Feldman, Pittsburgh; Kidder, Peabody & Co., N. Y. (investment bankers), thru Doremus & Co., N. Y.; Radiart Corp., subsidiary of Cornell-Dubilier, Cleveland (CDR antenna rotor), thru Stern & Warren, Cleveland; Kay Preparations, N. Y. (Kay 301 cosmetic), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Chr. Bjelland & Co., N. Y. (King Oscar sardines), thru Hilton & Riggio, N. Y.; Schick Inc. (pre-shave lotion), thru Kudner Agency, N. Y.; Basca Mfg. Co., div. of Huyler's (Lady Biltmore anodized aluminum tumblers & Econ-O-Seal milk bottle closures), thru Bozell & Jacobs, Indianapolis.

New departure in TV time sales, with conceivably great potential, was inaugurated this week by FCC's action approving arrangement whereby Matthew Fox's Motion Pictures for TV is permitted to give stations film free in return for right to sell spots equal to value of the film and keep money it takes in. Commission had previously told MPTV it wouldn't rule on the arrangement until such agreement was actually before it—whereupon MPTV signed contract with uhf station WTAO-TV, Cambridge, Mass., which submitted it for approval. MPTV reportedly has major sponsors definitely interested in heavy campaigns. Commission approved idea because station retains control over programs and commercials.

Color Trends & Briefs: NBC-TV's new rate structure for production and service facilities, effective July 1 and covering both color and black-&-white, departs from previous "package" charge for studios and manpower—thus permitting advertisers to tailor usage to particular needs. Color charges are not a percentage increase over black-&-white, but rather a specific rate for particular facilities.

Use of a Burbank, Cal. black-&-white studio, for example, including 4 cameras and 2 mike booms, runs \$300 gross per hour, while color studio with 4 cameras and 2 booms costs \$500. Extra monochrome camera is \$200 per day, extra color camera \$500. Extra monochrome monitor runs \$15 daily, extra color monitor \$100. Extra dollies and mikes run same for monochrome and color.

Commenting on color charges, pres. Sylvester Weaver stated: "In the production area, there will be some differential in costs for color, to the extent that the hourly studio rates are somewhat higher for color studios and more technical personnel may be required in the production of a color show. However, the differential in total costs—time, talent and production—will be moderate indeed considering the value received and of course will vary from program to program, depending on the client's requirements for the particular program."

A basic reason for new rate structure, Weaver said, is that "by placing a premium on efficiency in usage, important opportunities are offered the advertiser to control and reduce his TV production costs."

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CBS has 17 color cameras and 5 color film chains, has spent \$1,500,000 to equip single New York color studio, pres. Frank Stanton testified before Senate subcommittee this week. This compares with its 116 black-&-white cameras, 31 film chains. Attacking proposals to disturb network status quo, he said they "threaten to abort the

newest and most exciting development in this art—color." He noted that it costs \$25-30,000 for station to equip itself for network color rebroadcasts, many times that for local originations. "If networks do not make these expenditures and accept the heavy burden of broadcasting color as CBS-TV and NBC are now doing," he said, "color will be definitely delayed."

GE's first color slide scanner has been shipped to KING-TV, Seattle, which has also ordered continuous-motion film scanner made for GE by Eastman Kodak. KING-TV aims to be originating regular color programs by early fall. Station is the fifth, other than network key outlets in New York, to have color originating equipment. Those with live RCA cameras are: WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WTMJ-TV, Milwaukee. WMAR-TV, Baltimore, has slide scanner built by Telechrome Inc.

NBC-TV's first regular weekly color program will be summer sustainer *The Marriage*, with Hume Cronyn & Jessica Tandy, taking *Martin Kane* spot 10-10:30 p.m. starting July 1. All other NBC-TV color shows have been on "premiere" basis—each regular black-&-white show getting one or more cracks at color, but none of them week-in-week-out. Only NBC-TV color show next week is June 23 mobile pickup out of Chicago from Landmeier farm, with segments on 7-9 a.m. *Today* and 11-noon *Home*. CBS-TV continues *New Revue* 5:30-6 p.m. June 25.

Differing flatly with Ziv, who's all hepped about color film (Vol. 10:23), Snader Telescriptions' Louis D. Snader asserts he made big mistake shooting 76 films in color 3 years ago—claims they're now virtually obsolete. Reasons, he said, are that the color film has lost much in quality; that black-&-white duplicates from color negatives are much inferior to straight black-&-white film—and that extra cost isn't justified. He said he's seen 100 duplicates in last 60 days and they all looked like kines.

Defending right of owners to sell TV stations, Sen. Edwin Johnson (D-Colo.) inserted in record of Senate subcommittee's uhf hearings a statement taking issue with May 21 testimony of Ronald Woodyard (of now-silent uhf WIFE, Dayton). The Senator said Woodyard's remarks "conveyed a false picture" of facts surrounding proposed sale of Denver's KLZ-TV & KLZ-AM to Time Inc. (Vol. 10:10-11). Defending "outstanding job" done by stations under pres.-gen. mgr. Hugh Terry, the Senator pointed out Terry had a heart attack early this year and chairman Harry E. Huffman recently suffered a stroke, adding: "It would seem important to the health of the industry that people may devote their lifelong labors and their fortunes to it, with the knowledge that their investment will be safe and secure in the event of sickness, death or govt. edict. Were it otherwise, no prudent and intelligent person would invest in any broadcasting operation."

Edward Lamb won a round this week in fight against FCC inquiry into allegations of Communist taint (Vol. 10:24), when district court Judge Edward Tamm granted injunction delaying FCC from starting hearing on the allegations until Lamb has appealed to Court of Appeals. Last week, he refused to grant Lamb's motion for injunction to eliminate hearing altogether. Hearing scheduled for July 28 will undoubtedly be postponed because appeal will run through that date. FCC this week designated examiner Herbert Sharfman to conduct hearing, drawing dissent from Comr. Webster who said FCC should hear case *en banc*. He agreed hearing should be held but said commissioners themselves should observe witnesses' "demeanor and credibility" when "a man's most cherished possession, his reputation, is under attack in a hearing."

AT&T's cable charges were attacked by ABC v.p. Ernest Lee Jahncke in statement before Senate subcommittee this week when he said that "AT&T tariffs favor the largest customers at the expense of the smaller customers" because of sliding scale that makes cost-per-hour cheaper with greater use. He said ABC is now paying for facilities at rate of \$6,000,000 annually, will be running at \$8,000,000 rate this fall—and that this amount already exceeds ABC-TV's programming costs. CBS pres. Frank Stanton testified CBS-TV spends \$10,000,000 for AT&T facilities.

Ire of Flint organizations has been aroused by FCC's decision to grant Ch. 12 to WJR, Detroit (Vol. 10:20). "Citizens Committee for a VHF TV Station for Flint" has been formed, including on its steering committee politically powerful Postmaster General Arthur E. Summerfield Jr., favoring grant to WFDF and asking FCC for rehearing, permission to intervene, permission to file a brief. WFDF also filed petition for rehearing, joining Butterfield Theatres, which FCC had also denied in favor of WJR.

FCC has approved \$250,000 sale of radio KCBQ, San Diego (1-kw night. 5-kw day on 1170 kc, ABC), enabling owner Charles E. Salik to exercise option to purchase one-third interest in KFSD-TV (Ch. 10) and KFSD. Stanley Schultz, Phoenix, and Timothy Parkinson, Tucson, co-owners of radio KRUX, Phoenix, were the buyers.

Purchase of WIBM, Jackson, Mich. (250 watts on 1450 kc, ABC) by John L. Booth was approved by FCC this week, consideration being \$115,865. Sellers Herman & Roy Radner dismiss their Ch. 10 application for Parma, Mich., about 10 mi. west of Jackson, for which Booth and 2 other have filed.

BALANCED LINES EMERGING, MAINLY 21-in.: TV trade goes to market for 2 weeks starting June 21 -- and lines they will see at Chicago's big American Furniture Mart and Merchandise Mart are perhaps better-balanced than any in recent years. They combine appeal of lower-priced leaders with prospect of selling up into higher-priced units, where profit margins at all levels are more attractive.

Lines revealed thus far re-emphasize 21-in. as bread-&-butter item. But they also make ample allowance for dealers who say they can't live without 17-in. Taking cue from RETMA statistics showing 21-in. as hottest seller (Vol. 10:16), several set makers have increased range and variety of 21-in. consoles to stimulate higher-price sales. (Details of new lines introduced this week are on p. 17.)

Dealers aren't interested in price alone. Their most vocal concern at the moment is discount structure, which they contend is inadequate, and it's a foregone conclusion that dealers will be shopping discounts equally with prices at exhibits of set makers in Chicago. Attendance of dealers at marts, seldom high in midyear, is likely to be even lower at this time because NARDA has discontinued its traditional midyear convention during second week of market.

* * * *

Market time finds the trade settling down to stability, albeit at expense of growing number of economic casualties. Two reports at annual RETMA convention in Chicago this week underscore this. In his annual report, pres. Glen McDaniel said "the TV market on the whole is on a sounder basis than it was this time last year because inventories have been maintained at lower levels." And its credit committee chairman H.A. Pope, National Union Electric, reported 12 business failures among the TV-radio manufacturers in year ended May 31, compared to only 4 preceding year. For TV-radio-electronics manufacturers as a group, there were 33 business failures, compared to 16 a year ago (for details of RETMA convention, see p. 16).

Trade statistics are admittedly misleading public somewhat this year. For whereas they show retail TV sales at all-time high for first 4 months of this year, trade knows much of this merely represented working off of excessively high inventories left over from comparatively poor fall and Xmas in 1953. Now that inventory situation has been more or less straightened out, trade's biggest problem is how to regain some of the lost profits, particularly on 21-in. models.

In their pre-market planning, most manufacturers were really hopeful of being able to raise prices by this time, in bid to get those profits. But lines revealed thus far show clearly that wish was parent of their hopes, for it's manifest that lower prices even on leaders reflect uneasiness about prospect of losing any sales, however small the profit may be.

Forecasts of increases in production and sales in second half of 1954 came from several quarters this week. McDaniel said sales "should rise substantially this fall since by all indications the advent of color has by no means satisfied the public demand for black-&-white receivers at a favorable price." The report of RETMA set div. chairman Robert S. Alexander, Wells-Gardner, was that a substantial increase in production could be expected this fall. And DuMont's W.H. Kelley said industry inventory is in good shape, predicted excellent fall selling season.

Annual poll of RETMA sales managers committee revealed average opinion that 5,900,000 black-&-white, 45,000 color sets will be produced this year, compared to actual total of 7,214,787 last year.

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Philco resumed full-scale production June 17 after 45-day strike was settled 2 days earlier. Members of IUE got average hourly wage increase of slightly more than 6¢, extension of hospitalization benefits, review of pension plan. All other

provisions in current contract were frozen for 2 years. Philco officials were meeting at week's end to determine place and date of annual distributors' convention, when new line will be introduced, but had come to no decision as we went to press.

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TV production jumped up to 98,179 week ended June 11, from slump to 72,042 preceding week and 91,443 week ended May 28. It was year's 23rd week, brought output for year to date to about 2,475,000, compared to 3,740,000 same period of 1953.

Radio production totaled 169,942 (70,819 auto), up from 140,812 week ended June 4 and 161,122 week before. For 23 weeks, output was 4,350,000 vs. 6,420,000.

Trade Personals: Robert C. Sprague, chairman of Sprague Electric and outgoing chairman of RETMA, awarded honorary degree of Doctor of Science by Williams College . . . H. Leslie Hoffman, pres. of Hoffman Radio, elected trustee of U of So. California . . . Kenneth R. Patrick, pres. of Canadian Aviation Electronics Ltd. (DuMont) received honorary Doctor of Engineering degree from Rensselaer Polytechnic Institute June 11—at 39 one of youngest industrial leaders in North America to be so honored . . . Louis J. Collins, staff asst. to J. B. Elliott, RCA exec. v.p. for consumer products, named sales mgr. of new RCA Victor Radio and Victrola Div., reporting to gen. mgr. James M. Toney; Orlo D. Center, from home instruments, named controller of new div. . . . Richard J. Flynn appointed legal counsel for TV-radio operations of Raytheon . . . Leslie Roberts, Philharmonic Radio exec. v.p., elected pres., succeeding Bernard H. Lippin, who steps up to chairman . . . John Byrne named gen. mgr. of new Motorola 22,000-sq. ft. lab for govt. & contract research at Riverside, Cal., due for completion in Oct. . . . Myron Blackman, ex-Kaye-Halbert, named sales director of Caltech Electronics Co., Culver City, Cal., headed by Herman Kaye, onetime Kaye-Halbert secy.-treas. . . . Stanley M. Abrams, founder and pres. of Emerson-Long Island Inc., named mgr. of all Emerson distributing companies, replacing E. R. Glauber, resigned; Edward C. Bonia quits as mgr. of Emerson dealer relations . . . Max Kassover, Vim Stores, and Robert W. Sarnoff, NBC exec. v.p., elected directors of Better Business Bureau of N. Y. . . . Walter J. Bressert, Westinghouse TV-radio Chicago district mgr., named northwestern regional sales promotion mgr.; he's succeeded by Wm. A. Phillips, from Metuchen, N. J. headquarters . . . Martin Sauer, Westinghouse Electric Supply Co. Los Angeles district mgr., named parent company's west coast regional sales mgr. for consumer products, headquartering in San Francisco . . . Thomas M. Linville, mgr. of GE research operation services, elected pres. of N. Y. State Society of Professional Engineers . . . Norman Caplan promoted to mgr. of commercial engineering, Bendix Radio communications div., replacing Douglas M. Heller, transferred to missile plant at Mishawaka, Ind. . . . Willis O. Jackson, ex-Hoffman Radio & DuMont, opens Jackson Electronic Supply Co., 840 Marietta St., Atlanta, independent electronic parts & supplies distributor . . .

Max Balcom, Sylvania director-consultant who served as RETMA pres. in 1947-49, elected RETMA chairman, succeeding Robert C. Sprague, Sprague Electric. All other officers were re-elected: Glen McDaniel, pres.; James D. Secrest, exec. v.p.; Dr. W. R. G. Baker, secy.; Leslie F. Muter, treas. H. Leslie Hoffman, Hoffman Radio, was elected chairman of Radio-TV Industry Committee, succeeding Balcom. Fred R. Lack, Western Electric, re-elected chairman of Electronics Industry Committee. New division chairmen: Set, Robert S. Alexander, Wells-Gardner; Tube, John Q. Adams, CBS-Hytron; Parts, Herbert W. Clough, Belden Mfg. Co.; Technical Products, James D. McLean, Philco; Amplifier & Sound Equipment, A. K. Ward, RCA. C. B. Thornton, Litton Industries, Beverly Hills, Cal., was elected RETMA director-at-large.

FAILURES OF TV-radio-electronics manufacturers totaled 33 in year ended May 31, more than double the 16 in preceding year, credit committee chairman H. A. Pope, National Union Electric Corp., reported to RETMA convention this week. Of the total, 12 produced TV and radio sets, 7 sound equipment and recorders, 5 parts, 5 military equipment, 3 commercial communications equipment, one instruments.

Pope said that failed companies had liabilities of approximately \$24,800,000. More than 50% were less than 7 years old. He noted:

"Declining sales in many cases may have been the final contributing factor, but it would not be realistic to conclude lower sales was the fundamental reason. Most had been doing a volume out of proportion to working capital; had high fixed expenses, such as rent and interest, which could not be cut back; and had accumulated inventory excessive in terms of sales. Several were performing long-term contracts for the production of complex military or commercial communication equipment. It became apparent that the contracts had been taken at too low a price."

Since 1945, about 170 manufacturers of electronic products (including TV) have experienced "serious financial difficulties," of which about 35 are still operating, he said. Much brighter picture was presented for electronic parts distributors, only 8 failures being reported out of 1300 companies, with 50 new companies entering field during year. Other RETMA news:

W. M. Adams, Sprague Electric, chairman of international dept., reported exports of TV-radio-electronics apparatus in 1953 were valued at \$247,839,764, up 18% over 1952. But he noted increasing competition from British, Dutch, German & Japanese.

H. J. Schulman, CBS-Columbia, chairman of service committee, said RETMA is formulating basic TV-radio course which will eventually be tried out in pilot classes and supplied to nation's schools for training of servicemen. Committee disclosed teacher's training course will be offered at N. Y. Trade School in July as means of improving efficiency of instructors at technical schools.

Six new members were signed during year, bringing total membership to 386. At annual banquet, industry Medal of Honor was presented to outgoing chairman Robert C. Sprague.

Ralph A. Hackbusch, pres. of Hackbusch Electronics Ltd., Toronto, elected to new post of engineering director of Canadian RTMA, which he once headed. New v.p.'s and chairmen of 3 major RTMA divs. are J. D. Campbell, Canadian Westinghouse, receivers; L. Harris, T. S. Farley Ltd., Hamilton, parts & accessories; H. S. Dawson, Canadian GE; technical products.

J. M. McKibbin, Westinghouse v.p. & gen. mgr. of consumer products, is feature speaker at annual TV-radio-appliance trade dinner July 21 at Western Merchandise Mart, San Francisco, as part of semi-annual market.

Annual Philco stockholders meeting was postponed from June 23 to July 28 at Land Title Bldg., Philadelphia.

DuMONT'S new line, comprising 12 basic models, features "Hi-Resolution" picture tubes for increased brightness, all-wood cabinets, 41-mc IF, "automatic picture stabilizers," "anti-noise circuits," built-in antennas. Another talking point is new RA312 chassis, said to withstand rougher treatment than any comparable chassis. It uses less current, gives greater life to tubes and other parts, DuMont claims. In addition to 12 new models, line also has carryover 30-in. Royal Sovereign mahogany full-door console, listing at \$1795.

