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ARTS AND INDUSTRY

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with **ELECTRONICS** REPORTS

L. D. ...

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IFS-&BUTS FADING—COLOR ABOUT READY: Any lingering doubts that color TV will begin to "snowball" soon, as again predicted by RCA's Gen. Sarnoff at another enthusiastic NBC-TV affiliates convention in Chicago's Drake Hotel this week, could be dispelled by (a) listening to his latest promises and predictions, then (b) strolling over to a nearby room and watching some colorcasts received on CBS-Columbia's 19-in. sets at its distributor-dealer meetings which happened to be going on in the same hotel.

The 19-in. pictures on CBS's 44-tube set were clear, sharp and thoroughly acceptable -- superb, we'd say. The size is as adequate as was the 19-in. black-&-white before the 21-in. took over. Technicolor film on closed-circuit was reproduced so excellently that the distributors rose and cheered. Next night, dealers also came to see the live 'Danger' show off air, piped via network -- and again the pictures, even the Kelvinator & Amm-i-dent commercials, drew gasps of wonderment and applause.

The prices of \$950, \$1000 & \$1100, plus \$175 for installation and a year's servicing -- well, that's another matter. But if CBS is out for "position" in TV receiver field, black-&-white as well as color, it may well be on way (see p. 11).

The main point is that such great strides have been made in image quality and size that you can begin to see whither the industry is now headed. It's toward color -- and in a big way, once prices are nearer reach. With the backing of the 2 biggest networks, to say nothing of RCA and its licensees, with the promotion power of the greatest of all media for creating interest and moving products, color TV into taverns and clubs and then homes is nearer than many even in the industry think.

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More and more color shows on the networks, more and more cameras going into local stations (see p. 10), inevitable refinements in manufacture, intense competition in the marketplace -- all spell color very soon. This is where Gen. Sarnoff's latest observations are pertinent, for the record shows that he and his company have a habit of delivering what they promise.

Not only will RCA have a 21-in. color tube ready to demonstrate at Princeton Sept. 15, offering 40-sq. in. more surface than CBS's 19-in. "Colortron 205", but it has a set with a simplified circuit that uses "very few more" tubes than the 21-in. black-&-white set. So says Sarnoff, and the guessing is that tubes total around 30. Moreover, he promises, some color tubes will go to customers this year, and RCA's own set will reach market before year's end and be produced in quantity next year.

Sarnoff would say no more about the set itself, but he intimated it would be priced lower than anything yet offered -- meaning certainly his own already-obsolete 15-in. which started at \$1000 and was unloaded at \$500. This means, too, it should be lower than CBS-Columbia's lowest set at \$950 and than Motorola's 29-tube set that uses the CBS Hytron tube and is being offered at \$895 (Vol. 10:28).

Guess is that RCA's 21-in. color will come on market at between \$800 & \$900 -- but it's only a guess. Our hunch is that RCA itself hasn't decided yet.

Most startling thing Sarnoff said was that he "guessed" the 21-in. color set at \$500 is "not so far away." He added: "I might even speculate that it is conceivable that it is only a year away from the time the first 21-in. color sets reach a reasonable quantity of production. But it isn't here today at the \$500 price and isn't going to be the price of the 21-in. set which we will demonstrate.

"Once you have learned to make that kind of a set for \$500, you very quickly thereafter learn how to make it for \$400 and \$300 and so on."

* * * *

It was a rapt group of telecasters who listened to the RCA executive who was responsible for persuading many of them to get into the now-lush telecasting field, who won the bitter fight for compatible all-electronic color, and who is manifestly very jealous of any challenge to RCA-NBC leadership in the color field.

Warming up to his favorite subject, which is color, he threw away a prepared address, discoursed at length on its various aspects. Excerpts from the transcript of his remarks on color will be found on p. 12; his discussion of other electronic wonders on p. 13; his reply to a question on "editorializing" via TV-radio on p. 5; and CBS pres. Frank Stanton's retort to his rather bearish observations on declining radio network business on p. 6.

'CONTINUAL COAXIAL'?—LOOK AT THE RECORD: Still another retort to NBC president Pat Weaver's remarks on "senile celluloids" -- a phrase he says was coined by his Hollywood interviewer, not himself -- comes from Robert H. Salk, pres. of Station Films Inc., the film-buying subsidiary of Katz Agency, major station rep firm. Mr. Salk completely disagrees that feature films on TV are on their way out (Vol. 10:34), as did MPTV's Erwin Ezzes, quoted in these columns last week (Vol. 10:35).

Mr. Salk knows whereof he speaks, for not only does his parent company represent some of the country's leading TV stations but he himself has bought \$1,500,000 worth of film for them in the last 13 months. He's as frankly predisposed to the spot business as Weaver is to live network programming, and he has a good argument. In extenuation of Weaver's remarks against the oldies, though, it should be noted in all fairness that he now says he was referring to them as unacceptable for network programming and to their too-frequent repetition on stations.

All of which makes for good, clean competitive fun, if you can see it as such -- but Salk pulls no punches in lashing out at the "continual coaxial" concept which he sees motivating Weaver. "Triaxial coaxial," he suggests might even be the words for it in light of NBC's upcoming 'Tonight' show. He even suggests, in his letter to us, that we title anything we write "From Sleepy-eyes to Red-eyes." We heartily commend your reading Mr. Salk's observations in Telecasting Notes (p. 6).

'HIGH-&-MIGHTY' STATIONS AMONG STARTERS: Three high mountain-top vhf outlets -- 2 in New England and one in California -- got going this week and should provide interesting clinical observations on the efficacy of such radiations. All expect to cover widespread areas, the 2 in New England getting CBS primary affiliations and the one on California's Mt. Diablo being designed to sweep over San Francisco bay area. Two other starters began testing this week, plus one in Windsor, Ont., covering Detroit area -- bringing total on air to 400 in U.S. (123 of them uhf) and 14 in Canada.

WMTW, Poland Spring, Me. (Ch. 8), better known as the Mt. Washington station because its transmitter and tower are atop the famed 6288-ft. New Hampshire peak where the old facilities of Yankee Network's FM are being used, began testing Aug. 31, got its "baptism of fire" in the hurricane which caused winds more than 145 mi. per hour at the transmitter. Tower withstood gale, but one end of transmitter house was blown in and flooded, yet the 3 Diesels continued operating perfectly. "All we lost was a big hunk of Plexiglas," reports gen. mgr. John H. Norton Jr., ex-ABC v.p. The project is backed largely by ex-Gov. Horace Hildreth, of Maine, now Ambassador to Pakistan, who also owns WABI-TV & WABI, Bangor. Coverage, said Norton, is everything expected -- signals cut a big swath in N.H., Vt., Me. and well into Canada, including Montreal, 141 mi. away, where RCA measured 200 uv/m. Even FCC Comr. George Sterling, vacationing on Peak's Island, near Portland, about 65 mi. away, reported

to us that "the pictures are coming in like a local." Station goes commercial Sept. 25 as CBS primary, with some ABC & DuMont. Paul Tiemer is New England sales mgr.; John T. Madigan, program mgr.; Parker Vincent, chief engineer. Base rate is \$300. Rep is Harrington, Righter & Parsons.

WMVT, Montpelier, Vt. (Ch. 3), second New England mountain-top installation to get going this week, began 8 hours of test patterns daily on Sept. 3, will soon go commercial with headquarters in new studio-offices in Burlington and Montpelier studios at radio WSKI. Like Mt. Washington's WMTW (above), it will be primary CBS, but it will also carry other 3 networks. Also like Mt. Washington, it expects signal to reach into Canada as well as over contiguous N.Y. & N.H. GE 5-kw transmitter has 4-bay antenna on 50-ft. Blaw-Knox tower atop 4393-ft. Mt. Mansfield, state's highest peak. Owner is C.P. Hasbrook, with Stuart T. Martin, ex-RCA & Sylvania, as v.p.-gen. mgr.; John A. Dobson, sales mgr.; Richard G. Huntley, production mgr.; James W. Tierney, chief engineer. Base hour is \$250. Rep is Weed.