Line will be backed by intensive ad campaign starting in mid-summer, using daily newspapers, trade papers and TV. Subsequent promotions will be at dealer level, featuring window and in-store displays, outdoor banners, etc. Full line:

Table Models: Barton, 17-in. walnut \$180, mahogany finish \$190, blonde \$200; Bradley, 21-in. walnut \$200, mahogany finish \$210, blonde \$220; Baylor, 21-in. mahogany \$240, blonde \$250.

Consoles: Winsted, 21-in. open-face walnut \$280, mahogany \$290, blonde \$300; Clifford, 21-in. open-face mahogany \$330, blonde \$350; Hamilton, 21-in. open-face mahogany \$380; Dellwood, 21-in. half-door mahogany \$390; Richfield, 21-in. full-door mahogany \$400, blonde \$425; Belvidere, 21-in. full-door mahogany \$425; Glendale, 24-in. open-face mahogany \$445, blonde \$475; Royal Sovereign, 30-in. full-door mahogany console \$1795. Allenby, 21-in. open-face mahogany console with 90-degree tube, unpriced as yet.

Bendix Radio, making determined pitch to capture more of the TV market than the 2% its officials now claim, plans to step up its market research as first move in expanded merchandising program. Introducing 4 new models to distributors June 14-15 at Baltimore, gen. mgr. E. K. Foster stressed Bendix determination to emphasize quality, not quantity, in expansion. Sales mgr. H. C. Morgan told us that discounts on entire line were increased average of 4%. Prices of new models were generally unchanged, though prices on carryovers were reduced. Morgan said Bendix would not go in for mass price cutting, adding: "Too many people in this industry are kidding themselves into believing they can sell for less than they paid for the merchandise." He said Bendix TV business was running ahead of last year in both unit sales and dollar volume. Bendix policy will be to introduce a few models every 3 or 4 months in accordance with market requirements, rather than show full new line every year. Bendix also demonstrated a color set with 19-in. sample RCA tube but announced color production would start only "when there is a reasonable market which the dealer can profitably reach." New models shown were 21-in. blonde table model at \$280; 21-in. open-face mahogany consoles at \$270 & \$300; 21-in. open-face mahogany console with top-mounted controls, \$350. Also introduced was line of table and clock radios, from \$20 to \$35.

Raytheon's new line of "Aristocrat" series, in addition to low-priced "Challenger" series previously introduced (Vol. 10:18), was introduced June 18 at distributors' meeting in Chicago's Sheraton Hotel. All sets are 21-in. At same meeting color set with RCA 19-in. tube was demonstrated. Color set has 40-tube chassis, is available in black lacquer or blonde korina finish, sells for \$1095. "Aristocrat" series comprises mahogany table \$230, blonde \$240; open-face mahogany veneer console at \$200; mahogany \$250, blonde \$260; open-face mahogany console \$300, blonde \$310. All-channel models are \$20 higher.

Olympic Radio shows 14-in. vertical chassis leatherette table model for \$99.95 June 21 at Chicago's Congress Hotel. Company says weight of new model is about 35 lbs. Sales v.p. Herbert Kabat calls it "the first true 'second set' in the mass market."

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:

Pacer Group: 17-in. metal table \$150 & \$160; 21-in. metal table \$180, with aluminized tube \$200.

Black Daylite Group: 17-in. plastic table \$170; 21-in. plastic table \$200, with aluminized tube \$230; 21-in. mahogany table \$260, blonde oak \$270; 21-in. open-face mahogany console \$290, blonde oak or maple \$310.

Black Daylite Deluxe Group: 21-in. mahogany table \$300, cherry \$320; 21-in. open-face mahogany console \$370, blonde oak \$390; 21-in. full-door mahogany console \$400; 21-in. full-door blonde oak, walnut or cherry console \$450.

Ultra Vision Group: 21-in. mahogany table \$330, blonde oak \$350; 21-in. "Lo-Boy" walnut or blonde oak console \$450; 21-in. open-face mahogany or blonde oak console \$450.

Also being introduced are 39 radio models, from \$19 to \$70 for tables, \$30 to \$50 for portables, \$28 to \$55 for clock radios. Feature of latter is calendar clock-radio, showing date and day of week on face of clock; day indicator changes automatically at midnight.

CBS-Columbia line being shown at Furniture Mart comprises seven 21-in. models starting with mahogany table leader at \$190. Top of line is full-door console, with 90-degree tube, at \$370. All sets have "900 Power-Tron" chassis, 21-tube transformer, 41-mc IF. Sales v.p. Harry Schecter says exceptionally short line insures faster turnover and greater profit, with smaller inventory investment. Table models are mahogany at \$190, blonde \$200; mahogany with "full-fidelity" sound and aluminized picture tube \$230, blonde \$240. Consoles are open-face mahogany wood \$200; open-face mahogany \$250, blonde \$270; open-face mahogany veneer, with aluminized tube and phono jack, \$300, blonde \$320; full-door mahogany veneer, with aluminized tube & phono jack \$350, blonde \$370. Another 21-in. open-face mahogany console, aluminized tube, is unpriced.

Hallicrafters, following Crosley's introduction last week of "Super V 21 Plus" at \$170-\$190 (Vol. 10:24), came out this week with own 21-in. "King Size 21" table model in walnut at \$180, mahogany \$190, blonde \$200. Like Crosley's features, 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 employes.

Topics & Trends of TV Trade: TV led all appliance sales by NARDA members last year—and a survey released this week shows it's expected to be No. 1 in sales this year, too. That's one of highlights of NARDA's 8th annual cost-of-doing-business survey, prepared by consulting economist Richard E. Snyder, 11 S. LaSalle St., Chicago, and available for \$1 from NARDA, 1141 Merchandise Mart, Chicago. Main findings:

(1) Dollar sales increased 2.7% over 1952. (2) Dollar profits declined 22.8%. (3) Net profit ratio to net sales dropped to 2.3 from 3.2 in 1952, lowest return on record. (4) Service costs made spectacular rise, as did trade-in losses. (5) TVs, refrigerators, washers were biggest sellers, in that order. (6) Biggest proportion of dealers expect declines in both dollar sales and profits in 1954. (7) Biggest obstacles for 1954 were listed as national economic recession, price cutting, inadequate discounts, trade-in problems.

Dollar value of inventories at end of year was 8.4% higher than at end of 1952, when they were valued at 15.3% below end of 1951. Some 45% of dealers expect 1954 sales declines averaging 19%; about 35% expect increases averaging 14%; 20% anticipate no change. As to profits, 42% expect declines averaging 19%; 30% expect no change; 28% anticipate increases averaging 18%.

* * * *

Federal Trade Commission's formal order dropping 4½-year price discrimination case against Sylvania is expected shortly, following recommendation of FTC prosecutors last weekend that examiner's initial decision against Sylvania should not be sustained (Vol. 6:2, 8:46, 9:52). Sylvania was charged with selling radio renewal tubes to Philco in 1949 for 7-9¢ less than to its own distributors, and its defense was that price differentials were justified by costs and could not affect competition by its own distributors. Last Dec. examiner Webster Ballinger upheld FTC charges against Sylvania. In their brief upholding Sylvania's defense, prosecutors noted that price discriminations "are largely with respect to a limited number of tube types, which are not sold in substantial volume. Previously, it had seemed that a much larger volume of business and a greater probability of injury to competition would be involved in connection with such tube types."

Caltech Electronics Co., Culver City, Cal., reports production will start June 21 on 100% printed circuit TV chassis for private label lines—and promptly was sued in Los Angeles Superior Court by Kaye-Halbert, which alleged that secret information on printed circuits was "pirated" by several Caltech officials formerly employed by Kaye-Halbert. In suit seeking \$190,000 damages and injunction, Kaye-Halbert said its own printed circuit chassis would be in production by Aug. Caltech's chassis utilizes 9 printed circuit sections and transformer unit, according to Herman Kaye, Caltech pres. and onetime secy.-treas. of Kaye-Halbert.

CBS-Columbia Inc., which inherited considerable private-label business from its precursor Air King, is discontinuing that business and within 30 days will complete commitments to Sears Roebuck and Firestone Stores, says pres. Seymour Mintz. Sears' main eastern supplier is Warwick Mfg. Co.

Sylvania signs agreement with Thorn Electrical Industries Ltd. (Jules Thorn, chairman), British manufacturer of Ferguson TV sets, for production of color tubes in London by jointly-owned company to be known as Sylvania-Thorn Color Laboratories.

Stromberg-Carlson, planning re-entry into radio production, starting with \$29.95 portable, readying fall ad campaign, thru D'Arcy Adv.

Distributor Notes: RCA Victor Distributing Corp. announces resignation of John W. Holzman as sales & merchandising v.p.; effective July 6, he will be v.p. & gen. mgr. of Ohio Appliances Inc., Cincinnati . . . Motorola appoints newly-formed Equipment Sales Corp., 71 Lipscomb St., Mobile (J. C. McPherson, pres.) . . . Capehart-Farnsworth appoints Modern Pumps-Appliance Inc., Oklahoma City, replacing William Mee Co. . . . Emerson-Long Island Inc. promotes Bernard C. Pragerson to pres., replacing Stanley M. Abrams, now mgr. of all Emerson distributing companies . . . RCA Victor Distributing Corp.-So. California, Los Angeles, appoints Ted Wyatt as sales mgr., replacing Parsh Henry, now sales mgr. of Leo J. Meyberg Co., San Francisco (RCA) . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Stanley Meyers, ex-Gross Distributors (Stromberg-Carlson), as district mgr. . . . Admiral Distributors Inc., San Francisco, names Ross D. Siragusa Jr. as asst. to gen. sales mgr. Helmuth Tamberg; Maryland Wholesalers, Baltimore (Admiral) appoints Ben Moss, from Los Angeles factory branch, as credit & personnel mgr. . . . Western Empire Distributing Co., San Francisco (Sylvania) appoints Bert Tegger field sales mgr. . . . Harry Alter Co., Chicago (Crosley-Bendix) names Glen Kuffer district sales mgr., replacing Edward Fanning, resigned . . . GE Supply Co., Kansas City, appoints E. D. Shiffler district mgr., replacing John W. Puckett, now at N. Y. headquarters . . . Philco Distributors Inc., N. Y., promotes Leonard Rutstein to adv. mgr., J. Scott Cooper to promotion mgr. . . . Graybar names F. M. Sholders branch mgr. in Kansas City, W. A. Arthur in Flint, J. L. Ringwalt in Oklahoma City, C. C. McGraw in Omaha . . . Lew Bonn Co., Minneapolis (Capehart-Farnsworth) opens branch at 313 N.P. Ave., Fargo (Curtis Kittelson, mgr.).

Advertest Research polled 765 TV homes in metropolitan N. Y. during May in 63rd monthly survey, and found: (1) RCA sets were in 30% of homes, with Admiral and DuMont 8% each. (2) Among those planning future TV purchases, most-wanted brands were RCA, GE, Emerson, DuMont, Admiral (Advertest didn't say in what order). (3) More than 9% have at least 2 sets in working condition. (4) Living room, den, bedroom, dining room—in that order—are most popular set locations. (5) More than 20% are 21-in., but only 3% are larger than 21-in. (6) Greatest number of sets are 2-3 years old. (7) More than 50% are consoles, 30% tables. (8) More than 67% said they would buy color set now if price were \$250; less than 2% indicated willingness to spend \$1000; about 20% wanted larger screen sizes before they bought any color set. (9) About 16% had seen color program, mostly in stores, and of that group 60% liked it, 27% did not. (10) Average of 2 working radios was found in each home.

Canadian TV sales totaled 408,531 in 12 months ended April 30, representing factory value of \$158,000,000, up from the 222,000 sets sold in preceding year, according to annual report of A. B. Hunt, retiring pres. of Canadian RTMA. Radio sales in 12 months ended April 30 were 552,000, down from 600,000 preceding year. Canadian RTMA membership now totals 96, composed of 64 in parts div., 21 in receiver div., 11 in technical products.

New officers of National Assn. of Electrical Distributors: pres., Lester E. Barrett, Barrett Electrical Supply Co., St. Louis, succeeding R. M. Johannesen, Johannesen Electric Co., Greensboro, N. C.; appliances v.p., Herbert S. Schiele, Artophone Corp., St. Louis, re-elected; apparatus & supply v.p., George Albiez, Englewood Electrical Supply Co., Chicago.

With opening of new HJRN-TV, Bogota (Ch. 7) on June 14, Colombian Govt. control board announced that TV sets & tubes are now off restricted list and can be imported free of restrictions.

Pre-trial examinations in Zenith's counterclaim suit against RCA, GE and Western Electric, filed in Chicago Federal court but held up for several years in view of Zenith's earlier patent suit filed in Wilmington Federal court, got go-ahead from Federal Judge Igoe in Chicago court this week when he stated, "It now appears that 2 different suits are prescribed in 2 different courts, and the Federal court should not stay the proceedings here." This was hailed as a "smashing victory" by pres. E. F. McDonald, of Zenith, which is demanding triple damages amounting to \$13,356,000 while its subsidiary Rauland Corp. demands \$2,700,000. They alleged they have been excluded from Canadian TV-radio market as result of alleged conspiracy growing out of patent license agreements, and charge violation of the Sherman Anti-Trust Act. Judge Igoe's opinion said outcome of the Delaware case would have little effect on counterclaim in Chicago court, and on June 10 he ordered Zenith & Rauland to prepare order for pre-trial examination within 10 days. An RCA spokesman stated: "The Delaware action was filed about 2 years before the Chicago suit and we will vigorously oppose any move by Mr. McDonald in the Chicago suit which would interfere with an early trial in the Delaware action. As we read Judge Igoe's opinion in the Chicago suit, it gives Zenith no right at all to delay trial of the Delaware suit but merely gives Zenith a right to conduct pre-trial examinations relative to an alleged loss of business by Zenith in Canada."

Crosley bowed out of picture tube production business this week, closing tube plant at Batavia, Ill. and transferring its engineering & development functions to Cincinnati headquarters. Purchased from Sarkes Tarzian in Oct. 1952 (Vol. 8:43), Batavia plant was put into operation in anticipation of possible tube shortage, said TV-radio gen. mgr. Leonard F. Cramer. He said decision to discontinue plant would have no effect on licensing agreements with Chromatic TV Labs. Plant employed about 70 at time of closing, and has "well served its purpose in helping to supply large-screen picture tubes for Crosley production during the period of shortages," said Cramer. Crosley actually had engaged in tube manufacturing only during periods of extreme shortages, but color production line was set up several months ago on a standby basis. Cramer declared that while Crosley has "the greatest confidence" in the ultimate impact of color, "it has now become apparent that the conversion to color will be a somewhat slower process than was the case with the inauguration of black-&-white TV."

Electronic garage-door opener at \$179.95 will get mass-marketing push by Alliance Mfg. Co., makers of Alliance Tenna-Rotors and other TV products. To be sold through electronic wholesalers, new product employs radio impulse transmitter in auto. Pushing button on dashboard opens, closes and locks garage doors, turns garage lights on and off.

New industrial TV accessory: All-weather protective box, equipped with fan, heater, thermostat, windshield wipers, to house TV cameras which do industrial tasks outdoors or in extreme temperatures, manufactured by Tenney Engineering Inc., Union, N. J. for RCA and sold through RCA equipment distributors.

RCA tube div. announced this week that ferrite cores which it heretofore has made only for own electronic components are now being made for other manufacturers, some to specifications, at Camden and Findlay, O. plants.

Dr. Mervin J. Kelly, pres. of Bell Labs, awarded honorary Master of Arts degree at June 16 commencement of U of Pennsylvania.

Brig. Gen. Wesley T. Guest, commanding general at Ft. Monmouth, leaves July 5 for Heidelberg, Germany, to be chief signal officer of Army's European command.

Financial & Trade Notes: Average industrial earnings gained 3% nationally, according to *New York Times* quarterly survey of 586 manufacturing companies—but cross-section of 13 TV-radio-phonograph manufacturers (unidentified) showed average profit of 23% less in first 1954 quarter than in corresponding 1953 quarter. Profit of the 13 was \$22,087,000, down from \$28,524,000—this despite elimination of excess profits tax which the *Times* on June 13 stated was the major factor contributing to higher earnings in a period when sales of many companies were below last year's. Same survey shows that profits of 13 manufacturers of electrical supplies & equipment, also unnamed, went up 45% (to \$79,500,000 from \$54,790,000), with GE & Westinghouse accounting for 90% of the profits. Home appliances category (10 companies) was down 26% (\$7,617,000 vs. \$10,288,000).

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Among officers' and directors' stock transactions reported by SEC for April: Octave Blake sold 500 Cornell-Dubilier, holds 36,208 directly, 7139 through I. O. Blake estate; Robert Paxton bought 600 GE, holds 1538; Paul R. Doelz bought 500 Indiana Steel, holds 2300, trusts hold 3080; Conway P. Coe bought 100 RCA (Feb.), holds 100; Jeffrey S. Granger partnership bought 500 Sentinel Radio, holds 1000 in addition to 1500 held directly by Granger; Clifford M. Sparks sold 500 Sparks-Withington, holds 150; John H. Ashbaugh bought 300 Westinghouse, sold 168, holds 2291; Tomlinson Fort sold 200 Westinghouse, holds 715; Leslie F. Lynde bought 375 Westinghouse, sold 602, holds 785; Leonard B. McCully exercised option to buy 1350 Westinghouse, sold 805, holds 2342; A. C. Monteith exercised option to buy 1500 Westinghouse, sold 895, holds 2142; John E. Payne sold 350 Westinghouse (March), exercised option to buy 550, holds 900; Harry E. Seim bought 1350 Westinghouse, sold 828, holds 2444; W. W. Sproul Jr. sold 526 Westinghouse, holds 285.

Radio & Television Inc. (Brunswick TVs, radios, phonographs) released 1953 statement last week, showing \$177,042 sales, \$87,507 net loss. This compares with sales of \$367,278, net loss of \$50,699 in 1952. As of Dec. 31, 1953 total assets were \$150,984, of which \$60,022 represents investment in Thomasville Furniture Co., \$32,846 valuation placed on Brunswick trade name. Capital stock issued totaled \$359,000 at 10¢ per share, surplus account shows \$104,085. Chairman David E. Kahn's statement to stockholders points out difficulty of marketing other items, expresses hope of retaining identity with TV industry, forecasts commercial color TV in 2 years and "the future advent of 3-dimensional TV."

Oak Mfg. Co. profit in first 3 months was \$240,970 (46¢ a share) on sales of \$3,969,618, compared to \$397,578 (76¢) on \$5,384,243 in first quarter of 1953. Pres. R. A. O'Reilly foresaw "a pretty good second half" of 1954 for TV industry, reporting pickup in parts orders from set makers in May and first week in June.

Dividends: Packard-Bell, 25¢ payable July 26 to stockholders of record July 6; General Electric, 40¢ Aug. 2 to holders June 25; American Broadcasting-Paramount Theatres, 25¢ July 20 to holders June 25; Motorola, 37½¢ Aug. 2 to holders July 1.

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Telenews Productions Inc., TV film producer whose chairman is Herbert Scheftel and principals include Marshall Field and Conde Nast Publishing Corp., has purchased Industrial Publishing Co., Cleveland, which will continue publishing these trade journals as a division of Telenews: *Industry & Welding*, *Flow*, *Applied Hydraulics*, *Commercial Refrigeration & Air Conditioning*, *Precision Metal Molding*, *Occupational Hazards*. Mr. Scheftel is also a major owner of WFTV, Duluth; WICS, Springfield, Ill.; KETV, Little Rock (CP); KCTV, Sioux City, Ia. (CP).

SIX EDUCATIONAL stations now on the air; 25 grants outstanding, 17 of which are more than one year old; 5 furnishing tentative starting dates; 18 applications. This record, as against 248 educational channel reservations, led FCC's newest member, Comr. Robert E. Lee, to observe in speech before Maryland-D. C. Broadcasters Assn. June 18 in Ocean City, Md.:

"If educational TV continues to grow at the pace set since 1952, it will take more than 50 years—at the present rate of 1.2% per year—before the full educational allocation will result in operating stations. Meanwhile," he added, "some of the networks complain that they cannot obtain satisfactory outlets in the first 100 metropolitan areas for their programs. Are we thus depriving people of TV service?"

Comr. Lee obviously is skeptical about educational TV's prospects, citing high cost of TV installation and operation, difficulties in getting funds for educational stations, prior needs of "traditional teaching methods." He notes danger that educational stations may seek to go commercial, asks: "Is there any more justification for commercial operation of tax-supported and/or tax-exempt broadcast stations than there is for govt.-owned and operated manufacturing establishments and retail stores?"

"I am not advocating the lifting of the reservation of these channels," Comr. Lee said, "I will go on record here and now as voting for these grants whenever the community can: (1) Show financial, technical and programming ability in accordance with the Communications Act. (2) Demonstrate to the satisfaction of the Commission that they can and will render a satisfactory service in the public interest."

Note: Comr. Lee's speech is most outspoken statement by any FCC member yet in favor of "yardsticks" for educational grants not yet imposed by Commission. He's first to resist openly the "reserved forever" thesis of Comr. Hennock, whose shrill campaign put over the original educational reservations. It's a speech meriting full reading by commercial and educational TV protagonists alike; available from FCC as Mimeo No. 7178, or we'll get you a copy.

Congress earmarked \$6,544,400 for FCC's next year's budget in passing appropriations bill this week, House refusing to go along with Senate's desire to give \$750,000 for spectrum monitoring. With less money than last year's \$7,400,000, Commission is cutting back staff. Several lawyers who were hired for one year will be dismissed June 30, and 10 positions were abolished—8 accountants, 2 economists. To eliminate the 10 jobs, 53 people will be affected—15 transferred to new jobs at same pay, 33 demoted one to 4 grades, 5 fired. Resentment among the 53 runs high, with complaints that wholesale shifts are inefficient as well as unfair and that equal savings could be effected with less disruption. FCC's basic reason for shifts, in addition to savings, is that Broadcast Bureau is top-heavy with accountants no longer needed for TV processing.

First sale of an FM-only station in many years was concluded this week, when Harry Sherman, chairman of Book-of-the-Month Club, purchased pioneer FM "good music" station WABF, New York, from Ira Hirschmann for undisclosed sum. Station has been silent for some time, but will be reopened on full schedule in fall with Van H. Cantrell in charge of programming and Hirschmann continuing in advisory capacity. He retains his main business, WABF Inc., which sells and installs hotel TV systems.

Members of NBC Symphony Orchestra, disbanded after Toscanini's April 4 farewell, are seeking to revive it, have named composer-conductor Don Gillis temporary chairman of organization to explore financing.

Owners of Phoenix's KTAR take over KTYL-TV, Phoenix-Mesa (Ch. 12) as of July 1 under deal approved by FCC this week—and probability is the call letters will be changed to KTAR-TV. They acquired the NBC-TV outlet, founded in April 1953, in consideration of \$251,242 indebtedness, large part of which is payment due on transmitter and equipment. Station continues on NBC-TV, retains old staff, but quarters are being moved into spacious new KTAR building which was constructed for TV. KTAR gen. mgr. Richard O. Lewis takes charge. Sellers are Harry L. Nace estate (53.72%), Dwight Harkins (35.86%) and Lorenzo Lisonbee (10.42%), who continue ownership of radio KTYL. The KTAR firm is controlled by John J. Louis, head of big Needham, Louis & Brorby advertising agency; same interests also own KVOA-TV, Tucson (Ch. 4), and 4 Arizona radio stations. They originally applied for Phoenix's remaining Ch. 3, but withdrew in favor of this deal, leaving way open for last week's unopposed grant to Arizona Television Co., 40% owned by ex-U. S. Senator McFarland (candidate now for governor) and 10% by Edward Cooper, ex-aide to Senate Interstate Commerce Committee, now with Motion Picture Assn. (Vol. 10:24).

TV takes a beating and radio gets a clean bill of health in NCAA's *Fifth Annual Report of the Effects of Television on College Football Attendance*, released by U of Chicago's National Opinion Research Center, which conducted field study. Burden of report was that live TV coverage of college football games cut 1953 attendance 27% below 1947-48 base period but that radio served "a real function" by creating fans. It disagrees with conclusion in recent study by N. W. Ayer & Son's Jerry Jordan, that sports attendance picks up after TV's "novelty effect" wears off (Vol. 9:9). Concludes NCAA report: "It appears that watching the telecasts of games breaks the habit of attendance and becomes a new habit itself." Report held out consolation that maximum impact of TV has been reached and that further inroads should not be expected as long as NCAA's game-of-the-week system continues. Radio's usefulness, report states, lies in its mobility and its offer of several games including local.

Television Advertising Bureau's planning committee meets jointly with executive committee (Vol. 10:22) in New York June 29 to finalize details of action program. Members are George B. Storer Jr., chairman; Jack Harris, KPRC-TV; Frank Schreiber, WGN-TV; W. D. Rogers, KDUB-TV; George Coleman, WGBI-TV; Robert Hanna, WRGB; Payson Hall, Meredith stations. Latest additions to TvAB membership committee: Robert Lemon, WTTV; Henry Slavick, WMCT.

NARTB's 1955 convention is expected to be in Washington, with board likely to give formal approval at meetings week of June 21 at Washington's Mayflower Hotel (Vol. 10:23). Added to agenda for discussion are proposed set circulation study, TV Advertising Bureau, uhf hearings, subscription TV, educational TV.

Sen. Hunt (D-Wyo.) shot himself to death June 19 with .22 caliber rifle. He was found alone in his office, with bullet wound in his head, by assistant about 9 a.m. and died 3 hours later at Casualty Hospital. He recently stated he would not be a candidate for re-election this fall because of ill health. A member of Senate Interstate & Foreign Commerce Committee and its communications subcommittee, he had attended uhf hearings only day before shooting, appeared in good spirits and asked several questions about progress of community antenna systems in Wyoming, in which he was especially interested.

Hearing on Comr. John C. Doerfer's renomination to new 7-year term on FCC (Vol. 10:23) was scheduled by Senate Commerce Committee for 10 a.m., June 23.

MARTIN CODEL'S

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

Television Digest

with ELECTRONICS REPORTS

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THE RADIO RATE CUTS—A REBUTTAL: "Not so," says Ben Strouse, longtime independent radio station operator, member of NARTB board, gen. mgr. of Washington's enterprising WWDC (MBS). "The networks aren't everything," is essence of his rebuttal argument, holding we were wrong in our deduction that an economic squeeze on smaller stations is the logical "chain reaction" to the latest radio rate reductions projected by CBS & NBC (Vol. 10:25). Our thesis was this, in a discussion of this latest facet the "revolution being wrought in AM ever since TV hit its stride":

"Reduced network demand for affiliates' time, to say nothing of depressed station enthusiasm for network shows and income, means turning on the heat to sell more local time to local and spot advertisers. Affiliates are usually leading stations in a city, with highest rates. Now they may reduce rates and/or make deals to match or better their rivals so as to wean away local sponsorships once spurned."

Radio rate cuts are the chief topic of concern in the broadcasting industry today -- subject, in fact, of a special protest meeting of NBC radio affiliates in New York's Hotel Plaza, June 28 -- so Mr. Strouse's rebuttal merits full attention. In our own behalf, though, it should be noted that we've had only 2 dissents from dozen or so broadcasters whose reactions we've received so far, by mail or verbally. We have so much regard for the radio medium (which is really the father of TV), and so much respect for Ben Strouse's opinion, that we publish it in full on p. 6.

NARTB PLANS TV SET CENSUS, OWN AD BUREAU: NARTB's television board wants big TV sales promotion job done under its big tent, a la BAB, rather than by the now-forming Television Advertising Bureau (Vol. 10:17-22) -- and to that end, at its Washington meetings this week, it got moving on 2 closely related projects designed to drive home TV's value as an advertising medium. Association's TV board approved:

(1) Letting contracts for pre-testing circulation census as first step toward a nation-wide plan to determine sets-in-use coverage of stations. Long-delayed project, tentatively called TV Audit Circulation, has backing of network researchers, looks to semi-annual county-by-county figures that will be accepted as standard.

(2) Setting up industry-wide sales promotion group, a plan first initiated by NARTB in Dec. 1952 but dormant until recent formation of TvAB, which claimed 105 stations signed after first organization meeting during NARTB Chicago convention and which holds next meeting June 29 in New Weston Hotel, N.Y. NARTB move is in direct opposition to TvAB project, whose consultant is Richard P. Doherty, ex-NARTB v.p. He said this week TvAB expected to have membership of 200 stations by July.

Close inter-relation of the 2 NARTB moves was stressed by WGAL-TV's Clair McCollough, new TV board chairman, who explained: "Obviously, the primary responsibility of TV broadcasters to advertisers and their agencies relates to the circulation of the medium. We should know what we have to sell before we set about to sell it. When we're ready to sell it, we should do so on an industry-wide basis."

Alfred Politz Inc., N.Y. research firm, will do the pre-testing job which, according to retiring TV board chairman Robert D. Swezey, WDSU-TV, is merely paper

work to determine methods to be used in actual survey. It should be completed in few weeks, will be followed by pilot test involving sampling of specific areas. As to when final tests will get under way, NARTB officials are in disagreement. Actual testing will be conducted by "an industry-wide organization" yet to be formed and will cost "several hundred thousands of dollars" annually.

New promotion organization will be corporation separate from NARTB, similar to BAB, which Chairman McCollough called "a successful going organization which represents all elements of radio and sells and promotes in behalf of all elements." New organization will "not only employ the statistics developed out of the circulation studies, but also will originate sales promotion materials and methods to promote the virtues of TV as a sales medium on an industry-wide basis."

Swezey saw no permanent conflict between NARTB's projected group and TvAB, said there was no "ill feeling," felt certain they will eventually get together out of common necessity to avoid "intramural warfare characteristic of the in-fighting of the early days of radio, when Station A competed against Station B rather than working on behalf of radio itself." Eventual big fight for the advertising dollar, as Swezey sees it, will be between color TV and the magazines & newspapers. Therefore, in his view, it's mandatory for whole industry to get together to sell TV "as a facility" rather than one phase of it in opposition to another.

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There's no question but that swift-moving TvAB prodded NARTB into action and there's no question that, though aims are avowedly the same, TvAB is suspect to many on NARTB board and to networks because it's backed by the national reps and excludes networks as such. They fear this means it will undertake to sell national & local against network -- "against the TV medium as a whole," as they put it. The networks have made no secret of their unwillingness to put their owned stations into TvAB.

The chips are down as between the 2 projects, that's clear -- and NARTB board feels it can muster backing of nearly all its 256 station members (20 of them CPs), many of which are also identified with TvAB. From the sidelines, it's clear too that they must somehow be gotten together, though NARTB people say they tried to do it in advance of Chicago meeting but were rebuffed. No further approaches are scheduled, but they're altogether likely. Possible bridge is presence of W.D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., on both NARTB board and on TvAB executive committee. Also, there's George B. Storer Jr., who is on TvAB executive committee while his father sits on NARTB board. The senior Storer wasn't present at this week's meetings.

(For other news about NARTB board meetings, see pp. 5 & 7.)

3 VHF STARTERS AS PITTSBURGH UHF QUILTS: Indianapolis gets a second outlet this week, and 2 small cities in center of rich farm areas get their first, as one big-city uhf quits -- bringing TV's score to 387 on the air, 126 of them uhf. The new markets are LaCrosse, Wis. and Sedalia, Mo. Station signing off is WKJF-TV, Pittsburgh (Ch. 53), which leaves air just short of one year since it began operation. The starters:

WISH-TV, Indianapolis (Ch. 8) was all set to turn on test patterns June 26, definitely goes commercial July 1 with programs from all 4 networks and good backlog of national & local, reports Robt. B. McConnell, v.p. & gen. mgr., whose father Bruce McConnell is pres. and 50.7% stockholder. Indianapolis is last of the one-station cities among top 42 ranked in 1950 census (43rd being Toledo). WISH-TV will be basic ABC, primary NBC, while WTTV in nearby Bloomington (Ch. 4) remains NBC primary and pre-freeze WFBM-TV (Ch. 6) remains basic CBS. Equipped with 50-kw RCA transmitter, 473-ft. Ideco tower, WISH-TV is occupying 3-story addition to radio building. One of its stockholders is Frank E. McKinney, onetime Democratic national committeeman, 10%; P.R. Mallory Co. owns 10%. Robt. Ohleyer is sales mgr.; James Conley, midwest sales mgr.; Steve Briggs, program mgr.; Stokes Gresham Jr., chief engineer. Base rate is \$800, network rate \$1200. Rep is Bolling.

WKBT, LaCrosse, Wis. (Ch. 8) began test patterns June 21, starts regular programming Aug. 21 as NBC primary, carrying also CBS & DuMont. Nearest other stations are in Rochester, Minn., 60 mi.; Eau Claire, Wis., 70 mi.; Austin, Minn., 87 mi.; St. Paul-Minneapolis, more than 100 mi. It has 10-kw RCA transmitter with 12-bay

antenna. Gen. mgr. Howard Dahl owns 9%, his radio WKBH owns 40%; LaCrosse Tribune recently sold its radio WKTY to acquire 41%, remainder is owned by 5 residents. Tom Maloney is program mgr., Al Leeman chief engineer. Base rate is \$200, rep Raymer.

KDRO-TV, Sedalia, Mo. (Ch. 6), located 85 mi. east of Kansas City and 50 mi. from nearest TV station at Columbia, Mo., began sporadic tests this week of 5-kw GE transmitter with 3-bay antenna on 337-ft. former FM tower. It was to be checked out by GE engineer this week end, ready to go on regular 4-10 p.m. daily schedule as of July 1, according to owner Milton Hinlein. Herb Brandes is gen. mgr.; James Glenn, sales mgr.; Robert Harvey, program mgr.; Jack Coll, production mgr.; Roscoe Maracle, chief engineer. Base rate is \$200. Rep is Pearson.

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Pittsburgh uhf wired FCC that it's going dark July 2 for 90 days, or until it can gauge outcome of current Senate uhf probe. Owner is Agnes J. Reeves Greer, wealthy coal mine operator who publishes the Morgantown (W.Va.) Dominion News and owns radio stations there and in Elkins, W.Va. Station got some NBC service, but most went to DuMont's WDTV (Ch. 2) while WENS (Ch. 16) gets some ABC & CBS. WKJF-TV is the 18th station to quit air (not counting 2 share-time mergers). Of these, 15 are uhf -- most retaining CP status.

On imminent list, having promised late June or early July starts but not yet reporting tests: WLAC-TV, Nashville (Ch. 5); WTHI-TV, Terre Haute, Ind. (Ch. 10); WCHS-TV, Charleston, W.Va. (Ch. 8); WPBN-TV, Traverse City, Mich. (Ch. 7); KGEO-TV, Enid, Okla. (Ch. 5); KGOV-TV, Missoula, Mont. (Ch. 13); KSJB-TV, Valley City, N.D. (Ch. 4); WMSL-TV, Decatur, Ala. (Ch. 23).