KOVR, Stockton, Cal. (Ch. 13), with transmitter on 3849-ft. Mt. Diablo and designed to cover San Francisco Bay area, began test patterns Aug. 29 and is due to go commercial Sept. 6 as independent outlet. Built on site of old Eitel-McCullough FM plant, it's 30 mi. from San Francisco, 35 mi. from Stockton studios, uses 25-kw RCA transmitter and 325-ft. self-supporting Blaw-Knox tower with 12-bay antenna. It is controlled by H. Leslie Hoffman, Los Angeles TV-radio manufacturer, with Eimac holding minority interest. Plan is to compete directly with San Francisco's 4 vhf and one uhf outlet, as well as Stockton's one uhf. A.E. Joscelyn, ex-CBS Hollywood, is v.p. & gen. mgr.; Joe Fisher, sales mgr.; Wm. Hollenbeck, program mgr.; S.D. Bennett, chief engineer. Base hour is \$700. Rep is Blair.

WCMB-TV, Harrisburg, Pa. (Ch. 27), third station in uhf-only capital city, goes on regular schedule Sept. 8 after starting with test patterns Sept. 2. It will replace WTPA-TV as DuMont affiliate. It has the 12-kw GE transmitter of now-defunct WKLO-TV, Louisville, with 385-ft. tower and 5-bay antenna on Blue Mt., next to that of WTPA-TV (Ch. 71). Area has no uhf problem, reports v.p.-gen. mgr. Edgar K. Smith, with 90% of homes having TV sets and all of them capable of uhf reception. Edgar T. Shepard Jr. is pres. and 2/3 owner. Chief engineer is J. Howard Blair. Base rate is \$250. Rep is Donald Cooke.

KSWM-TV, Joplin, Mo. (Ch. 12) began testing Aug. 26 and has had "reception reports from a wide area," wires owner-gen. mgr. Austin A. Harrison who is integrating it with his AM operation and expects to begin regular programming Sept. 12 as CBS affiliate. Nearest other outlet in area is KOAM-TV, Pittsburg, Kan. (Ch. 7), 25 mi. away; it's 68 mi. from Springfield, Mo., with 2 stations. RCA 10-kw transmitter is used, 400-ft. tower. Base rate is \$200. Rep is Venard, Rintoul & McConnell.

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CKLW-TV, Windsor, Ont. (Ch. 9), across the river from Detroit's 3 stations, began 2 hours daily of test patterns Sept. 3 after intermittent test signals that started Aug. 30. Programming starts Sept. 16 with CBC and DuMont shows. It's 8th privately owned station of the 14 now on air in Canada, only one with maximum 325-kw visual power. It has 25-kw RCA transmitter & 650-ft. tower located on waterfront, is said to represent \$1,250,000 investment. J.E. (Ted) Campeau, veteran broadcaster well known in U.S. radio circles, is pres.-gen. mgr.; E. Wilson Wardell, commercial mgr.; Norman Hawkins, national sales mgr.; S. Campbell Ritchie, operations director; W.J. Carter, chief engineer. Base rate is \$1100. Reps are Adam Young and All-Canada.

THREE CPs INCLUDE TAMPA Ch. 13 REVERSAL: "Diversification" and program plans dominated FCC's reasoning in this week's final decision which reversed examiner's ruling in Tampa Ch. 13 case -- while 2 other CPs and an initial decision were issued.

The grants: Tampa, Fla., Tampa Television Co. (WALT 20% stockholder), Ch. 13; Grand Rapids, Mich., Peninsular Bestg. Co., Ch. 23; Huntington, W.Va., WHTN, Ch. 13. Initial decision favored WREC over WMPS for Ch. 3 in Memphis, Tenn.

Commission spanked examiner Basil Cooper rather vigorously in reversing him in Tampa case; he had picked WDAE-Times, saying W. Walter Tison, operator of WALT,

had done poor job of operating AM and that third applicant Orange TV (local dept. store group) couldn't possibly operate as promised.

FCC held that Tampa TV was preferred over Orange TV because of extensive plans to serve St. Petersburg, ability to carry out program proposals, integration of ownership-management, broadcasting experience, careful planning. Two lapses in WALT's operation were noted but termed insufficient for adverse finding.

FCC gave Tampa TV slight edge over WDAE-Times in programming and integration, but it felt "diversification" was most important because Times owned newspaper plus a radio station. Commission elaborated on the point:

"Times argues that diversification principle should be employed only where the grant of a license would result in a monopoly of the sources of information in a given area, and that clearly, the instant case is not such a situation. We agree that no monopoly is here involved. But Times mistakes the applicability or purpose of the diversification principle: It is not limited to monopoly because its purpose, as its name connotes, is to promote diversification in the sources of information. It is therefore of general applicability to all comparative cases."

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Examiner Claire W. Hardy picked WREC over WMPS because of "integration of ownership and of past programming." He liked fact that WREC owner Hoyt B. Wooten is also active manager, whereas WMPS' principal stockholder Abe Plough, manufacturer of proprietary medicines, spends only fraction of his time with station.

Hardy also found that WMPS is much more "commercial" than WREC; that it has broadcast several "vulgar and suggestive" songs; that it had carried "bait & switch" advertising which could have been avoided if management exercised more care.

Huntington and Grand Rapids CPs were derived through finalization of initial decisions after dismissal of competitors. (For principals, see TV Factbook No. 19.)

SATELLITES—BACKGROUND AND PROSPECTS: No applications yet under FCC's "satellite policy" (Vol. 10:32-35) -- but there are quite a few in the works. The Commission has received few written comments, most of them critical or urging caution, but the staff has been deluged with verbal inquiries.

Genesis of policy is interesting. Staff and commissioners had been pondering ways and means of helping uhf, and boosters-satellites were constantly mentioned as a possibility. Commission debated every suggestion to date -- low power, audio-only commercials, no local originations, start of rule-making, etc. -- finally hit on the announced policy as one giving most flexibility. Comr. Sterling, staff members Curt Plummer and Edward Allen sat in on RETMA satellite committee meetings. Ideas were kicked back and forth for about 3 months before ruling was issued.

FCC is committed to nothing, actually, since it carefully said that it would "consider" granting stations with local originations and a waiver of duopoly rules. Thus, it's free to grant or not to grant. In addition, Commission instructed staff to encourage comments to guide further action.

It looks as if rule-making is distinct possibility now, but there's no indication that present policy will be placed in limbo during such proceedings -- which usually take months. This is truly a case-by-case procedure.

Policy is regarded as "self-policing", i.e., whenever no one objects to proposed satellite operation, there's no reason to deny it. When there's objection -- go slow. Matter of fact, if existing station wants to "go satellite", it's not even required to get FCC permission -- though operation can be reviewed at renewal time.

How far FCC will go with policy is anyone's guess -- including Commission's. What does "helping uhf" mean? Keeping existing uhf stations alive? Bringing uhf service to people not now getting it? Spreading network programs via uhf? Encouraging purchase of uhf sets and converters so that future non-network uhf stations will have a ready-made uhf audience?

FCC considers it a mixture of these. The big question remains: Will the FCC knowingly do anything to harm an existing uhf station?

Personal Notes: Kenneth W. Bilby, ex-Carl Byoir & Assoc., elected NBC v.p. in charge of public relations, coordinating all press, publicity, advertising, promotion & research activities; Davidson Taylor elected v.p. for public affairs, Richard A. R. Pinkham v.p. in charge of cooperative programs (*Today, Home, Tonight*) . . . Ellis Moore promoted to NBC press director under v.p. Sydney Eiges, replacing Richard Connelly, who returned to Young & Rubicam TV-radio dept. . . . E. P. H. (Jimmy) James, ex-KVOA-TV, Tucson, onetime MBS v.p. & NBC adv. & sales promotion director and founder of its research dept., named v.p. of A. C. Nielsen Co., with primary responsibility for developing new research techniques, will also serve as asst. to pres. A. C. Nielsen . . . Wm. R. Wyatt elected Nielsen v.p. in charge of eastern sales of station index . . . Willard E. Walbridge, ex-v.p. & gen. mgr. of WJIM-TV, Lansing, Mich. and WWJ-TV, Detroit, appointed gen. mgr. of new KTLJ, Houston, due by next Thanksgiving Day, reporting to pres. John T. Jones Jr., who also heads *Houston Chronicle* . . . Jay W. Wright leaves CBS radio engineering staff to return to native Utah as v.p. of KSL-TV & KSL, Salt Lake City; Orson Rogers, from ZCMI store, named treas. . . . Edwin Scott West promoted to finance mgr., GE broadcasting stations dept. . . . Robert K. Richards, NARTB administrative v.p. who leaves Oct. 1, sets up public relations office at 1735 De Sales St. NW, Washington . . . Rex G. Howell, KFXJ-TV, Grand Junction, Colo., appointed NARTB representative on American Council on Education for Journalism; E. R. Vadeboncoeur, WSYR-TV, Syracuse, named to accrediting committee . . . John Fulton, mgr. of WQXI and upcoming

WQXI-TV, Atlanta, named chairman of 10th annual Georgia Radio & TV Institute to be held Jan. 26-28 . . . Francis J. Haney, recently research engineer on classified projects at Langley Field, Va., returns to WCAU-TV, Philadelphia, as gen. engineer in charge of color . . . J. Birney Blair promoted to commercial mgr., Charles E. Lohnes to operations mgr., KHQ-TV & KHQ, Spokane . . . Clarence W. Jones and Franklin Mitchell, both from WJR, Detroit, named chief engineer and program director, respectively, of upcoming WJRT, Flint (Ch. 12) . . . Lionel Wittenberg, ex-WCCO-TV, Minneapolis, named chief engineer of upcoming WTVW, Milwaukee . . . Bruce Joyner promoted to chief engineer, Dave Hume to program director of KTVU, Stockton, Cal. . . . Arthur S. Katz, west coast editor of *Bulletin of the Copyright Society of the U.S.A.*, heads legal dept. of Paramount's KTLA, Los Angeles, replacing Isadore Rosenblatt . . . James Burke promoted to assignment editor of unified CBS news setup, David Zellmer named exec. producer of TV news, Robert Skedgell for radio news . . . Bernard London rejoins Kudner in charge of Schick's sponsorship of one quarter of 40 pro football games on DuMont . . . Leonard Elliott establishes TV-radio consultation service for ad agencies at 15 W. 44th St., N. Y. . . . Forrest Owen Jr., TV-radio director of Geoffrey Wade's Hollywood office, named mgr. of N. Y. office . . . Ben K. West, ex-KEDD, Wichita, named promotion mgr. of upcoming WINT, Waterloo-Ft. Wayne . . . Everett Holles has resigned as MBS Washington news director, succeeded by Robert F. Hurleigh, who was producer for Fulton Lewis Jr. . . . Elenore Guinchi named Advertising Council's TV-radio service mgr.

REBUTTAL to CBS editorial of last week by pres. Frank Stanton, appealing for TV-radio's right to cover legislative hearings (Vol. 10:35), came Sept. 2 from Federal Judge Harold R. Medina of N. Y., who said presence of cameras and microphones makes it "well nigh impossible" to ascertain the truth.

Speaking over same TV-radio facilities, Judge Medina said TV-radio brings out the "natural ham" of participants in any hearing, legislative or judicial. He said too that when a witness has such a vast audience as provided by TV-radio, "the temptation to say something sensational is hard to put down. At least, he may add a few minor conversations, which never took place." He concluded:

"In presenting the case in opposition, as it appeared to me, I have tried to get at fundamentals, what we lawyers and judges call the jugular vein of a case. Does the use of radio and TV in any substantial sense affect the process of ascertaining the truth when examining the witnesses or considering other proofs?

"I say it does, and that they constitute a psychological and very real barrier which, for all practical purposes, makes it impossible to get at the truth. And because of this I would exclude them, not only from courtrooms but from any other places where analogous efforts are being made to do justice on the basis of facts. That is where the legislative hearings come in."

Meanwhile, a lively debate ensued over a network's right to editorialize. Speaking to NBC-TV affiliates this week in Chicago, chairman David Sarnoff defended right of a network to editorialize on matters of self-interest but said circumstances of each case should determine whether it ought to exercise that right. As to editorializing on partisan topics, he felt it would be unwise in view of necessity of according equal time to opponents, the unfairness of imposing an editorial policy which might be contrary to views of affiliates, plus possibility that such action might make networks subject to licensing

He said that if a network is to have same right as newspaper to editorialize on "public or political questions,"

it must have same political rights. "Thus," he said, "a network could be a Republican network or a Democratic network, or the network of some other legally recognized political faith. It so happens that now there are only 4 TV networks, and it is conceivable that all 4 networks could become Republican, or all 4 might become Democratic networks. Surely this cannot be anyone's intention, for such a condition would be highly undesirable."

He said Stanton "picked the right issue" in demanding equal access for TV-radio with newspapers in covering public hearings, but "I regret exceedingly that he has confused a specific case with a general principle, by adding the word 'editorial' on the TV screen." He said NBC had never engaged in editorializing "and we are not ready to abandon our policy." Of course, he added, "we shall watch the new developments as they go along and study the reactions they produce."

CBS had no direct comment on Sarnoff's remarks, but a spokesman said, "We're not posing as experts in every field—but we'll speak up from time to time on issues on which we have some knowledge and something to say." It was made clear that CBS has no intention of editorializing on a lot of partisan political issues, like a newspaper, but would speak up on matters of industry and self-interest.

Another who spoke up this week for TV-radio's right to equal access with newspapers to public hearings was NARTB pres. Harold E. Fellows who told American Legion convention in Washington that ban on live coverage of hearings on censure of Sen. McCarthy by Senate committee headed by Sen. Watkins (R-Utah) is a threat to freedom of the press. He said "if Congressional committees think they look bad in the camera, the solution is not to break the camera."

Note: Sen. McCarthy himself, aroused by what he termed erroneous headline in *Washington Star* on censure hearings, said it was example of false reporting which wouldn't have occurred if TV had been allowed to cover hearings.

Telecasting Notes: "Old pictures never die, their audience slowly fades away." That quote from Pat Weaver's recent interview with *Hollywood Variety* (Vol. 10:34), plainly deprecating the oldies, draws a sarcastic and pointed reply from Station Films Inc. pres. Robert H. Salk, addressed to us . . . "Continual coaxial?" he asks. "With programming from *Today* through *Home* through *Tonight*, Pat Weaver soon will have furthered his ambitions to bring us 'live programs, being performed as you see them.' About all that's left for Mr. Weaver and company's quest for continual coaxial live programming would be a *Swing-shift Matinee* paving the way for Muggs' early morning takeover. And the coaxials won't even get much of a rest with network airings of a growing number of film programs slated to be offered via network this fall. Weaver's enthusiasm for *Tonight* is as it should be. His evaluations of the late night movies don't square with the facts or the signs. Around the country these late feature movies are enjoying strong ratings and top sales. Ask Joe Hartenbower at KOMO-TV, Kansas City (11.3 latest ARB), Wally McGough in Columbus (8.1 latest Pulse), Bob Convey in St. Louis (18.1 latest ARB) how their feature films are doing—not to mention Baltimore, Washington, Chicago or you name it. Better still, look at WCBS-TV's *Late Show* (6.7 latest Pulse) against *Tonight's* future m.c. Steve Allen's current WNBT opus (3.7)." . . . As for repeats: "Maybe it's the insomniacs who watch TV into early hours who want to see a *story*—a *different* one every night [italics Mr. Salk's]. Nor should *New Yorker* gags mislead Mr. Weaver—few stations repeat the same

RECRIMINATIONS were bandied and bony fingers were pointed once more as old adversaries CBS & NBC were at it again—this time on the score of network radio's destiny. Declining radio network sponsorships, with more daytime casualties lately, had the question of where radio is heading and who's selling it short on every broadcaster's tongue this week as CBS held a radio affiliates' convention and prepared to implement the 15-20% rate reductions it announced last May to become effective this fall. Vehicle for the reductions will be new discount structure, not yet disclosed but due to go into effect soon.

Barbed exchanges even reached into an FCC hearing room where CBS pres. Frank Stanton, testifying Sept. 1 in St. Louis Ch. 11 hearing just before taking off to speak before CBS Radio affiliates convention in Chicago Sept. 2, observed:

"I think that radio will go through a further readjustment with the competition of TV. One of my competitors in a speech yesterday, I am told, indicated that radio was going to be completely gobbled up by TV. I don't subscribe to that."