SENATORS TO PARLEY WITH FCC ON UHF AID: Public hearing phase of uhf probe completed, the Senate communications subcommittee hopes to sit down next week with the FCC, and possibly others, to try and decide what should be done about it.

Subcommittee didn't get opportunity to hold its announced closed session on uhf problems this week because of Doerfer confirmation hearings which occupied its parent Interstate Commerce Committee June 23 & 24 (see p. 6), following windup of uhf airings June 22. Group now hopes to meet with Commission latter part of next week -- and some action by subcommittee could be forthcoming following week.

It's still anybody's guess just exactly what action subcommittee will take -- since the Senators themselves haven't decided yet. But in view of fact that no witnesses objected to a study of feasibility of reallocation, it's a reasonable assumption that one subcommittee recommendation probably will be for an FCC study of the technical possibilities of various types of reallocation plans proposed.

Subcommittee may also ask industry lawyers and engineers, representing all sides in uhf dispute, to work with it or with FCC on further study. In statement at conclusion of the public hearings June 22, Chairman Potter (R-Mich.) said the group hopes to call on FCC "and possibly seek advice of the best counsel we can secure on points that we need to search further." He added:

"I can assure you that we are not going to make any half-cocked decisions, but we are going to act immediately...Not only the members of this committee, but all members of Congress, are greatly concerned about this problem, if the communications that I have received from the various members of Congress are any indication."

Subcommittee is expected to reiterate its unanimous endorsement of the effort by Sen. Johnson (D-Colo.) to remove the 10% excise tax from TV sets with all-channel tuners -- aimed at encouraging the set makers to discontinue vhf-only sets. Senate Finance Committee, of which Johnson is member, has already agreed to consider this proposal as an amendment to House-passed estate tax bill (HR-6440).

Sen. Johnson refused to say die when the Finance Committee spurned his tax amendment 3 weeks ago (Vol. 10:22), now is encouraged about its chances. He told us he expects Committee to consider the amendment next week or week after, that it has good chance of Committee and Senate approval, that biggest hurdle may be House.

The only legislation actually before subcommittee at uhf hearings was the sliding-scale multiple-ownership bill (S-3095) introduced by Sen. Johnson as substi-

tute for FCC's 5 vhf & 2 uhf proposal. Nobody favored the Johnson bill -- in fact, Sen. Johnson himself disavowed it -- so subcommittee is expected to pass it by.

* * * *

Winding up network testimony June 22, NBC v.p. Joseph Heffernan outlined role of that network and parent RCA in building up and encouraging uhf. He reluctantly went along with CBS & ABC (Vol. 10:25) in agreeing to study of a "de-intermixture" allocation. However, he pointed out that Dr. Allen B. DuMont -- once the strongest proponent of non-intermixture -- had told the subcommittee that such a plan now would be impractical (Vol. 10:21). And he added this warning:

"We do not oppose a study of this by the Commission. We do suggest, however, that the institution of the study should not raise false hopes that it can yield a quick solution of problems that have been mentioned here, or that the elimination of intermixture can be accomplished without a major wrench to the viewing public and the broadcast operators who would be affected.

"We believe also that, before concluding to make such a study, everyone concerned should give careful thought to the effect the very institution of the study might have on uhf itself. Would conversion to uhf continue, or would the public just wait and see and all conversions stop? Would advertiser interest in uhf be further dampened while the industry waited for the development of a new allocation plan?"

NBC favored Johnson excise tax proposal, boosters & satellites, FCC's 5-&-2 multiple ownership plan -- and opposed the proposal to limit color telecasting to uhf as a sure way to stop the growth of color TV by making it a "hostage in the contest between uhf and vhf."

NBC has 46 uhf affiliates, Heffernan declared, and has "succeeded in selling them to advertisers substantially to the same extent as our vhf affiliates in comparable markets." Using vhf experience as a guide, he predicted that it should be at least 3 years before most uhf stations reach break-even point, and because they don't have ready-made circulation "they must be prepared to suffer financial losses."

* * * *

Rebuttal period brought several new proposals June 22, plus a rehash of most old ones. Ted Pierson, counsel for 135 vhf operators, grantees and applicants who oppose reallocation, explained his clients' position:

"We believe that the remedy of de-intermixture is a drastic one that would be of doubtful use even as a last resort. If, given time and the help of the Congress and the Commission, the industry does not defeat this problem, then perhaps de-intermixture must be seriously considered and perhaps even adopted. I think its great injury to the public requires that we exhaust other remedies first.

"I would think that a program of de-intermixture would require very careful study and research, and to that end I suggest that the Committee immediately refer the matter to the FCC...and that the Committee set up an ad hoc committee of experts, engineers and those acquainted with the problem, to make a study of the actual effect it would have in the various areas."

With all the talk about de-intermixture, it should be noted that those at FCC who have given intermixture problem exhaustive study, during 1948-52 allocations proceedings and recently, have very grave doubts that de-intermixture will do much to alleviate situation. And uhf proponents themselves, though they favor study of de-intermixture, generally believe it should be interim step to all-uhf plan.

Other new proposals made by Pierson: (1) If Congress rejects bill to exempt all-channel sets from excise tax, Committee should consider urging voluntary agreement among set makers to eliminate vhf-only sets, after first getting ruling from Attorney General whether such a deal would violate anti-trust laws. If it would, special legislation should be prepared to exempt the manufacturers from anti-trust prosecution. (2) Encouragement of more and better film programming by providing tax inducements to movie producers, TV film stars, writers and directors.

Speaking for uhf stations, Ben Cottone (UHF Industry Coordinating Committee) and Wm. A. Roberts (UHF TV Assn.) reiterated their pleas for all-uhf allocation. They differed on govt. regulation of networks, Roberts favoring, Cottone opposing.

FCC Chairman Hyde defended Commission's actions -- particularly streamlined procedures making possible quick grants following mergers and drop-outs, hotly criticized by uhf spokesmen. He pointed out that Senate Commerce Committee unanimously approved FCC's rule to award quick grants to applicants when their competitors drop out of hearings. FCC had mandate from Congress to do something about TV application logjam, he said, and "elimination of red tape is not a violation of the anti-trust laws, nor is it something to get emotionally excited about."

Getting emotionally excited, Comr. Hennock made minority report, comparing uhf's position with the fate of FM. She offered one entirely new proposal, not even included in her prepared text: Ban from interstate commerce all sets not equipped to receive uhf. She pleaded for a 5-year program to move all stations to uhf, for immediate action to "make network programs available to uhf stations," for ban on "mergers, drop-outs and drop-ins," for reinstatement of cancelled CPs of uhf permittees who had asked more time to build, for boosters to increase uhf station areas.

* * * *

Note: News of uhf's plight has even been brought to attention of President Eisenhower. When NARTB board called on him June 25, he remarked that an earlier visitor had told him about TV channel problems. He said he had impression that it was a technical matter, which he felt ought to be referred to -- as he put it -- the CAB or some other agency in town which handles that sort of thing.

Personal Notes: Richard Paek, recently resigned director of programs & operation of NBC'S TV-radio flagships in N. Y., WNBT & WNBC, returns from European vacation July 27 to join Westinghouse Broadcasting Co. as national program director of its 2 TV and 5 radio stations . . . Kingsley F. Horton, CBS-TV Pacific Coast sales mgr., joins McCann-Erickson Inc. July 1 as TV-radio account executive . . . E. Stratford Smith, of Washington law firm Welch, Mott & Morgan, scheduled to be named exec. secy. of National Community TV Assn., also continuing with law firm . . . Joseph V. Heffernan, NBC financial v.p., left for England June 23 on 3-week vacation . . . Harold B. Gay, account executive of WABC-TV, New York, retiring pres. of Colgate Alumni Corp., elected alumni member of Colgate board of trustees . . . George Stanton, ex-Free & Peters, named media director, Dancer-Fitzgerald-Sample, Chicago . . . Wm. A. Pomeroy, ex-gen. mgr. of WILS-TV & WILS, Lansing, and former pres. of Michigan Assn. of Broadcasters, joins sales staff of Guild Films Co. . . . John T. Madigan, ex-ABC-TV special events mgr., named program mgr., effective in July, of upcoming Mt. Washington's WMTW (Ch. 8) . . . George J. Higgins, new sales mgr., elected v.p. by board of new KMBC Bestg. Co. formed by Cook Paint & Varnish Co. for purchase of KMBC-TV & KMBC, Kansas City (Vol. 10:24) . . . Dick Kidney, newscaster, assumes additional duties as program mgr. of WVEC-TV, Hampton-Norfolk, succeeding Irving Drill . . . George Gray, ex-WKNA-TV, Charleston, W. Va., named national sales rep, WLWD, Dayton . . . Felix Adams, ex-WLW, KMBC & WISH, now sales mgr. of KLAC, Los Angeles, under pres. & gen. mgr. Mortimer W. Hall . . . Roy M. Danish shifted from director of MBS commercial operations to asst. to pres. Tom O'Neil . . . Willam W. Van der Busch, ex-WTVJ, Miami, appointed local sales mgr. of WITV, Ft. Lauderdale . . . C. R. Woods named Wichita sales & studio mgr. of KTVH, Hutchinson, replacing Ernie Dallier, now sales mgr. . . . Robert H. Muhlbaugh, Notre Dame law student from Lima, O., named law clerk for summer months by FCC Comr. Hennock . . . Joseph S. Sample resigns as v.p. & media director, Dancer-Fitzgerald-Sample Inc. . . . Wynn Case resigns as TV-radio v.p., Cunningham & Walsh, handling Chesterfield account . . . Rodney Erickson, mgr. of account planning, Young & Rubicam TV-radio dept., elected v.p. . . . Glenn Kyker, ex-Kenyon & Eckhardt, named sales promotion mgr. of WWJ-TV & WWJ, Detroit.

NARTB boards, in addition to approving major steps toward organized sales promotion of TV (see p. 1), took these actions at Washington meetings this week: (1) Selected Washington for 1955 convention, Chicago in 1956. (2) Accepted resignation of administrative v.p. Robert K. Richards, effective Sept. 1, when he will become consultant on retainer basis. (3) Approved revised budget for fiscal year ending March 31, calling for expenditure of \$700,000 in general fund. (4) Asked pres. Harold Fellows to appoint committee to confer with representatives of University Assn. for Professional Radio Education to set up organization to train broadcasting personnel. (5) Adopted rule setting term of TV board chairman and vice chairman at one year, instead of present 2 years, with limit of 2 successive terms. In addition, radio board heard report of protests filed by Fellows and radio v.p. John F. Meagher with record companies against their plan to ship 45rpm records to radio stations, instead of customary 78rpm, estimating cost of converting playback equipment might involve outlay of "several hundred thousands of dollars" and authorized NARTB engineering dept. to compile list of 45rpm playback equipment for radio membership. Also, Fellows reported to board on NARTB plan to petition FCC for unrestricted use of remote control transmitters.

Clair R. McCollough, WGAL-TV, Lancaster, vice chairman of NARTB's TV board, elected chairman, succeeding Robert D. Swezey, WDSU-TV, New Orleans, who continues as board member; Campbell Arnoux, WTAR-TV, Norfolk, elected vice chairman, both terms for 2 years. Henry B. Clay, KWKH, Shreveport, elected chairman of radio board; E. K. Hartenbower, KCMO, Kansas City, was elected vice chairman.

Arthur C. Stringer, 57, ex-NARTB official recently handling its convention equipment exposition, died in Washington June 24 following a heart attack. Besides his widow, 2 children survive—"Tippy" Stringer, former U of Maryland homecoming queen, now a performer on WNBW, Washington; Arthur C. Jr., on staff of WFMY-TV, Greensboro, N. C.

Don Hollenbeck, 49, veteran CBS-TV newscaster, committed suicide June 22 in his gas-filled N. Y. apartment. He suffered severely from stomach ulcers and had been hospitalized twice in last several months. Native of Lincoln, Neb., he won the George Polk Memorial Award in 1949 for outstanding reporting.

BEN STROUSE, gen. mgr. of WWDC, Washington (MBS) takes issue with what he calls our "provocative" discourse on "Radio Rate Cuts—What They Could Mean" (Vol. 10:25) and replies with these predictions: (1) National spot and local radio will have their best year in 1954. (2) National spot and local radio will be even bigger in 1955. (3) There will be more AM stations on the air in 1955 in this country than in 1954. Here's his reasoning:

"From a revenue point of view, networks have become increasingly unimportant to affiliates. Most Mutual and ABC affiliates have long since stopped looking to the network for a substantial percentage of their income and apparently that is becoming increasingly true of NBC and CBS affiliates.

"But that doesn't mean that radio is going down hill. Quite the contrary. National spot and local business continues to climb and climb.

"Changing times and conditions necessitate realistic re-examination of rate structures. Network rate cuts need not affect spot rates. Our station, WWDC, established a single day and night rate over 4 years ago. We think it was logical then and it is even more logical today. We did it by increasing daytime rates rather than by decreasing nighttime rates, coincident with a power increase. We think that there is a tendency towards lower nighttime rates and higher daytime rates in all stations.

"You probably have seen the newspaper slogan, 'All advertising is local.' That applies to radio too. We think that radio is still the most effective and least expensive medium for local advertising and national spot and that

well managed stations will continue indefinitely to grow and prosper.

"This is a competitive, 16-station market and while you may be right that a few small, marginal stations may drop out eventually, we don't think many will. Most of the smaller stations in this market and in many markets have found their niche. They specialize, going after good music listeners, Negro listeners, hillbilly listeners. And that specialization pays off. With low overhead and low rates, they attract different advertisers who cannot afford the larger radio stations, television or newspapers. Poorly run small stations under competitive conditions, stations that merely imitate others, may fold, but that's always true under our free enterprise system.

"We have found out one thing in competitive Washington. The more men that are out selling radio, the more total radio business develops—and yet with all of our 16 stations we don't have as many men on the street as do the 3 local newspapers. You can log about 500 advertisers on radio each week in Washington and that's probably 5 times as many as there were when there were only 4 stations here.

"Here's one more point that you missed. We haven't yet scratched the retail surface: 15 or 20% of the newspaper lineage of the 5 leading local department stores would sell out every radio station in town. Together with BAB we are working on it now and making progress, and that's happening in city after city. If we are successful, the radio problem in this city and many others will be one of obtaining availabilities."

COMR. JOHN C. DOERFER'S confirmation to new 7-year term on FCC appears assured—and there's strong presumption President Eisenhower will name him chairman—as result of June 23-24 hearings before Senate Commerce Committee.

This, despite full, frontal attack on him during hearing by broadcaster-publisher-industrialist Edward Lamb, who accused Doerfer of trying to take his licenses away out of "depraved" political motives.

Paradoxically, testimony at hearings would also support a prediction that Lamb—though he apparently faces a long, tortuous gauntlet—will eventually be cleared of Communist charges and be allowed to retain his stations.

Almost entire committee heard case, and audience jammed the committee room. The Republicans in addition to Chairman Bricker were Schoepfel, Potter, Duff, Payne, Butler, Bowring. Democrats were Edwin Johnson, Pastore, Monroney, Smathers. Sen. Kefauver, not a member of committee, listened in first day.

Lamb testified June 23, supported by his exec. v.p. and counsel J. Howard McGrath, former U. S. Attorney General. Doerfer took stand next day, when former Lamb counsel Ben Gaguine also testified at committee's request.

All of the witnesses were sworn. Testimony of Lamb and Doerfer was flatly contradictory on key matters regarding their conversation in latter's office. Testimony of Gaguine, who was the third man in the room during the conversation, greatly enhanced Doerfer's chances of Senate approval. He said he considered Doerfer's version "substantially correct." Gaguine also largely contradicted Lamb's testimony that Chairman Hyde said rest of FCC members felt Lamb was being treated unfairly but that they were "helpless" to intervene.

Lamb reiterated what he told court recently (Vol. 10:14) and amplified on it. Key statements were the charges that Doerfer said "it would be better if you were still a Republican" and that Lamb "would live to regret" he had been counsel for labor unions.

Doerfer flatly denied making such statements, and Gaguine said he would have remembered them if they had

been made—though he considered it conceivable the "Republican" statement could have been made, but "in jest."

Regarding Lamb's testimony that Doerfer sought to probe his political and social beliefs as well as his financial position, Doerfer said that Lamb volunteered the information. Lamb had also testified that he told Doerfer he'd finance any FCC investigation of him; Doerfer confirmed this, said he told Lamb it wouldn't be good public policy to accept such assistance.

Doerfer obviously impressed committee with his recitation of how he got into Lamb case. He said he found in his office files (formerly Comrs. Robert Jones' and Eugene Merrill's) serious charges of Communist affiliation against Lamb, including derogatory FBI report, and he learned that little of it had ever been brought out in hearings. Thereupon, he said, he urged FCC to reopen case and try to get the material in probative form and determine whether charges are true. He made pointed note that Commission agreed with him unanimously, launched its own investigation.

Doerfer reiterated time and again that he hadn't prejudged case, was interested solely in finding out if charges are true. Lamb testified that his name had appeared as member of "letterhead" organizations before they were labeled subversive by Attorney General; that he had never had anything to do with them; that "I wish I had never heard of them."

Doerfer made it clear he wanted to explore circumstances of Lamb's memberships—when and why he dropped them—before concluding they should be held against him. This attitude seemed fair to committee, even to Democrats, judging from the questioning.