Then, at the affiliates meeting in Chicago's Edgewater Beach Hotel next day, Stanton asserted: "Radio is a business we must believe in [and] those who do not believe in it should make way for people who do, and not undercut the vitality of the medium." There wasn't much doubt who was the target of his remarks.

"There were those in the record business," he continued, who got out when radio came along, but new concepts in production and selling were applied in the record business and it will take this same kind of ingenuity in radio to beat this kind of competition.

"Stations in operation have increased 111% since 1946. Set ownership went from 58,000,000 in 1946 to about 110,000,000 in 1953, an increase of about 90%. In 1946, CBS Radio was about 10% behind its nearest competitor in billings, but in 1953 CBS Radio was 38% ahead and thus far in 1954 has zoomed to a 62% advantage.

"These figures do not make radio seem like anything but a very vital business. We have problems—we all have

movie in the same slot, and those few that do wait a long time between repeats. There are a lot of features around—some 3283 of them today—and a few more slipping out with some regularity" . . . As for scorning proffers of old pictures still in vaults: "Look at the stir created in June when Tom O'Neil's General Teleradio operation bought the 30 Bank of America features for a record price, a reported \$1,300,000. They have already been sold to or grabbed by enough stations to recoup the investment. If Pat Weaver didn't throw away the key to the vaults full of films of major studios, a lot of well-heeled film distributors would like to bid for it" . . . Title clearance bureau for TV films, comparable to Motion Picture Assn.'s Title Registration Bureau, is a crying need to avoid confusion, duplication and lawsuits, says Warren Lewis, producer of Four Star Productions' *Story* and *The Star* series. He says that with increasing number of TV film companies, it's next to impossible to know what titles have been used . . . Viewing time increased this summer, Nielsen reports, noting that average set was on 4 hours & 40 min. daily in May, 27 min. longer than last year, and 4 hours in June, 14 min. longer than same 1953 month . . . Crosley's WLWC, Columbus, O., basic NBC-TV affiliate, adds ABC-TV primary after WTVN and ABC-TV failed to come to agreement on continued affiliation . . . Rate increases: WGAL-TV, Lancaster, Pa., raises base hour from \$750 to \$900, min. \$150 to \$180; CHCH-TV, Hamilton, Ont., from \$300 to \$400 & \$60 to \$90 . . . New rep offices: Venard, Rintoul & McConnell moves to 579 Fifth Ave. (Murray Hill 8-1088).

problems. Nothing is perfect in this world, but believe me, we have fewer problems than some.

"We believe in radio, and it is not a blind faith. I pledge to you that you are in a healthy family and that we are going places on all fronts."

The affiliates thereupon adopted unanimous resolution affirming faith in the network, as offered by their chairman, Kenyon Brown, KWFT-TV & KWFT, Wichita Falls.

As for scuttlebutt that the CBS cut would go deeper than the originally announced 15-20%, this was unequivocally denied by a network spokesman. It was noted that the requisite 85% or more of affiliates by referendum had agreed to the new rate structure, were all prepared for it, and that no new formula was advanced at Chicago. The reductions are due off the drawing board by Oct. 1—and NBC has indicated that it would follow suit, as the other networks inevitably must.

* * * *

The implications that NBC is selling radio short in favor of TV stemmed from remarks by RCA-NBC chairman David Sarnoff at NBC-TV affiliates meeting in Chicago Aug. 31. This is what Sarnoff said in referring to what he called "the plight of the radio networks":

"If you were making your will, and you had to decide on securities that you could select for your wife and children for their sustenance and future after you are gone, you are not likely to make that investment today in a radio network. I mean just a radio network, and nothing else. I shouldn't think the advice you would get from financially-minded experts would be that a profitable, growing and promising enterprise in the U. S. is a radio network.

"I have thought for some time that there was only one direction, income-wise, for radio networks to go—and that is down instead of up. I was challenged in that view, and I had hoped right along that I might be wrong." But the facts are, he said, that national advertisers "every now and again" are canceling day as well as night programs, and "if a business starts going down, it is very difficult to arrest the decline, and it is not so easy to read-

just your appetite to the dwindling victuals that are placed on your plate.

"We do have this advantage, speaking for the NBC. We have been dieting for the last few years on the radio network, and we have gotten slenderized—our figures are trimmed in that respect, while some of our competitors have been more fortunate in the last 2 or 3 years, and they have still to learn how to get along on the reduced rations of a radio network diet. I hope that the rate of their radio decline will not be so violent or rapid as to interfere with the health of their remaining organisms.

"While that is going on, some independent radio stations as well as affiliated stations have been doing very well. They have been doing well through local business, through spot business, through all the names that you gentlemen invent from day to day that even I can't keep up with—station breaks and other kinds of breaks—but that hasn't helped the radio network to grow and remain healthy. It may be that in radio perhaps you can get along fairly well without a network because of the recorded programs and revenues you derive from local and other sources.

"If this be so, and if the radio network declines to a point where it no longer has sufficient energy to sustain its body, you know what happens under those conditions. If you think that a radio station, particularly an important radio station in an important center, can remain prosperous regardless of whether it has a national network or not, if you believe that, then, of course, you will have no interest in the continued life of a radio network.

"On the other hand, if radio networks should cease to exist, I believe you would find that the importance of a radio network, as an instrument of national service and national defense, would compel such a service to continue in one form or another . . .

"I don't say that radio networks must die, because every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues. It may yet be possible to eke out a poor existence for radio networks, but I don't know."

Heralding fall TV season, Richard Austin Smith writes in Sept. *Fortune*: "This September will introduce a season of the most exciting and competitive programming in TV history. The dominant networks, CBS and NBC, both rocking along at full throttle, will meet head on like two runaway locomotives at a state fair." Article is devoted largely to NBC-TV's "magazine" concept of selling sponsors just about whatever they want and its massive "spectaculars" and whether they'll top CBS-TV's more conventional lineup. Smith calls NBC's schedule "formidable," but quotes CBS-TV pres. Jack L. Van Volkenburg's warning: "The advertising value of the spectaculars has yet to be proved—they aren't going to create a habit and their costs are staggering." Whatever the outcome, Smith writes, public is going to get "the most glittering TV season yet."

New breakdown of the 100 top advertisers—magazines, newspaper sections, network radio, network TV—is tabulated for first 6 months of 1954 in Aug. 30 *Advertising Age*, showing alltime high combined \$573,578,690 or 8.1% ahead of same 1953 period. It's same PIB table as one for whole of 1953 published on pp. 11 & 31 in *TV Factbook No. 19*, but new list shows Chrysler moving from 12th to 7th place, replacing General Mills, down from 8th to 11th. GE is up from 9th to 6th place; American Tobacco down from 7 to 8th; R. J. Reynolds down from 6th to 9th. Top dozen: 1, Procter & Gamble; 2, General Motors; 3, Colgate-Palmolive; 4, General Foods; 5, Lever Bros.; 6, GE; 7, Chrysler; 8, American Tobacco; 9, R. J. Reynolds; 10, Ford; 11, General Mills; 12, Gillette.

Most of the TV executives present are in radio also, and some didn't like these views and said so privately afterward. However, many of them admitted their radio billings, local & spot as well as network, were considerably down this year—so many, in fact, as to indicate a general condition despite this week's assurances from BAB's pres. Kevin Sweeney that both national spot and local this year will run way ahead of last year's record highs.

"Radio has a new generation of station salesmen," said Sweeney, "who within a few years should be the ablest group of media representatives in history. For the first time in 2 decades we have an army of young and hungry 'tigers' on the prowl for business, and they are getting it."

Be that as it may, the broadcasters calling themselves Quality Radio Group got together after the Chicago network meetings and, frankly avowing their intention of "plugging the big holes" in their station schedules caused by network sponsor defections, decided to incorporate, set up own N. Y. sales offices to swap tape recordings of their own top-hole programs (programs only, no spot) and make them available to sponsors at rates comparable to network station rates. There were 23 in the incorporating group, including affiliates of all 4 radio networks, and their board is to meet in Chicago next week to elect officers, with Crosley's Ward Quaal slated to be president.

Quality Radio Group Inc.'s board comprises, besides Quaal (3 stations): Charles Crutchfield, WBT, Charlotte; Howard Summerville, WWL, New Orleans; Don Thornburgh, WCAU, Philadelphia; James Gaines, WOAI, San Antonio; Frank Fogarty, WOW, Omaha; Chris Witting, Westinghouse (3 stations); Jack DeWitt, WSM, Nashville; Ralph Evans, WHO, Des Moines; Frank Schreiber, WGN, Chicago; C. T. Lucy, WRVA, Richmond; plus one other not yet named. (It's noteworthy that all save WRVA are also TV operators.) Other stations in group: KVOO, Tulsa; KFI, Los Angeles; KCMO, Kansas City; WSB, Atlanta; WPTF, Raleigh; WFAA-WBAP, Dallas-Ft. Worth; KOB, Albuquerque—most also in TV. More stations will be added, though it's proposed to hold membership down to only 25-30 stations.

Television Bureau of Advertising (TvB), at first organizational meeting Sept. 2 in Chicago, appointed Clair McCollough, WGAL-TV, and Richard Moore, KTTV, as co-chairmen of temporary board. W. D. (Dub) Rogers, KDUB-TV, was named secy., Lawrence (Bud) Rogers, WSAZ-TV, treas. McCollough, Moore, Roger Clipp of WFIL-TV and Campbell Arnoux, WTAR-TV, were appointed committee to pick \$35,000-a-year pres. Finance committee is headed by George Storer Jr., by-laws committee by Arnoux, dues committee by Clipp. Monthly dues for station members were established as their highest non-network quarter-hour rate. A first-year budget of \$400,000 was adopted.

In which markets will CBS seek 2 uhf outlets of its own, if FCC authorizes owners of 5 vhf to acquire 2 uhf—as it's expected to do soon? During St. Louis Ch. 11 hearing this week, pres. Frank Stanton said they would be in markets ranking 25th to 50th, but specific cities haven't been selected. Elaborating, he said: "I will make the flat statement that if the Commission had granted the networks the right to own uhf stations when we first talked to them, uhf wouldn't be in the sad plight it is in today. I think the manufacturers of transmitting equipment, advertisers and the public generally would have sat up and taken notice of uhf."

Maurice Fisher, 48, exec. producer of several ABC-TV shows (*Chicago Parade*, *Mary Martensen Cooking School*) and song composer, died Aug. 30 after a heart attack.

Station Accounts: TV station billings are mounting so rapidly as fall season begins, that it's a fair guess that the network keys in New York (WNBT with \$6200 Class AA local rate, WCBS-TV \$6000 Class A) have reached or even exceeded \$20,000,000-a-year gross income rate each, if you count in their network compensation. They're not telling, of course, but this week NBC Spot Sales reported combined TV-radio "net dollars for confirmed orders" for the stations it represented at record \$4,250,000 for Aug., or 30% ahead of same month last year. Breaking down the figures, NBC Spot Sales director Tom McFadden said TV ran 28% ahead, radio 50% ahead. During Aug., for WNBT alone, a record \$4,254,000 in new spot billings was signed—though not all for placement that month . . . Sterling Drug reports signing barter agreement with some 40 stations whereby it sells them its *Mark Saber* film series and agrees to invest the money dollar-for-dollar in spot announcements on those stations, thru Thompson-Koch Adv. Amount stations pay for program depends on whether it's first, second or third-run in market . . . Among advertisers currently reported using or preparing to use TV: Medusa Portland Cement Co., Cleveland (masonry paint), thru Van Sant, Dugdale & Co., Baltimore, Md.; Sonya Rose Co., Los Angeles (Perma-Brow eyebrow fixative), thru Visio Inc., Los Angeles; Remote-O-Matic Co., Los Angeles (Remote-O-Matic electronic tuning device), thru Visio Inc., Los Angeles; State of New Hampshire Planning & Development Commission, Concord, N. H. (promotion), thru Hermon W. Stevens Agency, Concord; Sterling Drug Co., N. Y. (Fizrin), thru Compton Adv., N. Y.; Flying Sportsmen Lodge, Loreto, B. C., Mexico, thru Vignolle & Powell, Los Angeles; Pan American Coffee Bureau, N. Y., thru Cunningham & Walsh, N. Y.; Block Drug Co., Jersey City, N. J. (Amm-i-dent toothpaste), thru Harry B. Cohen Adv., N. Y.; Pepperell Mfg. Co., Boston (Glolon Acrilan blankets), thru Benton & Bowles, N. Y.; Magla Products, Newark, N. J. (Magla silicone ironing board covers), thru Edward Lieb Adv., N. Y.; Maytag Co., Newton, Ia. (washers & ironers), thru McCann-Erickson, Chicago; Pabst Sales Co., Chicago (Tap-a-Cola non-fattening cola in cans), thru Warwick & Legler, N. Y.; Waffle Corp. of America, Philadelphia (Downyflake frozen waffles), thru J. M. Korn & Co., Philadelphia; Underwood Corp., N. Y. (Leader portable typewriter), thru Brooke, Smith, French & Dorrance, N. Y.; Culligan Inc., North-Brook, Ill. (soft water service), thru Alex T. Franz Adv., Chicago; Icelandic Airlines Inc., N. Y., thru Wendell P. Colton Co., N. Y.

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"Why Is Television So Hungry?" titles editorial in Aug. 30 *Advertising Age*, rapping locally-sponsored commercials as reminiscent of circus pitches. Saying that TV stations generally "seem to have very modest amounts of time for sale and give every indication of operating successfully," editorial then asks: "Why, then, is there so large a segment of local TV business consisting of new and used car dealers making 10 or 12-minute pitches of the most fantastic kind? Why are there so many people selling sets of pots and pans at the unbelievably low price of \$49.50, complete with a 5-room ranch house? Why are there so many people offering to rebuild your house for only \$1.49 a month—with the first payment scheduled for Jan. 1, 1963? Why is there so much insistent shouting, so much super-fast talking, so much obvious trickery on locally sponsored TV shows? And what kind of excesses can we expect when this new wonder medium shakes down to normalcy, if we get this sort of thing now?"

All CBS-owned radio stations and the network itself are returning to NARTB membership as of Oct. 1 after lapse of nearly 5 years, and it's expected ABC will soon do likewise. TV stations of both networks are already members.

NBC-TV optional affiliates, left out in cold by many sponsors, were presented plan at Chicago this week whereby they might be formed into territorial groups, sold at group rates as well as at individual network rates, and also piped certain shows to be sold on either interconnected or local co-op basis. The *Home*, *Howdy Doody* and *Imogene Coca* shows were selected for offering to optional stations not ordered by network advertisers—special cueing arrangements to be worked out and kines for *Howdy Doody* and *Imogene Coca* shows to be furnished non-interconnected stations. Plan was worked out by committee headed by Fred Mueller, WEEK-TV, Peoria, and reaction of optionals is asked by Sept. 15. Project grows out of fact that TV sponsors stick largely to basic network (52 stations), though NBC-TV claims its average night network (said to be about 70 stations) is "much larger than that of any other network." Some optionals cry they're getting average of only about 16 hours of network commercials monthly, meaning big out-of-pocket expense. Plan is to set up specialized sales unit devoting fulltime to getting them more business.

To insure "truly competitive" situation in Madison, Wis., with all commercial stations operating on uhf, WKOW-TV (Ch. 27) petitioned FCC this week to switch Ch. 3 to educational status, Ch. 21 to commercial. Station said Commission had ideal opportunity to promote "de-intermixture" before finalizing initial decision favoring WIBA over WISC for Ch. 3 (Vol. 10:32). In addition to WKOW-TV, other uhf operators are WMTV (Ch. 33) and educational WHA-TV (Ch. 21); WHA-TV would go to Ch. 3 if FCC approves switch. WKOW-TV noted that FCC rejected similar petition several years ago in belief uhf could compete satisfactorily with vhf, but that it should now acknowledge such is not the case.

Request for reopening of Portland, Ore. Ch. 12 case, filed last week by Columbia Empire Telecasters which charged principals of winner Oregon TV Inc. with "false and perjured testimony" (Vol. 10:35), was countered this week by Oregon TV. Columbia had said Oregon's proposed manager Walter Stiles, now chief engineer of KOPO-TV, Tucson, was ready to appear to refute Oregon's testimony, but Oregon this week produced affidavits of Stiles and KOPO-TV engineer Paul F. Bennewitz, which, Oregon says, shows they're not "in a position to testify to facts which would impugn the integrity of one of the principals of Oregon TV Inc."