Heart of whole business seems to be this question Doerfer said he propounded to Lamb during their interview:

"Where are you going to be when the whirlwinds blow? That's the question and that's all I'm concerned with. I want to know your emotional makeup."

What Doerfer was referring to was attitudes expressed by Lamb in his book, *The Planned Economy of*

Soviet Russia, written in early 30's, in which Doerfer said Lamb advocated, among other things, that farmers and workers should take possession of the means of production.

Doerfer said he had thought book might have been a "youthful indiscretion" but that Lamb countered: "What's wrong with the book? I probably don't subscribe to all that now."

Sen. Pastore (D.-R.I.) probably posed most basic question of all, when he asked Doerfer if he thought he would be able to determine Lamb's "emotional stability." Doerfer thought he could, after a hearing. Hence, FCC hearing on Lamb, due to start July 28 unless delayed by Lamb's court appeal, will have as fundamental issue the charge that he cannot be relied upon "when the whirlwinds blow," i.e., if the ultimate military showdown with Russia comes.

Such a charge is virtually impossible to prove—and those who attended the hearings are betting that Lamb will retain his broadcast interests, albeit damage to reputation has already been done. A flaming liberal lawyer of the 1930's, turned fabulously successful businessman in the 1950's, he now controls multi-million-dollar operations which encompass manufacturing, real estate, amusement parks, etc., as well as one TV station (WICU, Erie). He contends he's being persecuted because he's New Deal Democrat.

"If this can happen to a Democrat now, it can happen to Republicans," he has repeatedly stated. Out of hearings he at least got assurances he would be presented with specific list of charges not shown him up to now.

Senate committee meets on Doerfer June 28. Only thing unfinished is statement to be supplied by Sen. Kefauver (D-Tenn.). Lamb had testified that Kefauver had talked to Hyde who said he believed Lamb is being treated unfairly.

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NARTB Code Review Board this week backed up testimony of v.p. Ralph W. Hardy before House Interstate & Foreign Commerce Committee urging defeat of Bryson bill to ban interstate advertising of alcoholic beverages, including beer (Vol. 10:21). In letter to committee chairman Wolverton (R-N. J.), code board chairman John E. Fetzer, WKZO-TV, Kalamazoo, wrote that code is based on voluntary compliance of stations, networks and advertisers, and that beer sponsors have greatly improved their commercials as result of educational campaign.

Ten FCC lawyers have resigned or been dismissed because of reduced budget (Vol. 10:25), most of them leaving June 30. They are Walter L. Baumgartner, Francis W. Dunn, Joseph McCormack, Rex W. Van Atta, George M. Martin, John M. Webster, Wm. J. Huff, Paul R. Conway, Julian S. Egge, John A. Cooper, Bertram Tolley. Most had been hired with understanding jobs weren't to extend beyond June 30.

BBDO's Frank G. Silvernail has been appointed 1954-55 chairman of AAAA standing committee on broadcast media, with John H. Stewart, Glenn Adv., Ft. Worth, as vice chairman. John F. Devine, J. Walter Thompson, is chairman of TV-radio production committee; Alvin B. Fisher, of Lang, Fisher & Stashower Inc., Cleveland, vice chairman.

Wesley I. Nunn, adv. mgr. of Standard Oil Co. of Indiana, elected chairman and Elon Borton elected pres. & gen. mgr., Advertising Federation of America, at Boston convention this week; Miss Viola Erickson, excc. v.p. of Cleveland Better Business Bureau, elected secy.

Rogers & Smith and Potts-Turnbull, old-time Kansas City ad agencies, have merged; new firm, Rogers & Smith. Potts-Turnbull now located in Pickwick Bldg.

Network Accounts: NBC-TV reports greatest volume of new business for any 60-day period in its history in 2 months ended June 15. Pres. Sylvester L. Weaver Jr. announced sales covering new business totaled \$22,543,000 in gross time billings. Talent costs bring total to \$35,500,000, he said, purchases ranging from one-min. partic. to multi-million-dollar buys of color "spectaculars" . . . Procter & Gamble switches *Welcome Travelers* from NBC-TV to CBS-TV starting July 5, Mon.-thru-Fri. 1:30-2 p.m., thru Dancer-Fitzgerald-Sample . . . Hawaiian Pineapple Co. (Dole) buys Fri. 2:45-3 p.m. segment of Art Linkletter's *People Are Funny* on CBS-TV starting July 30, thru N. W. Ayer & Son . . . Johnson & Johnson buys partic. sponsorship of new Imogene Coca show, untitled as yet, on NBC-TV starting Oct. 2, 3 out of 4 Sat. 9-9:30 p.m., thru Young & Rubicam; other sponsors are Tums, Griffin Shoe Polish, S.O.S. Cleanser . . . Wesson Oil buys 10 partic. on *Home* on NBC-TV, starting Aug. 5, Mon.-thru-Fri. 11 a.m.-noon, thru Fitzgerald Adv., New Orleans; Cameo Curtains Inc. buys 3 partic. starting Sept. 9, thru Friend-Reiss-McGlone . . . Grove Laboratories (Fitch hair products) buys 78 partic. on NBC-TV's *Today* starting in Oct., Mon.-thru-Fri. 7-9 a.m., thru Harry B. Cohen Adv.; Royal Typewriter Co. buys 19 partic. starting in Aug., thru Young & Rubicam . . . International Shoe Co. (Peter Shoes) buys 26 partic. on *Pinky Lee Show* on NBC-TV starting Aug. 19, Mon.-thru-Fri. 5-5:30 p.m., thru D'Arcy Adv. . . Exquisite Form Inc. (brassieres) to sponsor *Arthur Murray Party* on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., thru Grey Adv. . . General Foods buys *December Bride* as replacement for *Red Buttons Show* on CBS-TV in fall, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Camels to sponsor *The Hunter* on NBC-TV starting July 11, Sun. 10:30-11 p.m., replacing *Man Against Crime*, thru Wm. Esty Co. . . International Shoe Co. (Red Goose shoes) to sponsor Tue. 10:15-10:30 a.m. segment of *Ding Dong School* on NBC-TV starting Sept. 28, Mon.-thru-Fri. 10-10:30, thru D'Arcy; Wander Co. (Ovaltine) to sponsor Wed. 10:15-10:30 portion, thru Tatham-Laird . . . Minute Maid Corp. (frozen juices) increases sponsorship of 5:30-6 p.m. segment of *Super Circus* from alt. week to weekly on ABC-TV starting June 27, Sun. 5-6, thru Ted Bates & Co. . . Gillette to sponsor *Highlights of the Week in the World of Sports* as summer replacement for boxing bouts on NBC-TV starting July 2, Fri. 10-10:30 p.m., thru Maxon Inc. . . Fred Waring troupe to do 4 programs, at least one in color, as part of *General Electric Theatre* series next fall on CBS-TV, Sun. 9-10 p.m. . . Hazel Bishop Inc. (cosmetics) drops *Dr. I.Q.* on ABC-TV, Sun. 9:30-10 p.m., but program will continue as sustainer . . . Monsanto Chemical Co. nears agreement with CBS-TV for purchase of 102 partic. on *Morning Show*, Mon.-thru-Fri. 7-9 a.m., thru Gardner Adv., St. Louis.

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Shakeup in program schedule of CBS-TV, effective July 5, involves these new time positions: *Garry Moore Show* shifts to Mon.-thru-Thu. 10-10:30 a.m., Fri. 10-11:30; *Arthur Godfrey Time*, Mon.-thru-Thu. 10:30-11:30 a.m.; *On Your Account*, Mon.-thru-Fri. 4:30-5 p.m.; *Robert Q. Lewis Show*, Mon.-Wed.-Fri. 2-2:30 p.m.; *Double or Nothing*, Tue. & Thu. 2-2:30 p.m.; *The Seeking Heart*, Mon.-thru-Fri. 1:15-1:30 p.m.; *Portia Faces Life*, Mon.-thru-Fri. 1-1:15 p.m.; *Brighter Day*, Mon.-thru-Fri. 4-4:15 p.m.

Frank B. Parrish, 45, onetime band leader, since last fall gen. mgr. of Midwest Television Corp., Indianapolis, applicant for that city's Ch. 13, died June 23 while on a business trip to Lebanon, Pa.

Claude Mahoney, CBS Radio Washington newsmen, awarded honorary degree of Doctor of Humane 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 Commerce Committee at hearings on uhf (Vol. 10:25). Typical financial stories in subcommittee's record:

George B. Storer's WSPD-TV, Toledo, went on air July 1, 1948, had cumulative operating loss of \$234,000 by Dec. 1, 1950, operating losses continuing 18 months; his WJBK-TV, Detroit, went on air Oct. 24, 1948, lost \$147,000 by Dec. 1, 1950, had operating losses 11 months; his WAGA-TV, Atlanta, went on air March 8, 1949, lost \$226,000 by Dec. 1, 1950, had operating losses 21 months. Other reports from pre-freeze operators:

Hulbert Taft Jr., WKRC-TV, Cincinnati—operating loss of \$518,449 (including depreciation) April 1949-Feb. 1951.

J. Leonard Reinsch, WSB-TV, Atlanta & WHIO-TV, Dayton—capital investment plus operating losses prior to 1951 exceeded \$2,000,000.

D. Lennox Murdoch, KSL-TV, Salt Lake City—lost \$68,508 in 1949 (7 months), \$127,207 in 1950, \$132,511 in 1951, \$55,962 in 1952, before showing first yearly profit last year.

Donald W. Thornburgh, WCAU-TV, Philadelphia—operating loss of \$439,299 in 1948, \$391,357 in 1949, \$25,000 through April 1950.

Crosley Bestg. Co.—lost \$1,642,130 on its 3 Ohio stations before first profit dollar. Operating losses to Nov. 1, 1950 totaled \$951,920 for WLWT, Cincinnati, \$371,534 for WLWC, Columbus, \$318,675 for WLWD, Dayton. WLWA, Atlanta, has been continuously in the red.

Chris J. Witting, Westinghouse Bestg. Co.—lost more than \$300,000 on WBZ-TV, Boston, from sign-on June 1948 through 1949.

Robert D. Swezey, WDSU-TV, New Orleans—lost \$243,899 in 1949, \$116,333 in 1950, made first profit in 1951.

Nathan Lord, WAVE-TV, Louisville—lost \$65,306 in 1948, \$74,744 in 1949, \$2681 first 5 months of 1950.

WKY-TV, Oklahoma City—lost \$269,645 in 1949-50 before showing first profit.

These post-freeze vhf stations also reported losses: KERO-TV, Bakersfield, Cal.—lost \$4400 in addition to all radio profits in 1953, but now in black. KOLN-TV, Lincoln, Neb. (Fetzer Bestg. Co.)—lost \$350,000 in 1953 "due to competition from Omaha stations and the refusal of certain national networks to give us an affiliation." WSLI-TV, Jackson, Miss.—first full month's operation (April 1954) showed net loss of \$18,000. KWFT-TV, Wichita Falls, Tex.—loss of \$89,242 from March 1953 to April 1954.

"Uhf operators have done a great job of inducing conversions" in many cities, even though some vhf signals are available to local viewers, said NBC v.p. Joseph Heffernan in his June 22 testimony before Senate communications subcommittee. As examples, he cited these uhf conversion figures, based on an independent survey made in April: In Harrisburg, Pa., 86% of sets can receive uhf stations; Youngstown, 75%; Muncie, Ind., 79%; Montgomery, Ala., 98%; Mobile, Ala., 91%; Madison, Wis., 98%; Greenville, S. C., 70%; Danville, Ill., 87%; Zanesville, O., 78%.

The 7 telecaster tenants of Empire State Bldg. went to court this week over rents they're paying for air rights. They ask N. Y. Supreme Court to declare rent control law applicable, thus avoid the arbitration which they don't want. First 5-year lease expired in May; new one was agreed on, with rents to be set later. Each station has been paying \$70,000 annually for air rights. Rent for space in building is not in dispute. It's understood building management and stations are actually not far apart on price now.

NO CPs WERE GRANTED this week, but an examiner unloaded one of the "big ones," an initial decision for Ch. 8, Portland, Ore., favoring KGW over Westinghouse (KEX) and Portland TV Inc. Cascade TV Inc. was ruled in default. KGW is 59.97% controlled by Mrs. Dorothy S. Bullitt, the owner of KING-TV, Seattle. Hearing started Oct. 1, 1952, almost 21 months ago.

Examiner Elizabeth Smith ranked KGW over Westinghouse because: (1) Four of KGW's stockholders and directors are local residents, will take active part in day-to-day management. (2) KGW stockholders have fewer TV-AM-FM interests. (3) KGW proposes superior programs, particularly in children's shows. Westinghouse immediately served notice it would contest decision.

KGW was picked over Portland TV, despite latter's lack of TV-radio interests, because of former's experience in TV, its firm plans for programs and staff, its greater proposed ownership-management integration, its record of participation in local civic activities on part of principals.

One vhf CP is to be deleted under terms of transfer deal filed with FCC this week by Carman-Wrathall groups KWIK-TV (Ch. 10) and *Tribune-Journal's* KISJ (Ch. 6), both Pocatello, Ida. With no money involved, *Tribune-Journal* is to turn over Ch. 6 CP to other group, which would drop Ch. 10 authorization.

Two uhf CPs were cancelled — WCUI, Champaign-Urbana, Ill. (Ch. 21) and WBEC-TV, Pittsfield, Mass. (Ch. 61)—making 73 uhf grants turned in vs. 12 vhf.

Two uhf applications were dismissed—WGRD, Grand Rapids (Ch. 23) citing "serious plight of uhf" and leaving Peninsular Bestg. Co. unopposed for grant, while dropout of WSSB, Durham, N. C. (Ch. 73) leaves none seeking the channel.

In Detroit, Woodward Bestg. Co., controlled by Max Osnos, owner of Sam's dept. store, dropped Ch. 50 application to purchase — for token \$100—CP for WCIO-TV (Ch. 62) held by UAW-CIO, the union which had once ventured into FM, then withdrew. Woodward dismissal leaves WJLB free for Ch. 50 grant.

Among other actions, FCC this week: (1) Set July 23 for start of 3-way hearings on Ch. 9, Orlando, and 7-way fight on Ch. 11, Toledo, in both of which Edward Lamb is an applicant. Pending Lamb's appeal of "communist" charges (see p. 6), the hearings will exclude issues on those charges. (2) Denied protest of uhf WTVI, Belleville-St. Louis against grant of Ch. 4 to KWK. Counsel for parties and FCC have agreed not to put KWK-TV on air before July 8 pending July 1 oral argument before Court of Appeals and subsequent court decision.

Protest against microwave granted to J. E. Belknap & Assoc. to serve community systems, filed with FCC by WMCT, Memphis (Vol. 10:19, 23) was opposed this week by Belknap. It argued that WMCT's quarrel over "piracy" of signals is with community antenna operators, not Belknap—and that station has recourse to courts. Belknap stated that WMCT hasn't outlined "with particularity" the injury it will suffer, thus doesn't qualify as protestant. It also claimed that question of FCC's jurisdiction over community systems is immaterial to matter.

Picketing of WOR-TV, WOR and Mutual's New York facilities by AFM musicians was banned in permanent injunction granted this week by N. Y. Supreme Court Justice Walter, who also ruled the stations were entitled to damages because picketing was an attempt to achieve an illegal objective. A referee was ordered to take testimony to determine extent of damages. Picket line was set up Feb. 28 after stations dismissed staff of 40 musicians (Vol. 10:10). Court held union had violated Lea (anti-Petrillo) Act which forbids union to compel broadcast licensee to hire employes whose services are not needed.

Telecasting Notes: Frederic W. Ziv, the onetime Cincinnati adman who built up the industry's biggest independent TV film and radio transcription businesses on the theory that anything the networks do he can do better transcribed—except news and spot events—made TV program history this week by signing of Eddie Cantor to a 7-year TV film-radio transcription contract. The indestructible Cantor will henceforth do 39 variety films a year (appearing in 13, directing the others) and same number of radio transcriptions exclusively for Ziv, for which he's being paid a reported guarantee of \$4,500,000, with possibility of residual rights doubling this amount . . . Local stations will get the Cantor series via the Ziv syndicates, Mr. Ziv telling us: "Local and regional advertisers want, deserve and are going to get the very top-ranking names and shows—and we're going to give them to them." Other network "alumni" in Ziv production currently are *Meet Corliss Archer* and *Mr. District Attorney*, and among the talent already under Ziv radio contracts are Humphrey Bogart, Lauren Bacall, Tony Martin, Fred MacMurray, Ginger Rogers . . . Some more big-name TV film shows are also on the Ziv planning board, as yet unrevealable—and it could be he's starting a really big trend away from live. Cantor is reported to have rejected network offer to continue live, as on *Colgate Comedy Hour* last 4 years; he'll call Ziv TV shows the *Eddie Cantor Comedy Theatre* . . . CBS-TV Film Sales has report showing that, thanks to new stations and increased sets-in-use, film re-runs deliver more homes than original run despite lower ratings. In 1953 there were 6,000,000 more sets than 1952, hence that many more "first-run homes—and a show like *Range Rider*, which got a 56.0 rating in 52,000 New Orleans homes in Feb. 1952, on second run on same station in Dec. 1953 got 42.3 but delivered 74,300 homes . . . Matthew Fox's Motion Pictures for Television Inc. (feature films) has been combined with MPTV Syndication Corp. (syndicated films), with Edward D. Madden v.p. in charge of overall operation, E. H. Ezzes sales v.p. of the consolidation . . . NBC and British Broadcasting Corp. have signed contract for exclusive exchange of news film and cooperation on film coverage; NBC has 23 fulltime cameramen and 150 part-timers in more than 50 countries, BBC has 10 full-time and 200 part-time . . . Program buyers guide, listing more than 1400 TV & radio shows available for fall-winter season, will be off the presses of *Radio-TV Daily* July 30; 1954-55 edition, 15th annual, is titled *Shows* . . . More rate increases: WNBK, Cleveland, raises 20-sec. Class AA rate (7:30-10:30 p.m. Mon.-Sat.; 6-10:30 p.m. Sun.) from \$300 to \$375, 20-sec. Class A from \$225 to \$290; KWVL-TV, Waterloo, Ia. raises base hour from \$300 to \$400, min. \$60 to \$80; WBAY-TV, Green Bay, Wis., \$300 to \$400 to \$50 to \$80; WNAO-TV, Raleigh, \$200 to \$250 & \$40 to \$50; KOB-TV, Albuquerque, \$250 to \$300, & adds 7-9:30 p.m. daily Class AA rate for announcements only of \$50 min.. \$25 10-sec. and Class A min. goes from \$28 to \$40 . . . Rate reductions: 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; CHSJ-TV, St. John, N.B. to Adam Young (for U. S.); WMIN-TV, St. Paul, to Blair, which also represents WTCN-TV, other station sharing Ch. 11.