Directional antenna proposal for Ch. 8, filed by Neptune Bestg. Co., Atlantic City, which suspended operations of uhf station WFPG-TV (Vol. 10:33), was opposed this week by Steinmans' WGAL-TV, Lancaster (Ch. 8) and WDEL-TV, Wilmington (Ch. 12). Opposition said grant of DA would have nation-wide repercussions that would in time "reduce the number of uhf operations to the vanishing point." Steinmans also stated that DA proposal included no information on standards or engineering on which to grant directionals and that proposal gave no reasons why Atlantic City should get "undue preference" over Lancaster and Wilmington areas.

Humble Oil signed this week to sponsor NCAA football schedule on ABC-TV in Texas, starting Sept. 18, thru McCann-Erickson; Carnation Milk signed last week for California sponsorship. Also this week, Standard Oil of Indiana bought home games of Chicago Bears and Chicago Cardinals in 18 midwestern markets on ABC-TV starting Sept. 26, Sun. 1:30 p.m., thru D'Arcy.

Storer Broadcasting Co., presumably to help swing big Empire Coil Co. \$10,000,000 purchase that still pends FCC approval (Vol. 10:2), has borrowed \$12,000,000 at 4½%, maturing in installments from Sept. 1, 1954 to June 1, 1961, from Society for Savings, Cleveland, National City Bank of Cleveland, Bankers Trust Co., Chase National Bank.

BETTER THAN DOUBLED coverage is claimed by pioneer uhf station KPTV, Portland, Ore. (Ch. 27), following first spot checks of signals of new 12½-kw RCA transmitter which pushed its power up from 17.6-kw to 204-kw ERP Aug. 28. Previous fringe areas are greatly strengthened, reports mgr. Russ Olson, who also is an engineer, and signal is received 4 times stronger at Eugene, Ore., 125 mi. southward. Goal of \$350,000 expansion now under way at KPTV, he states, is ultimately the maximum allowable 1000-kw.

Similar enthusiastic report comes from David Baltimore, mgr. of WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), first of the stations to install RCA's new 12½-kw transmitter (Vol. 10:34), but he's not willing yet to spell out extent of widened service range pending surveys. WCOV-TV, Montgomery, Ala. (Ch. 20), reported this week its 12½-kw will be ready for operation Sept. 10.

Only GE shipment reported this week was 12-bay antenna Sept. 1 to WEDM, Munford, Ala. (Ch. 7, educational), due on air later this month. DuMont shipped 25-kw amplifier to WFMY-TV, Greensboro, N. C. (Ch. 2), to replace present 5-kw. RCA stated shipments last week to upcoming KAKE-TV, Wichita, Kan. (Ch. 10) and WSFA-TV, Montgomery, Ala. (Ch. 12) were 50-kw not 25-kw as erroneously reported last week.

RCA on Sept. 3 shipped 50-kw transmitter to WBTW, Florence, S. C. (Ch. 8), due on air this month; same day, to existing stations, it shipped new 10-kw to KHSL-TV, Chico, Cal. (Ch. 12) and 12½-kw to WJTV, Jackson, Miss. (Ch. 25). Earlier in week, it sent 2-kw transmitters to CKCW-TV, Moncton, N.B. (Ch. 2) and CJIC-TV, Sault Ste. Marie, Ont. (Ch. 2), neither of which has yet reported target date.

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

KCKT, Great Bend, Kan. (Ch. 2), getting ready to install 35-kw GE transmitter, now expects to get test patterns going by Oct. 15, begin commercial operation Nov. 1 or earlier, writes v.p.-gen. mgr. Les Ware. Work on 1000-ft. Emsco tower began Sept. 1, with installation of 6-bay GE antenna scheduled for Oct. 1. It's 50 mi. from Hutchinson, 91 mi. from Wichita. Bolling will be rep.

WTHS-TV, Miami, Fla. (Ch. 2, educational), is campaigning for operating funds, now has no target date but expects to take over and begin converting old WTVJ plant by Dec. or Jan., reports Vernon Bronson, asst. director, Dept. of Radio & TV Education, Dade County Board of Public Instruction.

WBTW, Florence, S. C. (Ch. 8), ran into construction delays, doesn't expect to meet Sept. 15 test target, still is hopeful of programming around Sept. 26 or "at least in time to make the World Series," reports gen. mgr. J. William Quinn. It's installing 50-kw RCA transmitter, has 750-ft. Kimco tower with 12-bay superturnstile antenna ready. Owner is Jefferson Standard Bestg. Co., which also operates WBTW, Charlotte, and owns interest in WFMY-TV, Greensboro, N. C. It will be basic CBS, will also link up for WBTW originations. Base rate will be \$250. Rep will be CBS-TV Spct Sales.

KETC, St. Louis (Ch. 9, educational), has been delayed by weather in rebuilding 600-ft. Ideco tower of St. Louis U's defunct WEW-FM at new site between St. Louis U High and Oakland Stadium. It now plans Sept. 20 start with preview of programs, according to the Very Rev. Paul C. Reinert, S.J., acting chairman of St. Louis Educational TV Commission. It will use 5-kw RCA transmitter and 6-bay superturnstile antenna. Temporary studios are in McMillan Hall, Washington U, with permanent quarters by year's end to be in building being contributed by Arthur Baer, of Stix, Baer & Fuller Co. dept. store.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15), planning test patterns starting Sept. 7, joins CBS-TV Sept. 26, according to pres. R. Morris Pierce, who also operates radio WDOK, Cleveland. GE 12-kw transmitter and 800-ft. tower with 5-bay antenna are 16 mi. north of Ft. Wayne at "highest point in all of northern Indiana." Base rate will be \$300. H-R Television will be rep.

KVAN-TV, Vancouver, Wash. (Ch. 21), granted Sheldon F. Sackett in Sept. 1953, oft-announced and oft-delayed, is now delayed indefinitely following death of general manager Fred F. Chitty (Vol. 10:33); CP runs to Nov. 23, 1954. DuMont 5-kw was first designated, with Bolling as rep.

WQXI-TV, Atlanta, Ga. (Ch. 36), has moved Sept. 1 test pattern to Oct. 1 with programming to begin in Nov., reports owner R. W. Rounsaville, who said 450-ft. Truscon tower is now being constructed, 1-kw Continental transmitter now being installed. Rate card isn't ready yet. Rep will be Hollingbery.

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CFPA-TV, Port Arthur, Ont. (Ch. 2), held up by slow equipment deliveries, now plans start about Sept. 15, according to owner Ralph H. Parker. RCA 2-kw transmitter is in TV-radio building remodeled from former city firehouse. It will use 200-ft. self-supporting tower with 3-bay antenna. Base hour will be \$150. Reps will be Weed and All-Canada.

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FCC approved sales affecting 2 Nashville stations and other smaller ones this week. Draughon family's sale of WSIX-TV (Ch. 8), along with WSIX (5-kw on 980 kc, ABC) for \$800,000 to new WSIX Inc. was approved, Louis Draughon to be equal owner with W. H. Crisswell & R. D. Stanford Jr., local business men, and to continue as gen. mgr. (Vol. 10:32). At WLAC-TV (Ch. 5), v.p.-gen. mgr. T. B. Baker Jr. and A. G. Beaman exercise \$100,000 option for 25% each, with Life & Casualty Insurance Co. retaining 50% and full control of AM (Vol. 10:19). Other sales approved included that of Chernoff-Baer group's WTBO, Cumberland, Md. (250-w on 1450 kc, NBC), holding CP for WTBO-TV (Ch. 17), to Tenn. Valley Bestg. Co. for \$110,000 (Vol. 10:32); purchasing firm includes Arthur W. German, ex-Republic Pictures eastern TV sales mgr., and Edward G. Murray, WPTZ film buyer. Holdings of present owners of KTXL-TV, San Angelo, Tex. (Ch. 8), are reduced by sale of 20% for \$26,500 to Lowell Smith & Marshall Formby (Vol. 10:34). Among AM deals approved, WHOT, South Bend, Ind., is sold by Indianapolis' WISH-TV group for \$140,000 to Notre Dame U, which holds CP for Ch. 46. Control (70.59%) of WSIR, Winter Haven, Fla., is sold by Frederick L. Allman to new group for \$114,000; Allman is owner of WSVA-TV, Harrisonburg, Va. (Ch. 3), for which sale negotiations have also been reported.

Assignment of WILS-TV, Lansing, Mich. (Ch. 54) from Lansing Bestg. Co. (Pomeroy family) to Inland TV. Co. (group headed by Thomas B. Shull, NBC film div., Chicago), was proposed in application filed this week. Shull group would lease for \$5000 a month with option to buy for \$166,254 at the end of two years. The station is 40% stockholder in application for Ch. 10, Parma-Onondaga, Mich., amended this week to share time with Mich. State College.

Control of radio WHOO, Orlando, Fla., owned by Edward Lamb and Edward Lamb Industries, is being sold to Radio Florida Inc., wholly owned by Mowry Lowe, ex-mgr. of WEAN, Providence, for \$333,076. Application for Ch. 9, now in competitive hearing with 2 others, is not included in deal. Lamb told FCC he wants to devote more time to other TV-radio properties.

Color Trends & Briefs: Live color programming, contrary to common belief, is neither excessively expensive nor difficult, according to Walter Damm, director of WTMJ-TV, Milwaukee, who has had RCA camera for several months and has another on order. Initial investment is steep, he agrees, but he reports extra programming costs average only about 10% more than black-&-white. Most worries about scenery, lighting, etc., he says, are little warranted; they're not as complicated and costly as at first believed.

RCA has now shipped live cameras to 8 stations in addition to substantial but undisclosed number to NBC and CBS. None has gone yet to ABC or DuMont. First non-network-owned stations to get cameras were WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth, and WTMJ-TV. Latest are: WBEN-TV, Buffalo; KTLA, Los Angeles; WCCO-TV, Minneapolis; WDSU-TV, New Orleans; KRON-TV, San Francisco. Due for deliveries shortly are: WSAZ-TV, Huntington; KFMB-TV, San Diego.

GE's sole shipments of its "Chromacoder" camera equipment have been to CBS which is now experimenting with them but hasn't used any for current network programs.

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NBC-TV reports it has already sold \$14,000,000 worth of color programming, and "is in complete operating readiness to enlarge its color schedule to meet advertiser interest in color as it develops." By year's end, 82 NBC-TV affiliates will be equipped to transmit network color, with about 87% of U. S. homes within range. Three series of 90-min. color spectaculars, first on Sept. 12, will alone add up to 49½ hours of color programming, plus other individual shows. By Jan. 1, origination facilities will be available for 60 hours of color programming a month out of Colonial Theatre & Studio 3F in N. Y., the old Warner Bros. studio in Brooklyn where the spectaculars will originate, and by end of year out of Burbank, Cal. studios.

DuMont's first colorcasts will be one program of film a week starting in mid-Sept., increasing thereafter, director Ted Bergmann announced this week. At same time, WABD, New York, will start taking commercial film and slides, maintaining regular monochrome rates, while WTTG, Washington, and WDTV, Pittsburgh, will have transmitters modified to accept network color. ABC, meanwhile, is holding off investment in color equipment until there's definite sponsor interest. It's reported having approached RCA with offer to colorcast NCAA football if RCA became a sponsor. Currently, it's seeking to attract Eastman Kodak's projected new color film series *Norby*.

Single-tube color camera was described at Western Electronic Show in Los Angeles this week by Robert J. Stahl, consulting engineer for Color TV Inc., unsuccessful proponent of a line-sequential color system during 1949-51 FCC hearings. Stahl reports such a camera on CTI drawing boards but no plans for construction.

This week's network color schedules: NBC-TV—Sept. 7, segment of *Home*, 11:03-11:10 a.m.; Sept. 12, first "spectacular" featuring Betty Hutton in *Satins & Spurs*, 7:30-9. CBS-TV—Sept. 7, *Life with Father*, 10-10:30 p.m.; *Love of Life*, 12:15-12:30 p.m.

Most comedy scenes have little to gain from color, according to Jess Oppenheimer, producer of *I Love Lucy*, but he's considering filming in color selected scenes which he believes will clearly benefit from color, inserting them in black-&-white programs.

Lowest advertised price for color set so far is \$399.95 quoted for 15-in. Raytheon by Wieboldt Stores, Chicago, which had one for each of its 6 outlets. Set was advertised as "regularly \$1250."

CBS-COLUMBIA, which led up to its distributor convention Aug. 30 at Chicago's Drake Hotel with week of ads promising "the first new idea" in and since color, brought out three 19-in. color sets at \$950, \$1000 & \$1100 and 4 black-&-white models starting with 17-in. "coffee" plastic table at \$135, which it claims is lowest list price in industry for 41-mc receiver. Latter set is also available at \$145 in cordovan, gray or sand.

Other black-&-white sets are a 21-in. "coffee" plastic table model at \$165, and \$180 in cordovan, gray & sand; 21-in. open-face mahogany console at \$200, blonde \$210; 21-in. de luxe open-face mahogany console at \$235, blonde \$245.

The much-heralded "new idea" in the new black-&-white series, called "Century" is a "sweep" tuning bar, which can be moved horizontally across dial to channels enclosed in boxes. It was devised by engineering v.p. Antony Wright. Fine tuning is accomplished by small knob at tip-end of bar. Because of its ease in operation, pres. Seymour Mintz predicted "sweep tuning" would obsolete rotary method.

Black-&-white sets merely represent low end of CBS-Columbia's current line, which was introduced in June at Chicago furniture marts (Vol. 10:25) and which remains unchanged in price. That line, all 21-in., ranges from mahogany table model at \$190 to full-door blonde console at \$370; these heldover models do not have sweep tuning. The new black-&-white sets have 15-tube chassis, 15,000-volt picture tubes. Production of new 21-in. has already begun, and 17-in. are due to begin in latter Oct. or Nov.

Color line starts with \$950 table on stand, as yet merely a mock-up and due to be redesigned for more compactness before it's marketed. As to open-face console at \$1000 and full-door console at \$1100, pres. Seymour Mintz said they're currently being produced at rate of 100 a day, with expectation that 3000 will be produced and sold to distributors in next 45 days. After that, "market conditions" will determine rate of production. He said about 25% of CBS-Columbia's Long Island City plant has been converted to color production and testing operations.

Color sets have 44-tube chassis and 6 controls—only 2 more than on conventional black-&-white receiver. They're the "hue" control which changes picture tints, and "Chroma-Brightness" control for altering amount of color. All sets have 82-channel tuner, use "Columbia 360" audio system with 2 speakers at opposite ends of cabinet. All sets have walnut finish. Servicing and installation charge will be about \$175 a year.

Also introduced was small portable 4-tube radio, 6 5/16-in. long by 4¾-in. wide and weighing less than 2 lbs., retailing at \$30 in green, gray, sand and maroon. Sales v.p. Harry Schecter forecast excellent season for portable radios, predicted industry could anticipate volume of more than \$60,000,000 from sales of some 2,000,000 portable radios this year. The CBS portables are made for it by Roland Radio Corp.

Company will spend more than \$2,000,000 in all media this year to promote TV-radio line, with accent on *Amos 'n' Andy* series on CBS Radio but with no TV network show as yet. Theme of color campaign will be "Aren't You Glad You Waited for CBS-Columbia Color?"

Also disclosed at distributor convention was CBS-Columbia's licensing of Addison Ltd., Toronto, for manufacture and distribution in Canada of its TVs and records. It's company's first Canadian affiliation.

Entrance into antenna field was announced by Alliance Mfg. Co., Alliance, O., makers of rotors, with introduction of vhf-uhf "Monolober" listing at \$22.95.

Sylvania introduced 21-in. table model, with vertical chassis, at \$170—lowest 21-in. price in company history.

BLACK-&WHITE BOOMS DESPITE COLOR PUSH: TV trade seems to be in happy position of enjoying a booming black-&-white market, even as major elements in the industry were pushing preparations for the inevitable "color revolution" (see p. 1). The excellent market prevailing for monochrome sets actually is pre-seasonal, for the fall-winter program schedules of networks and stations haven't broken yet, nor has football to any extent. High demand for sets, which looks like it will continue through rest of year, has surprised -- and of course gratified -- all levels of the business.