Jimmy Petrillo's AFM musicians drew \$6,086,000 in salaries & wages last year from TV, which ranked third as source of employment for musicians (behind radio and theatre), according to annual report. TV earnings breakdown lists \$2,461,000 derived from single engagements on live national shows; \$2,316,000, local miscellaneous jobs; \$817,000, film producers; \$491,000, networks & stations for regular staff musicians. Radio paid \$18,590,000, theatres \$6,489,900, recording companies \$3,768,400.

Langer bill (S-3294) to outlaw advertising of alcoholic beverages in interstate commerce, including beer, is as dead as the Bryson bill, companion measure in House (Vol. 10:21). Spokesman for Senate Commerce subcommittee, which this week heard same wet vs. dry arguments as House Committee, said not only sentiment of subcommittee but time is against Langer bill. Proposed Congressional adjournment date is July 31. Testifying for TV-radio industry, NARTB v.p. Ralph W. Hardy denounced bill as "a very discriminatory piece of legislation. It singles out for severe restrictions radio and TV broadcasting which, by their electronic nature, are interstate in nature, along with certain media which cross state lines, and places them in a manifestly unfair competitive position with respect to strictly intra-state media." He said TV-radio industry long ago agreed not to accept "the advertising of hard liquor," but declared broadcasters must "stand firm on the right to advertise products and services which are legal and generally available for public sale and use."

Opposition to Hinshaw bill (HR 6431), which would classify subscription TV as common carrier, was registered by RETMA pres. Glen McDaniel in June 23 letter to Rep. Wolverton (R-N. J.), chairman of House Commerce Committee. McDaniel wrote: "We know of no one who proposes that he be licensed by the Govt. to provide subscription TV facilities to enable subscribers to communicate with each other, or to provide a common carrier service to all purveyors of program material. Rather, the concept is that a purveyor of program material will use subscription TV as a means of financing the entertainment." McDaniel added that it's RETMA's policy to support "innovations which show a reasonable promise of serving the public interest." And he recommended that consideration of pay-as-you-look be left to FCC. Commission recently advised committee it believed fee TV should be classified "broadcasting", not common carrier (Vol. 10:20).

Most of the Senators on Army-McCarthy investigating subcommittee tend to oppose commercial sponsorship of televised Congressional hearings. UP roundup quotes Sens. McClellan (D-Ark.), Jackson (D-Wash.) & Potter (R-Mich.) as strongly opposed to commercial sponsorship. Potter, chairman of Senate Commerce subcommittee on communications, is co-sponsor with Sen. Bennett (R-Utah) of bill to forbid sponsorship of televised hearings (Vol. 10:25). Sen. Symington (D. Mo.) said he was "inclined" to be against commercial sponsorship, but wanted to study the question more. Acting Chairman Mundt (R-S. D.) said he had received "virtually no complaints" as result of sponsorship of Army-McCarthy hearings; Sen. Dirksen (R-Ill.) had no objections either. Chairman Jenner (R-Ind.) of Senate Rules Committee said Bennett's bill probably will be considered in connection with his committee's forthcoming hearings on investigating procedures.

Sen. Earle C. Clements (D-Ky.) was named by Senate Democratic Steering Committee to Senate Interstate & Foreign Commerce Committee to fill vacancy created by death last week of Sen. Hunt (D-Wyo.). Sen. Clements served in House 1944-47, was elected governor of Kentucky in 1947, has been in Senate since 1950. At week's end it was not decided which Democratic committee member would fill Hunt's post on communications subcommittee.

Amendment of political broadcasting rules proposed by FCC this week would provide that "charges made by any broadcast station for broadcasts by a legally qualified candidate for public office shall not exceed the charge made for comparable use of the station for other purposes." Comments may be filed until July 26. Document is Public Notice 54-795, Doc. 11092, available from FCC—or from us.

RCA's FIRST 12½-kw uhf amplifier (Vol. 10:4, 7) goes out week of June 28 to WBRE-TV, Wilkes-Barre (Ch. 28), to be followed first week in July by one to WFMJ-TV, Youngstown (Ch. 21) and then to WKBN-TV, Youngstown (Ch. 27). Type tests were completed this week, and only comment from Camden is, "it looks very good." Plan is to ship about 4 per month, though this schedule may not be met. Next on priority list, due for July deliveries, are WSBT-TV, South Bend (Ch. 34) and WHP-TV, Harrisburg (Ch. 55). New super-gain antennas, giving gain of about 45 at low end of uhf spectrum and 60 at high end and making possible 500-kw ERP when used with the 12½-kw transmitter, won't be ready for deliveries until late fall.

GE shipped 20-kw transmitter this week to WCNY-TV, Carthage, N. Y. (Ch. 7), due on air Aug. 15; its 12-bay antenna will follow in about week. On June 22, GE sent 12-bay antenna to KPLC-TV, Lake Charles (Ch. 7), which has had 5-kw transmitter since March, plans Sept. debut. On June 25, a 12-kw transmitter went to WINT, Waterloo, Ind. (Ch. 15), which already has antenna, and it's due to start in July.

DuMont has shipped 5-kw transmitter for KXJB-TV, Valley City, N. D. (Ch. 4), due on air in early July, and on July 2 it ships another 5-kw to WTVD, Durham, N. C. (Ch. 11), due to start Aug. 20. DuMont also reports orders for 50-kw transmitter from WATV, Newark (Ch. 13), and for 50-kw amplifiers from KHQA-TV, Hannibal, Mo. (Ch. 7) and KCRI-TV, Cedar Rapids, Ia. (Ch. 9).

RCA shipped 50-kw transmitter June 25 to KWTW, Oklahoma City (Ch. 9), now on air and building new 1572-ft. tower, highest in TV. RCA on June 24 shipped 50-kw driver to WCHS-TV, Charleston, W. Va. (Ch. 8), due on air in July.

Note: In this column last week (Vol. 10:18), it was reported that Campbell Arnoux, gen. mgr. of WTAR-TV, Norfolk, claims his station is only one outside the network keys with a complete standby transmitter — retaining old 5-kw plant ready in addition to the new 25-kw. WTMJ-TV's Walter J. Damm reports from Milwaukee that when that station went on air with new 1035-ft. tower and transmitter, it retained old 5-kw and 300-ft. tower as a working standby, remodeled for color as well. WTMJ-TV, says Damm, "is probably the only TV station in the country which is operating a 10-kw transmitter plus a 25-kw amplifier through its 12-gain antenna [which] permits us to run the equipment at about 50% capacity at a tremendous tube and equipment saving."

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

WGR-TV, Buffalo, N. Y. (Ch. 2), planning late July test patterns and Aug. programming as NBC basic, expects to have 436-ft. Emsco tower and RCA 6-bay antenna ready in 2 weeks. It's now installing 25-kw RCA transmitter in Hotel Lafayette penthouse where WGR radio also is located. WGR-TV studios and offices will be in remodeled building at 184 Barton St. Gen. mgr. is Joe J. Bernard. Base hour will be \$800. Headley-Reed will be rep.

KXJB-TV, Valley City, N. D. (Ch. 4), has its 5-kw DuMont transmitter, plans to meet July 1 test target, reports pres. John W. Boler, who also operates KCJB-TV, Minot, and N. D. radio stations KCJB, Minot & KSJB, Jamestown. It has 920-ft. up of 1085-ft. tower, "tallest in upper midwest," scheduled to be ready for 6-bay RCA antenna by June 25. It will begin programming Aug. 1 as CBS primary affiliate, having studios in both Valley City & Fargo. Base hour will be \$200, with \$300 combination rate with KCJB-TV. Weed will be rep.

WPBN-TV, Traverse City, Mich. (Ch. 7), is installing 10-kw RCA transmitter and studio equipment in new building, plans test patterns early in July, NBC programming later that month, reports pres.-gen. mgr. Les Biederman. Construction of 460-ft. tower with 6-bay RCA antenna is scheduled for completion in about 2 weeks. It will be only TV station of Paul Bunyan Network, operator of 5 AM locals. Base hour will be \$120. Hal Holman will be rep.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage telecaster from atop 6288-ft. Mt. Washington, N. H., now plans Aug. 15 test patterns, may not begin programming until Sept. 1, writes v.p.-gen. mgr. John H. Norton Jr. RCA-equipped studios in Riccar Inn are about ready and transmitter building is being prefabricated, with assembly at mountain site scheduled about July 1. RCA 25-kw transmitter is being wired and tested before being transported up mountain for installation around July 20. A special antenna to be used on old Yankee Network's 50-ft. FM tower has been built by Andrew Alford, designer of WOR-TV's Empire State antenna. WMTW will be primary CBS affiliate. Harrington, Righter & Parsons will be rep.

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CBC board of governors on June 18 recommended these 3 additional private applications for TV licenses (tantamount to a CP): CKX, Brandon, Man. (Ch. 2); CKCW, Moncton, N.B. (Ch. 2); CJIC, Sault Ste. Marie, Ont. (Ch. 2). This makes total of 28 Canadian TV stations authorized, 11 already in operation. Action on Ch. 2 application of CJON, St. John's, Nfld., was deferred because CBC plans to request permission to operate own TV outlet there. Except for bilingual stations in Montreal and projected bilingual outlet in Ottawa (Vol. 10:25), the Canadian Govt. licenses only one TV outlet in each city. Recommended for boosts to 100-kw visual power and higher tower are upcoming CHCT-TV, Calgary, Alta. (Ch. 2) and CFQC-TV, Saskatoon, Sask. (Ch. 8), both due in Sept. The 12 other CPs outstanding and their prospective starting dates: CFRN-TV, Edmonton, Alta. (Ch. 3), fall; CBHT, Halifax, N. S. (Ch. 3), "late in 1954"; CKWS-TV, Kingston, Ont. (Ch. 11), early fall; CBC's 2nd in Ottawa (Ch. 9), Dec.; CHEX-TV, Peterborough, Ont. (Ch. 12), Jan. 1955; CFFA-TV, Port Arthur, Ont. (Ch. 2), Aug.; CFCM-TV, Quebec City, Que. (Ch. 4), July; CKCK-TV, Regina, Sask. (Ch. 2), July; CJBR-TV, Rimouski, Que. (Ch. 3), mid-Sept.; CHLT-TV, Sherbrooke, Que. (Ch. 7), no target; CJCB-TV, Sydney, N. S. (Ch. 4), July; CKLW-TV, Windsor, Ont. (Ch. 9), Aug. 15.

Allocations changes proposed by FCC would add Ch. 79 to Toledo, substitute Ch. 70 for Ch. 15 in Port Chicago, Cal., substitute Ch. 35 for Ch. 28 in Salinas-Monterey, Cal. Commission received petition from CP-holder KELP-TV, El Paso (Ch. 13) to shift educational reservation from Ch. 7 to 13 there, so that it may get modification to go to Ch. 7, stating that it will be at competitive disadvantage if it is at top of dial. Applicant WORA, Mayaguez, Puerto Rico (Ch. 5), asked that Ch. 6 be shifted from San Juan to Caguas, Ch. 11 from Caguas to San Juan. WWPA (AM), Williamsport, Pa., seeks allocation of Ch. 9 to Blossburg, Pa.

Request for Ft. Wayne studios, filed by CP holder WINT, Waterloo (Ch. 15), was attacked bitterly by WKJG-TV, Ft. Wayne (Ch. 33) and applicant Anthony Wayne Bestg. (Ch. 69), who claim WINT is trying to circumvent FCC's rules and never intended to build at Waterloo or Angola.

KOVR are new call letters assigned to H. Leslie Hoffman's now-building Television Diablo, Stockton, Cal. (Ch. 13), formerly KHOF. with which he expects to cover San Francisco bay area, due on air Aug. 15 (Vol. 10:25).

PARADOX OF CURRENT TV PRICE SITUATION: Trade continued to reduce prices this week -- at least on leader models -- but at same time the manufacturers talked, publicly and privately, of raising TV prices generally by fall. This apparent paradox is partly explained by desire to tempt slow summer market with bargain-basement buys, but it's also symptomatic of considerable confusion among set makers on economic trends.

Trade is thus still feeling its way on price tightrope, trying to recapture profits on one hand while retaining high unit sales on other. Further clarification is expected when Philco and Motorola, only 2 major producers which have not yet introduced their new lines, bring them out shortly.

Philco, strike-bound for 45 days up to June 15, this week set its distributor convention for Aug. 2-3 at Waldorf-Astoria, N.Y. Brand-new TV-radio lines will be shown, spokesman said, dispelling reports that several carryovers would be included because of time lost during strike. Meanwhile, no hint of how line will be priced. Motorola introduces new line July 8-9 at Chicago's Conrad Hilton Hotel. Its prices probably will be generally firm, but lower leader models are distinct possibility.

While trade awaited further price clarification from industry's pace-setters, Emerson's Ben Abrams this week flatly predicted industry-wide price increases by fall, announced he plans to boost prices 10-20% within 90 days -- even while introducing a lower-priced line, leading off with 17-in. table model at \$130, which is lower by \$10 than Crosley's "Super V" (for details of line, see p. 12).

Crosley itself is considering higher prices for its newly-introduced 21-in. "Super V 21 Plus" (Vol. 10:24). Leonard F. Cramer, Avco v.p. & TV-radio gen. mgr., said increases are contemplated, but by no means decided upon, because of higher labor costs and indications that parts prices might go up.

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At Chicago marts this week, there was plenty of support for viewpoints of Abrams and Cramer, even before they spoke. We heard talk of price hikes by fall in exhibit spaces of nearly all 17 set makers who have permanent booths there. True, they didn't say flatly they would raise prices. Most spoke of the need to increase them -- but several of the major manufacturers, at least, spoke with an assurance that seemed to betoken definite intentions.

After traditional summer lull, manufacturers look to final 4 months of 1954 for big production push -- bigger, in fact, than the 1,904,718 TVs turned out in the first 4 months of year, now that high inventory has been worked off. This prospect was supported by comments of several manufacturers at RETMA parley last week.

Dealer attendance at marts, normally light in midyear, was way down. (Other products apparently had similar experience, for it was widely conjectured that mart dates may be changed next year to spring and fall.) Those dealers we spoke to were generally favorably impressed by new lines, thought they could do well profit-wise with step-ups. As for discounts, traditional complaint of dealers, it was every man for himself, each dealer negotiating his own terms, based chiefly on his volume.

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TV production went up to 104,192 week ended June 18 (including only 2 days of production at Philco), compared to 98,179 preceding week and 72,042 week ended June 4. It was highest since week ended April 30, last full week of production at Philco. It was year's 24th week, brought production for the year to date to about 2,580,000 compared to 3,860,000 in corresponding period of 1953.

Radio production also rose nicely, totaling 199,787 (79,754 auto), up from 169,942 week ended June 11 and 140,812 week before. It was highest week since May 14. For 24 weeks, output was 4,550,000 vs. 6,700,000 first 24 weeks of 1953.

Topics & Trends of TV Trade: Emerson Radio introduced 17-in. vhf-only table model at \$130, \$140, \$150 & \$160 this week—starting \$10 lower than even Crosley's "Super V" \$140-\$160 range—but pres. Benjamin Abrams told distributors at same time that its prices would be increased by 10-20% within 90 days and predicted rest of industry would also be forced to raise prices.

Emerson's line also figured obliquely in uhf hearings on Capitol Hill this week. Comr. Hennock told Potter subcommittee a "well-known" TV manufacturer told her a vhf \$130 set could be produced as all-channel for same price if excise tax on all-channel sets were removed. An aide to Comr. Hennock later told us she was referring to Abrams.

Emerson's 19-model line was priced average 13% below comparable models in old line and included a 14-in. table model at \$150. Latter weighs 40 lb., is 12-in. high, 15-in. wide, is claimed to be "truly portable." The 17-in. leader at \$130 is not "stripped down," Abrams said, explaining it has standard-size chassis, with "same circuitry found in all our other models."

Abrams indicated new low prices represented attempt to capitalize on slow summer market. He said it was "inconceivable" that the general industry price structure can be maintained much longer at current low level, adding that "the ingenuity of this industry, great as it is, has been considerably overtaxed in this drive for lower prices." This is Emerson's full line:

Table Models: 17-in. ebony wood \$130, walnut \$140, mahogany wood \$150, blonde \$160; 14-in. ebony wood \$150, brown \$160; 17-in. mahogany wood finish \$160, blonde \$170; 17-in. mahogany wood \$180, blonde \$190; 21-in. mahogany wood finish \$180; 21-in. mahogany wood finish \$200, maple, walnut, blonde or limed oak \$230; 21-in. mahogany or blonde wood \$250; 21-in. Early American maple wood (on base) \$270; 21-in. mahogany wood de luxe \$250, blonde \$270; 21-in. mahogany wood de luxe with side controls \$280, limed oak \$300.

Consoles: 21-in. open-face mahogany wood \$230, blonde \$250; 21-in. open-face mahogany wood \$300, blonde \$320; 21-in. half-door mahogany wood \$350, blonde \$370; 21-in. full-door French provincial \$430; 27-in. open-face mahogany wood \$500; 27-in. full-door mahogany wood \$600; 27-in. full-door mahogany wood \$700.

Combinations: 21-in. mahogany (with phono only) \$250, blonde \$280; 21-in. full-door mahogany wood (with radio and 3-speed phono) \$550.

Also introduced were a high-fidelity portable phonograph listing at \$50, six table radios from \$15 to \$40, a clock radio at \$25-\$28, four portable phonographs (\$40, \$50, \$60, \$80) and a 3-speed radio-phonograph console at \$130.

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Federal Trade Commission's proposal to require merchandising ads to disclose fully how many channels a TV set can receive (Vol. 10:23-24) drew formal opposition of RETMA this week—pres. Glen McDaniel writing FTC attorney H. Paul Butz that no deception is involved in failure to label vhf-only or all-channel sets as such. He wrote it would be "untenable" to contend there was deception in sale of 21,000,000 vhf-only sets prior to allocation of uhf frequencies. He asserted it was comparable to charging deception in sale of AM sets if label "not capable of receiving an FM signal" was not included. McDaniel asked for reopening of 3-year-old trade practices conferences if FTC insisted on provision. Butz said this week that several TV manufacturers had also written individually to express opposition.

Fourth annual Sylvania TV awards, for advancing creative programming techniques in year ending Oct. 31, 1954, will be presented at N. Y. dinner Nov. 30. Deems Taylor again heads judges.

VACATION shutdown schedules of manufacturers, as revised by RETMA on basis of reports from its members, include following periods:

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

Tubes: CBS-Hytron, July 2-16; DuMont, June 24-July 15; Eitel-McCullough, July 31-Aug. 14; National Union Electric Corp., July 1-18; Tung-Sol, July 19-Aug. 2; Westinghouse, July 18-31. Among those not shutting down is Kimble Glass Co.

Components and others: Aerovox, July 12-26; Alliance Mfg. Co., July 3-19; American Condenser, July 5-19; American Phenolic, July 19-Aug. 2; David Bogen Co., July 5-19; Clarostat, July 4-11; Erie Resistor, July 5-19; Gabriel Co., July 30-Aug. 9; General Instrument (F. W. Sickles div.), July 2-16; Hazeltine, July 26-Aug. 9; International Resistance Co., July 24-Aug. 8; Machlett Labs, Aug. 2-16; Oak Mfg. Co., July 5-19; Quam-Nichols, June 26-July 11; Radio Condenser, July 19-Aug. 1; Sangamo Electric, July 16-Aug. 1; Weston Electrical Instrument, July 19-Aug. 2.



Federal Reserve Board, in Part 2 of its 1954 *Survey of Consumer Finances*, reported this week that in early 1954 nearly 50% of all consumer spending units owned a TV set and that proportion of consumer units buying TV rose from 11% in 1952 to 14% in 1953. Substantial increases in the proportion of consumers buying sets were reported in all regions except northeast in 1953, though more sets are owned in northeast than any other area. Amounts spent for TV sets declined sharply after 1948 as volume production was achieved, but since 1950 they have been relatively constant. Study is conducted by FRB in cooperation with U of Michigan Survey Research Center.

TV shipments to dealers totaled 2,065,871 in first 4 months, exceeding production of 1,904,718 in that period, according to RETMA's cumulative state & county tables released this week and available on request. They compared with 2,452,508 shipped in first 4 months of 1953, when production was 2,872,821. New York led, with 192,720; then California, 132,613; Pennsylvania, 131,072. In April alone, shipments totaled 410,032, compared with 582,839 in March and 392,492 in April 1953.

CBS-Columbia will burst forth with saturation advertising campaigns in 45 top markets, mainly newspapers and TV-radio spots, next fall in its bid, under new pres. Seymour Mintz (ex-Admiral), to acquire major position in TV-radio market. This week at Chicago, sales v.p. Harry Schecter disclosed it now has 65 distributors, expects to have 85 by end of year, aims to have 2000 additional dealers. TV line was disclosed at Furniture Mart (Vol. 10:25).

Trav-Ler Radio introduced 8 new TV models, all under \$200 and starting with 17-in. mahogany finish table model at \$130 (vs. \$150 in old line) and ending with 21-in. blonde console at \$190 (vs. \$200). Also introduced was 3-speed portable phonograph at \$30. Pres. Joseph Friedman said first-half sales would approach \$9,000,000, compared to \$8,400,000 in first 6 months of 1953, but that profits would be somewhat below the \$468,607 (61¢ a share) earned in first half year ago.

Trade Personals: John J. Holland, ex-electronic equipment contracting officer for Army Signal Corps, Ft. Monmouth, joins Stromberg-Carlson as head of TV-radio div. quality control . . . Dr. Allen B. DuMont named Father of Year in science by Boys Clubs of America . . . Frank M. Folsom, RCA pres., one of group of 17 businessmen at stag dinner at White House June 24 . . . Douglas Wallace, Pittsburgh mgr. of Graybar since 1943, elected to Graybar board . . . Herbert A. Frank, ex-CBS-Columbia, named DeWald Radio gen. sales mgr., replacing J. Steven Katonah, resigned . . . Don Larson, ex-adv. director, Hoffman Radio, named to new post of gen. mgr., West Coast Electronics Manufacturers Assn. . . . Gordon M. Christie, ex-Sylvania sales mgr. of Asia & Africa, appointed sales mgr., eastern hemisphere, CBS-Columbia . . . H. Leonard Sain, with GE since 1923, appointed pres. & gen. mgr. of General Electric, S.A. Argentine . . . R. E. Johnson, GE, elected pres. of Electric Club of Los Angeles . . . James C. P. Long promoted to mgr. of Sprague Electric's Washington engineering office, replacing John P. Sheridan, now coordinator of govt. activities at N. Adams, Mass. headquarters . . . George J. Koeck Jr. promoted to Zenith Radio midwest district sales rep, Kansas City, replacing Wm. R. Campbell, now sales mgr. of Columbian Electrical Co., Kansas City (Zenith) . . . Norman C. Sabee, ex-Coolerator Co., named national merchandising mgr., Crosley-Bendix home appliances . . . Frank N. Krautzmann Jr., ex-adv. & sales promotion mgr., Crosley div., Avco, named to similar post in GE's laminated & insulating products dept. . . . J. McNamee named gen. mgr. of Danielson, Conn. plant, General Instrument's F. W. Sickles div., succeeding T. Jackson, now Elizabeth plant mgr. . . . Wm. Griffin, ex-Hallicrafters, named Bendix Radio northeast regional mgr., Newark . . . Walter H. Kelly, ex-Proctor Electric Co., named sales mgr. for 11 eastern states by Wincharger Corp., Zenith subsidiary . . . Mrs. Azilda Nielsen elected pres. of Best Mfg. Co., Irvington, N. J. (speakers), succeeding her late husband, E. W. Nielsen . . . Dr. Rodolfo M. Soria, American Phenolic development director, appointed engineering director, succeeding Richard M. Purinton, now New England rep . . . Harry L. Chaney, ex-Tele King & ex-Electronic Devices Co., named chief engineer, Kay-Townes Antenna Co., Rome, Ga. . . . Robert L. Farnsworth promoted to asst. sales mgr., Pentron Corp. . . . Robert N. Vendeland upped to Jerrold promotion mgr. . . . John L. Esterhai, Philco asst. counsel, elected v.p. of U. S. Trade Mark Assn.

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Distributor Notes: CBS-Columbia this week appointed Kiefer-Stewart Corp., 124 S. Senate St., Indianapolis; also American Wholesalers Inc., 5th & W Sts. NE, Washington (ex-Hoffman Radio) . . . Admiral appoints newly-formed John E. Amberg Co., Seattle, replacing Columbia Distributing Corp. . . . Admiral Distributors Inc., Newark, appoints George Caharack adv. director, replacing Stanley F. Zajac, now head of own ad agency in Newark . . . Motorola-New York appoints Joseph A. Kerr, ex-Gross Distributors (Stromberg-Carlson), as district mgr. . . . Raytheon Distributors Inc., Chicago, appoints Wm. Kilmer, ex-Westinghouse Electric Supply Co., as gen. mgr., succeeding James Flora, now Raytheon district mgr. . . . Judson C. Burns, Philadelphia (CBS-Columbia) announces resignation of gen. sales mgr. Charles J. Goodmanson.

RETMA officers re-elected at convention in Chicago last week (Vol. 10:25) were Glen McDaniel, pres.; James D. Secrest, exec. v.p. & secy.; Leslie F. Muter, treas.; Dr. W. R. G. Baker, engineering director. We inadvertently reported Dr. Baker as secy. last week.

Fortune Magazine will shortly release article on Motorola and its heads, pres. Paul V. Galvin and son Robert W. Galvin.

Bill to let armed forces own & operate TV stations at remote foreign and domestic bases (Vol. 10:19,23), already passed by Senate, got hearing this week by House Armed Services subcommittee headed by Rep. Leroy Johnson (R-Cal.), but its approval was held up following conference between Johnson and NARTB officials. NARTB wants safeguards in the bill to make sure govt.-operated stations don't compete with privately owned ones, will submit comments to subcommittee next week. Broadcasters' group is expected to ask that bill be amended to include these provisions: (1) No advertising to be permitted on the govt. stations. (2) Area of coverage to be limited to the base itself. (3) The term "isolated," used in bill, to be carefully defined. At this week's hearings on bill (S-3401), Maj. Gen. Harlan N. Hartness, Defense Dept. information & education chief, described 6 months trial operation of pilot TV plant at Limestone Air Force Base in Maine (Vol. 9:52), which is to be officially dedicated July 4, and said, "The men are thoroughly sold on it." Armed Forces already have tentative plans for initial group of 12 low-powered TV stations—all overseas—in such areas as the Azores, Iceland and Saudi Arabia, but construction must await passage of current bill and subsequent appropriation (Vol. 10:19).

The story of Sarkes Tarzian and how his Sarkes Tarzian Inc. grew from a \$40,000 investment in 1943 to 2500 employes in Bloomington, Ind., handling \$17,000,000 worth of tuners, \$5,000,000 worth of rectifiers and \$3,000,000 in TV-radio station business last year, is recounted in financial section of June 20 *New York Times*. Now 53, Tarzian is an "alumnus" of Atwater Kent and RCA, going to Bloomington in 1940 from Buenos Aires, where he was RCA chief engineer, to work on proximity fuses during war, then striking out on his own.

Here's how TV will stack up in 1960, according to survey by Chicago's Columbia College embracing 154 TV station executives, 14 network officials, 10 TV directors of leading ad agencies: (1) 913 stations on air, as against 387 now. (2) 80,000 working in telecasting, as against 43,000 now. They thought added personnel would come from in-service training by stations, more women will be employed. color won't enlarge personnel requirements.

"Trade or profit bootleggers" is way members of Northwest Appliance & TV Assn., Seattle, designate so-called discount houses. Group is so worked up that it adopted resolution stating that any member who refers to such a firm at an association meeting as a "discount house" will be fined 25¢.

Rudolph Wurlitzer Co., big retail music chain, discontinues TV set sales in its 4 Chicago stores, spokesman blaming increased competition from discount houses. Only Cincinnati stores will continue to carry TV. Outlets in N. Y., Philadelphia, Detroit & Buffalo having already dropped it.

Westinghouse's new line, to be introduced via closed-circuit telecast July 12, will be "slightly lower" than current models, though 17-in. leader is expected to remain at \$160. Top end of line is said to be 24-in. full-door console in mahogany and blonde at \$400. Several 24-in. sets will be added to line, it was indicated.

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Charles Taylor Wandres, 56, recently appointed N. Y. area sales mgr. for Capehart-Farnsworth, died June 23 at a nursing home in Norwalk, Conn. He formerly was with DuMont for 6 years after 15 years with GE. Surviving are his wife and 2 sons.

Dr. David Galen McCaa, 72, radiotelephony pioneer and associate of Marconi in his early experiments, died June 23 at Long Branch, N. J. For last 12 years he was civilian engineer for Signal Corps at Ft. Monmouth, N. J.

Color Trends & Briefs: Color program fare this fall begins to shape up as something substantial, with this week's announcement from CBS that it will have at least 3 color shows weekly, for total of more than 40 for season. CBS confirmed that it will rotate its regular black-&-white programs in color "premieres," as did NBC, in addition to inaugurating new *Best of Broadway* series of great plays (Vol. 10:11).

NBC has capacity of 12-15 hours of color weekly from New York studios alone, and its salesmen are now out beating bushes to sell them. NBC's sale of 90-min. "spectaculars" (Vol. 10:13), plus CBS's new schedule, guarantees customers full opportunity to judge color—something they scarcely have now.

CBS network program v.p. Hubbell Robinson disclosed the rotating plan in talk to Advertising Federation of America in Boston June 22, in which he reiterated CBS's contention that color, at maturity, will cost 5-20% more than black-&-white for talent and production—with average of 10%. Report is that CBS will absorb extra color costs for the premieres this fall. Robinson said that 60-70 affiliates will carry the shows. Following is CBS schedule:

Best of Broadway, Sept. 15, Oct. 13, Nov. 10, Dec. 8, Jan. 5, Feb. 2, March 2; *Toast of the Town*, Aug. 22; *Big Payoff*, Aug. 25; *Danger*, Aug. 31; *Jo Stafford Show*, Sept. 7; *Love of Life*, Sept. 8; *Art Linkletter's House Party*, Sept. 16-17; *What's My Line?* Sept. 19; *My Favorite Husband*, Sept. 25; *Jane Froman Show*, Sept. 30; *Chrysler Show*, Sept. 30; *Garry Moore Show*, Oct. 4-8; *Red Skelton Show*, Oct. 5; *Meet Millie*, Oct. 12; *Studio One*, Oct. 18; *Bob Crosby Show*, Oct. 19-22; *You Are There*, Oct. 24; *Mama*, Oct. 29; *Jack Benny Show*, Oct. 31; *Perry Como Show*, Nov. 5; *That's My Boy!* Nov. 6; *Suspense*, Nov. 16; *Meet Millie*, Nov. 16; *Beat the Clock*, Nov. 20; *Arthur Godfrey & Friends*, Nov. 24; *Valiant Lady*, Dec. 1-2; *Two for the Money*, Dec. 11; *Arthur Godfrey Time*, Dec. 13-16; *Search for Tomorrow*, Dec. 20; *Omnibus*, Dec. 26; *Guiding Light*, Dec. 30; *Douglas Edwards & the News*, Jan. 10-11; *Jackie Gleason Show*, Jan. 15; *Strike It Rich*, Jan. 18; *On Your Account*, Jan. 21; *Robert Q. Lewis*, Jan. 24-28; *Arthur Godfrey's Talent Scouts*, Jan. 31; *Two in Love*, Feb. 5; *I've Got a Secret*, Feb. 9; *Sports Spot*, Feb. 16; *The Morning Show*, Feb. 21-25; *Sunday News Special*, Feb. 27.

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NBC-TV affiliates in 31 cities are now equipped for rebroadcast of network color, and 33 more are due by year's end. The 31 are in New York, Washington, Chicago, Cleveland, Los Angeles, Philadelphia, Baltimore, Milwaukee, St. Paul, St. Louis, Omaha, Denver, Salt Lake City, San Francisco, Wilkes-Barre, New Haven, Johnstown, Boston, Providence, Kansas City, Oklahoma City, Ft. Worth, Dallas, Youngstown, Houston, Lancaster, Wilmington, Cincinnati, Toledo, Detroit, Grand Rapids. Those to be added this year: Birmingham, Fresno, Dayton, Columbus (O.), Huntington, Schenectady, Utica, Syracuse, San Antonio, Winston-Salem, Memphis, New Orleans, Atlanta, Davenport, Bloomington (Ind.), Louisville, Wheeling, Buffalo, Roanoke, San Diego, Portland (Ore.), Seattle, Jackson (Miss.), Peoria, Harrisburg, Norfolk, Richmond, Des Moines, Bethlehem, Erie, Springfield (Mass.), Columbia (S. C.), Ft. Wayne.

One-week color training sessions for distributors' technicians are being conducted at Rochester plant by Stromberg-Carlson, under direction of John H. Craft Jr., TV service mgr.

First 35mm color film telecast was scheduled by NBC over WNBT, New York, for *Mrs. U.S.A.* program 3-3:30 p.m. June 25. The few previous film colorcasts were 16mm.

Network color schedules: NBC-TV—June 30-July 1, segments of 7-9 a.m. *Today* and 11-noon *Home* from mobile unit at Governor's Mansion, Columbus, O.; July 1, *The Marriage*, 10-10:30 p.m. CBS-TV—July 2, *New Review*, 5:30-6 p.m. Over WNBT, New York only, NBC has daily *Here's Looking at You*, 1:30-2 p.m., and WCBS-TV starts weekly color film series *Time for Color*, 5-5:30 p.m. June 28. CBS's KNXT, Los Angeles, started 60-min. color bar schedule June 19 at 10:30 a.m., will carry it each Sat. before sign-on. For its mobile pickups in Washington, July 14 & 16, NBC has chosen Lee Mansion and Mt. Vernon.

Reports Ford is buying 25,000 color sets from RCA for dealer showrooms are denied by RCA which said there have been only "tentative and casual conversations" on the matter. There seems to be strong possibility, however, that deal involving about 2000 sets, at least 19-in. may be in the works. NBC this week announced Ford is buying 45-min. of the 90-min. color "spectaculars" every fourth Mon. 8-9:30 p.m., starting Oct. 18. RCA is taking the other 45 min.

"Road show" color school for technicians is being conducted by Hoffman Radio with mobile unit working out of new Kansas City plant. Crew takes equipment to St. Joseph, Springfield, Joplin, Columbia, all in Missouri, and Topeka, Kan.—conducting 3-hour classes one night a week for 8 weeks in each city. A recent 10-week series in St. Louis attracted more than 400, at \$10 fee.

Some 7-10,000 color sets have been sold to date, NBC v.p. Joseph Heffernan estimated this week in reply to question by Sen. Potter (R-Mich.) at Senate hearings on uhf problems. RCA sold 5000, he said, and other manufacturers "2-3000 or possibly 5000."

DuMont color scanner was delivered to CBS, New York, June 16; another has been shipped to KTLA, Los Angeles. DuMont reports production well underway, but demand already well beyond ability to deliver in immediate future.

New spring book catalog of John F. Rider Publisher Inc., 480 Canal St., N. Y., includes *Introduction to Color Television*, by M. Kaufman and H. Thomas (150 pp., \$2.10) and *Highlights of Color Television*, by John R. Locke Jr. (48 pp., 99¢).

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3-D TV, oft-discussed, sometimes demonstrated, but seldom taken seriously (except in some industrial applications) is getting the full treatment by RCA scientists, chairman David Sarnoff revealed in interview with June 16 *Hollywood Daily Variety*. "We have been conducting laboratory tests at Princeton for the past 3 years, and the results have been encouraging," he is quoted. "It's coming along and 3-D will be a reality before many more years, and most certainly our time." Gen. Sarnoff also said: (1) Video tape recordings will be field tested by end of this year. (2) "The East has a definite advantage over Hollywood as a TV production center [because] Hollywood has to unlearn a lot of bad habits acquired during the lush days of picture-making. The East, however, has much to learn from Hollywood to compete in the new medium of color TV." (3) There will be a ready market for the 50,000 color sets made this year, and more than 300,000 sets will be sold next year.

For pioneering use of TV in medicine, Smith, Kline & French pharmaceutical house was awarded plaque and citation by American Medical Assn.—first such award by AMA to a commercial house. Citation was for *March of Medicine* network programs and use of closed-circuit color TV to demonstrate medical procedures at AMA meetings.

In England, too: The 1160-seat Theatre Royal, Manchester, has closed down and auctioned all appurtenances "because TV hurt attendance," reports Canadian Press.

Financial & Trade Notes: Stromberg-Carlson's WHAM-TV & WHAM last year accounted for \$2,600,000 in revenues, reports Hudson Fund, which has added the stock to its portfolio. Company's business of \$65,241,861 last year (Vol. 10:9) was 50% represented by telephone equipment div.; 29% by TV-radio div.; 17% by sound equipment div. This year, it's expected to reach new peak of \$70,000,000. Last year, Stromberg acquired Southern Electric & Transmission Co. (electronic wire carrier equipment) and 50% interest in Electronic Control Systems Inc. (process controls), an outgrowth of Hughes Aircraft. Note: TV-radio div. in 1949 accounted for 59% of sales; down to 29% now, this is attributed to management's policy of "reducing the company's dependence on this highly competitive, cyclical industry."

Herbert A. Gumz, ex-production v.p., Webster-Chicago, is scheduled to take over as gen. mgr. of Crescent Industries Inc., Chicago (tape recorders, record changers, speakers) and to continue company with Sears, Roebuck backing. Crescent has been operating under Chapter XI, with Jerry Kahn as manager for trustees, and for a time was being considered for purchase by Muter Co. Under new arrangement, Sears will guarantee loans, have 2 members of board. Small creditors will be paid in full at once, larger ones over an extended period. Hearing on petition to dismiss Chapter XI proceedings has been set for July 2 before Federal Judge Igoe.

General Instrument Corp. will report loss for first fiscal quarter ended May 31 as against \$456,077 earnings (75¢ a share) in same 1953 quarter, chairman Abraham Blumenkrantz attributing drop to lagging TV business. Quarterly dividend was halved to 12½¢, payable Aug. 3, Mr. Blumenkrantz stating: "This dividend reflects current conditions in the TV industry. Retail set demand has been and promises to continue good but manufacturers have been living off inventory. Furthermore, the industry's emphasis on lower priced sets has exerted downward pressure on prices of component parts."

American Phenolic Corp. earnings were \$121,016 (30¢ a share) on sales of \$6,261,035 in first quarter of 1954, down from profit of \$300,670 (75¢) on sales of \$8,862,067 corresponding 3 months of 1953. Pres. Arthur J. Schmitt attributed declines chiefly to dip in defense billings, reporting civilian orders exceeded military requirements this year for first time since 1950.

Westinghouse first quarter profit was \$26,286,000 (\$1.61 a share), 56% above the \$16,858,000 (\$1.04) in same 1953 quarter. Sales were \$406,537,000, vs. \$382,226,000 a year earlier. Pres. Gwilym A. Price attributed higher earnings to bigger sales volume, expiration of excess profits tax and leveling out of pre-production expenses in new facilities.

Clevite Corp., whose pres. James L. Myers reports gains over last year's first quarter in electronic products, had gross income of \$16,707,031 and profit of \$941,115 (48¢ a share on 17,799,652 shares) in first quarter 1954 as against \$16,190,462 sales and \$932,785 profit (54¢ on 1,599,652 shares) in same 1953 period.

Davega Stores Corp., in year ended March 31, had loss of \$181,181 vs. earnings of \$118,998 (24¢ a share) in same 1953 period.

Dividends: Emerson Radio, 10¢ regular quarterly and 5¢ extra payable July 15 to stockholders of record July 6; General Instrument, 12½¢ Aug. 3 to holders July 2; American Phenolic, 12½¢ July 30 to holders July 17; Reeves-Ely Labs, 10¢ July 1 to holders June 25.

Russia sends delegation of TV experts to Britain for 3-week study of British TV next month under UNESCO auspices.

National advertisers will spend \$1.24 billion on TV in 1958—more than double the \$529,700,000 they spent last year, and exceeding every other medium except direct mail. That's prediction of DuMont Network research dept., as relayed to Senate communications subcommittee by director Ted Bergmann in exhibit filed in uhf hearing record June 24. Using *Printers' Ink*-McCann-Erickson table of advertising expenditures (see p. 370, *TV Factbook No. 18*)—which shows total 1953 national advertising expenditures of \$4.5174 billion, including \$529,700,000 for TV, \$379,900,000 for radio, \$634,300,000 for newspapers—DuMont researchers added these projected figures for next 5 years: 1954, TV \$675,000,000, radio \$375,000,000, newspapers \$646,000,000, total all media \$4.836 billion; 1955, TV \$800,000,000, radio \$375,000,000, newspapers \$675,000,000, total \$5.135 billion; 1956, TV \$1 billion, radio \$400,000,000, newspapers \$730,000,000, total \$5.619 billion; 1957, TV \$1.11 billion, radio \$370,000,000, newspapers \$745,000,000, total \$5.772 billion; 1958, TV \$1.24 billion, radio \$375,000,000, newspapers \$770,000,000, total \$6.045 billion.

Radio is the "everywhere medium," not only used everywhere but by almost everyone, and it's still the biggest advertising medium in America, said CBS Radio Network sales v.p. John Karol last week in speech before Assn. of National Advertisers in Chicago. During an average week, he said, 92% of America's 47,000,000 radio homes listen to radio and "they listened for almost one full day—20 hours and 44 minutes." In a typical afternoon minute, 10,000,000 listen to radios, and in a typical evening 13,000,000. Referring to projected night rate cuts, he stated: "Our network is examining a new evening-rate structure that will further increase nighttime radio's cost efficiency . . . The networks, in general are doing what other media could not do. They are adjusting their costs in relation to delivered audience. In spite of inflation and higher operating costs, the networks generally have been basing rates on audience and not on the cost of doing business. That, we believe, is the soundest way of making the advertisers' dollar more effective."

FCC approved \$153,000 sale of WTMA, Charleston, S. C. (5-kw on 1250 kc, NBC) this week, thus paving way for Evening Post Publishing Co. (*Charleston News & Courier* and *Post*) to exercise option to acquire 30% of upcoming WUSN-TV, Charleston (Ch. 2) while J. Drayton Hastie family continues ownership of WUSN (250-watts on 1450 kc, MBS). Purchasing group comprises Charles E. Smith, WTBO, Cumberland, Md., 40%; George H. Clinton, WPAR, Parkersburg, W. Va., 40%; David W. Jefferies, 10%; Dorothy A. Marks, 10%.

Commercial TV for Britain was given final approval June 22 by House of Commons, 291-265. Conservative-sponsored bill would permit commercial programs to exist alongside govt.-operated non-commercial BBC (Vol. 10:11). Bill now goes to House of Lords, where approval is certain, thence to Queen Elizabeth for signature. During debate, Labor opposition again warned that they will kill commercial TV if they get back into power.

Murray Carpenter, owner of 250-watt WGUY, Bangor, Me. and grantee of WTWO there (Ch. 2), due on air in fall, has sold his radio station for \$35,000 to Sherwood Tarlow, owner of WHIL, Medford, Mass.

Biggest theatre-TV event to date was June 17 Marciano-Charles heavyweight title bout, carried by 61 theatres in 45 cities, which reportedly grossed about \$450,000. Fight was televised and syndicated by Theatre Network TV Inc.

Lincoln Dellar, owner of KXOA, Sacramento, Cal. and applicant for Ch. 3, has sold his KXOC, Chico, Cal. (10-kw on 1050 kc, MBS) for \$150,000 to Hal Gibney, Hollywood TV program producer presently working on *Dragnet*.

Network TV-Radio Billings

May 1954 and January-May 1954

(For April report see *Television Digest*, Vol. 10:22)

(For preceding years, see *TV Factbook No. 18*, p. 369)

CBS-TV NETWORK billings went to all-time industry high of \$11,497,850 in May, shading NBC-TV for fifth straight month this year. The 4 networks totaled \$25,941,679 in May, reports Publishers Information Bureau, second only to March and comparing with \$18,392,907 in May 1953. Five-month total of \$125,496,864 compares with \$87,805,951 for same 1953 period, all networks showing gains.

Each of the 4 radio networks showed diminished billings in May, their aggregate going to \$12,098,065, low for year, from \$14,107,428 in May 1953. Biggest loser was NBC, whose \$2,780,725 for the month compared with \$4,141,070 for same 1953 month. CBS, consistent top runner, slipped to \$5,115,837 from \$5,334,225. The PIB report:

NETWORK TELEVISION

	May 1954	May 1953	Jan.-May 1954	Jan.-May 1953
CBS	\$11,497,850	\$ 7,622,432	\$54,477,931	\$36,837,673
NBC	11,043,823	8,052,545	52,313,133	38,044,773
ABC	2,411,656	1,813,985	12,889,785	8,263,932
DuMont	988,350	903,945	5,816,015	4,654,553
Total	\$25,941,679	\$18,392,907	\$125,496,864	\$87,805,951

NETWORK RADIO

CBS	\$ 5,115,837	\$ 5,334,225	\$25,532,817	\$26,065,483
NBC	2,780,725	4,141,070	15,951,564	20,753,318
ABC	2,307,029	2,593,923	12,764,603	13,242,116
MBS	1,894,474	2,038,210	9,501,810	9,466,887
Total	\$12,098,065	\$14,107,428	\$63,750,794	\$69,527,804

NETWORK TELEVISION—January-May 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148*	22,944,158*
Mar.	2,640,699	11,379,631	1,205,526	10,981,690*	26,207,546*
Apr.	2,554,484	10,921,640	1,068,374	10,802,535*	25,347,033*
May	2,411,656	11,497,850	988,350	11,043,823	25,941,679
Tot.	\$12,889,785	\$54,477,931	\$5,816,015	\$52,313,133	\$125,496,864

NETWORK RADIO—January-May 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174	\$1,896,925	\$ 3,391,873	\$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr.	2,367,636	5,044,943	1,891,998*	2,962,839	12,267,416*
May	2,307,029	5,115,837	1,894,474	2,780,725	12,098,065
Tot.	\$12,764,603	\$25,532,817	\$9,501,810	\$15,951,564	\$63,750,794

* Revised as of June 24, 1954.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 40%. However, they're generally accepted in the trade as an index.

Fabulous 2000-ft. TV tower costing around \$1,000,000 is being considered by WHAS-TV, Louisville—though Govt. Airspace Committee hasn't yet approved it nor has application been filed with FCC. Tower would be tallest yet, exceeding 1572-ft. structure now being built by KWTW, Oklahoma City. First 35-ft. of latter went up June 21. There seems to be no question of physical feasibility of 2000-ft. structures, several tower manufacturers having shown willingness to build them.

TV reception's silly season is here again. Freak tropospheric conditions hit New York June 23, resulted in about 150 phone calls to WABC-TV (Ch. 7), complaining of interference by other stations—with Boston's WNAC-TV (Ch. 7) coming in strongly in New York's northern suburbs. Clear pictures from Washington and Philadelphia stations were also received by a number of N. Y. viewers, as was sound of WDEL-TV, Wilmington (Ch. 12).

Type approval of frequency monitors for TV visual & aural transmitters and modulation monitors for TV aural transmitters was proposed by FCC in Public Notice 54-797, Doc. 11094, copies of which are available from FCC—or we'll get them for you. Deadline for comments is Aug. 16.

Time Inc. acquired its third TV interest this week, with FCC's approval of purchase of KLZ-TV, Denver (Ch. 7), along with AM-FM, for \$3,533,760 from theatremen Harry E. Huffman & Frank Ricketson, gen. mgr. Hugh L. Terry, Theodore R. Gamble and J. Elroy McCaw (Vol. 10:25). Huffman and Terry are selling because of illness. Approval was over objections of Wolfberg Theatres' Denver TV Co., which had lost to Huffman group in comparative hearing. Commission rejected Denver TV's claim that sale to non-Denver interests 4 months after station began operations negates the comparative hearing which Huffman won largely because of local ownership. FCC stated that Communications Act says it can approve sale to qualified purchaser but must ignore merits of any third party such as Denver TV. Comr. Lee dissented, raising question as to whether Congress intended such sales, whether sale came too soon after station began, whether price is too high, whether loser in hearing has rights in matter, etc. He wanted a hearing. Time Inc. and subsidiaries also own 50% of KOB-TV, Albuquerque, and 80% of KDYL-TV, Salt Lake City.

San Antonio Express and News (Frank G. Huntress Jr., pres.) has definitely concluded \$3,500,000 cash deal to purchase Storer Broadcasting Co.'s KGBS-TV (Ch. 5) along with KGBS (50-kw day, 10-kw night on 680 kc, CBS)—and transfer papers were filed with FCC June 25. At same time, newspaper sought authority to sell its KTSA (5-kw on 550 kc, ABC) to O. R. Mitchell, local Dodge-Plymouth dealer. Banking for deal was arranged through Society for Savings, Cleveland, after May 20 deadline had passed, casting some doubt whether newspaper planned to go through with it (Vol. 10:22). Storer had to sell one of its 5 TV stations to pave way for approval of recent \$10,000,000 purchase of Empire Coil Co. (Vol. 10:2), which involves acquisition of another vhf in Cleveland and uhf in Portland, Ore. The uhf cannot be acquired unless FCC passes proposed rule permitting one entity to own 2 uhf in addition to 5 vhf; rule is favored by Commission majority but has been held up pending Senate uhf probe.

N. Y. State Board of Regents, whose U of the State of N. Y. holds 7 CPs for uhf stations in as many cities but failed to get the Legislature to appropriate for them, this week granted charter to Metropolitan Educational TV Assn. Inc. of New York City to broadcast non-commercial educational programs in metropolitan N. Y. and Westchester, Nassau & Suffolk counties. Plan is to get Ch. 25 transferred to group, with headquarters at 20 W. 40th St., which will try to raise \$1,000,000 for the project from participating institutions. Charter provides for 37 trustees, including city's supt. of schools, prominent citizens and one each from 18 local universities, museums, libraries, etc. Only person identified with radio among 19 thus far designated is Mrs. Helen Sachs Straus, WMCA. Sidney Dean, McCann-Erickson, is also a trustee.

Educational KTHE, Los Angeles (Ch. 28), bereft of backer G. Allen Hancock (Vol. 10:24), plans to continue indefinitely, though prospect is that Wm. Sener may resign as station mgr. to join Capt. Hancock, his uncle, at latter's California ranch. U of So. California, according to educational TV leaders, is prepared to expand its financial assistance to assure continuance of station. In another educational TV development, newly-appointed Texas Commission for Educational TV, at first meeting in Austin June 19, adopted resolution asking FCC "to continue for an indefinite time the 18 TV channels reserved for educational use" in Texas.

AT&T extended TV network service to KTTS-TV & KYTV, Springfield, Mo. last week end. Scheduled for interconnection July 1 are WKNA-TV, Charleston, W. Va.; WISH-TV, Indianapolis; KCBD-TV & KDUB-TV, Lubbock, Tex.