Important as color may loom, demand continues so high that TV production in week ended Aug. 27 jumped to 19-month record of 182,977, up from 167,849 units in preceding week and 157,205 week before, reports RETMA. This brought Aug. output to 650,000, highest for any month this year. For 33 weeks to date, output was about 3,575,000, compared to approximately 4,600,000 in same period of 1953.

That TV sales are moving swiftly at all levels, is indicated by fact that in the Aug. period of high production, inventories rose very little, if any, from the 1,930,000 estimated for start of month. Consumers appear to be spending money more freely than at any time this year, lured by new lines.

Low prices of low-end sets are a factor, to be sure -- but by no means the only consideration. Over last 4 weeks, trade observers say they have detected even a greater willingness to buy up into higher-priced sets.

Philco's TV sales mgr. John Utz said distributor-to-dealer movement in Aug. set all-time record for any month for his company, whose line begins with 21-in. table model at \$160. He said there are shortages of some 21-in. models, despite fact that plant is working at maximum capacity currently.

Admiral's Ross Siragusa, returning from visits to distributors, said business has "improved sharply" and predicted unit production and sales in last 4 months this year would equal the 3,275,000 produced and the 3,240,000 sold by industry at factory in record 1950. He emphasized he was speaking of unit sales only, not dollar volume, which will be considerably down. He said he was increasing production by 1000 a day as of Sept. 15 by reopening idle West Side plant.

"Prices logically should go up -- but they won't because of the battle for position now going on in the industry," he said, referring to low price leaders of his own company and competitors. He said Admiral is making money on leaders.

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CBS-Columbia's quest for up-front position in industry was manifested at the national distributor conventions at Chicago's Drake Hotel Aug. 30, where 3 color and 4 black-&-white sets were introduced (for details, see p. 10). Pres. Seymour Mintz said his company is aiming for 5% of the black-&-white market this fall, supported by \$2,000,000 advertising budget. He estimated industry would sell over 6,500,000 monochrome receivers this year. As to prices, he believes they'll remain firm this fall at just about present levels, but added: "I'm willing to raise my prices if my competitors are." He figured to "break even" on 17-in. leader model at \$135.

He established CBS-Columbia's color goal next year as 15%, or 30,000 of the 250-300,000 sets he estimates industry will sell. He said "only" a bottleneck in components is limiting CBS production of color sets this year, estimated industry will make and sell about 35,000 color sets this year, and 30-40,000,000 by end of 1960, with replacements at rate of about 6,000,000 a year thereafter.

CBS's \$950 color table model, not yet ready, will be especially suitable for bars, said Mintz, and he plans to have at least one of the \$1000 or \$1100 sets in every CBS station that's color-equipped. He doesn't figure on making money on any color sets yet -- main purpose being to acquire position. The central question on color, he declared, is how fast large-screen color can get down to vicinity of \$500.

RETMA revised production figures retroactively this week to list production

of 3,152,132 in first 7 months, of which 694,294 were uhf-equipped at factory. It compares with 4,150,525 TVs in first 7 months of 1953 and 2,517,157 in 1952. July output was placed at 306,985, lowest month of year as result of factory vacations.

Radio production in first 8 months was about 5,825,000, as compared to about 8,000,000 year ago. Output for week ended Aug. 27 was 196,448 (65,357 auto), compared to 207,082 preceding week. For 7 months, official radio production was placed at 5,324,620, made up of 2,272,405 auto, 1,463,273 home sets, 882,486 portable and 706,456 clock. It compares with 7,941,001 in first 7 months of 1953.

WHAT PRICE color TV receivers—and what's coming? RCA's Gen. Sarnoff did some speculating in his off-the-cuff remarks at NBC-TV affiliates convention in Chicago this week. A transcript of his remarks on that phase of the subject shows that, after indicating the price of RCA's upcoming new 21-in. shadow-mask tube (Vol. 10:29) will remain at the \$175 quoted on the now-abandoned 19-in., he stated:

"If you produce a 21-in. color set that works well along the lines I have described, and if you can sell that set for \$500 to the consumer—and that doesn't mean you can do it tomorrow, or even during 1955—I think you will see the beginning of a movement of that merchandise outward to an astonishing degree. And it is also true that once you have made that kind of a set for \$500, you very quickly thereafter learn how to make it for \$400 and \$300 and so on.

"If I were guessing, and that of course is something a man shouldn't do, I would say that the \$500, 21-in. set is not so far away. I might even speculate that it is conceivable that it is only a year away from the time the first 21-in. color sets reach a reasonable quantity of production. But it isn't here today at the \$500 price and it isn't going to be the price of the 21-in. set which we will demonstrate, so don't—please don't—speculate on something that I am not able to announce today."

Key factor in color set prices is tube cost, which relates directly to the percentages of rejections off the production line. "That is the real problem," said Gen. Sarnoff, "because color tubes are difficult to produce. They have very, very narrow tolerances and it has been no secret to those engaged in the business that as many as 3 or 4 tubes sometimes have to be rejected before you can get one good one. We think we have reasonably licked that problem with our new 21-in. color tube.

"Our main effort has been to produce a tube which will be sturdy; which will not fringe at the edges; which will have uniform color; which will cover the entire face of the tube with uniform color; which will be of sufficient brightness; which will be of sufficient strength mechanically so that it can be shipped without suffering damage—a tube that will be simple enough to manufacture so that as you increase the quantity of production you can reduce the price at which it is sold.

"In other words, a color tube that will lend itself to mass production in the same way that the present 21-in. black-&-white tube does. That called for new practical inventions. It called for new methods of mounting. It called for a new type of mask. It called for a number of things that would not alter the quality of the color when the temperature affected the position of the mask, and so on . . . Those are the problems we believe we have solved."

"We have arrived at a point where I think that the developments and promise of color are so great that there is room for everybody and that there is no need for competitive mud-slinging. There is no need for running down the other fellow's achievement and accomplishment. TV is not the result of any one man's genius, nor even of any one organization's work. It represents the work of many fine minds in many different organizations."

Sitting in front of the audience was ex-FCC chairman

Wayne Coy, now half owner with Time Inc. and gen. mgr. of KOB-TV, Albuquerque, and NBC affiliate. Coy was in the forefront of the FCC decision favoring the incompatible field sequential system. Apparently, Gen. Sarnoff couldn't resist a sideswipe at CBS and its former espousal of incompatible color. He cued it to what he called CBS's theme: "Aren't you glad you waited for CBS color?" He said:

"We welcome the CBS into the respectable society of compatible color broadcasters, and we are glad that they finally decided to come in. I have every expectation that they will do a first-class job in that area of broadcasting, as they have done in the other areas where they have operated. But, for CBS to claim credit for having brought color broadcasting to its present stage, reflects a degree of shyness, modesty and self-effacement I wish I had.

"Figures are never interesting topics of conversation, but I might tell you that measured in terms of dollars, this leadership effort on the part of the RCA and NBC to bring color television to its present commercial stage, cost us \$50,000,000. RCA and NBC also spent \$50,000,000 before we sold the first black-&-white television receiver that rolled off our production lines.

"Now, \$100,000,000 over the past few years 'ain't hay,' as they say, even in these days of astronomical financial figures. That others will come in and reap rewards from our pioneering is only natural and to be expected."

As for color programming: "I think the time will be here, and not before very long, when a broadcaster will no more consider broadcasting a program in black-&-white only than a motion picture producer would today consider showing a film in motion only and without sound . . .

"And what shall one say about the commercials? If there are a reasonable number of color receivers in the hands of the American people, I can't imagine that any advertiser would be content to have his commercial message broadcast in black-&-white only. This conclusion, it seems to me, is adequately supported by the fact that hundreds of millions of dollars are being spent annually for color in newspapers, magazines, billboards and in packaging . . . Color broadcasting will be speeded and advanced by the demands of sponsors and their agencies for the transmission of their commercials in color."

Distributor Notes: CBS-Columbia appoints Home Products Inc., 907 Broadway, Cincinnati (Felix L. Kahn, pres.) . . . Raytheon appoints Chambers Electronics Supply Inc., Cincinnati (E. L. Chambers, pres.), Morrison Supply Co., Ft. Worth, and Bushland Radio Specialties, Chippewa Falls, Wis. (Roy W. Bushland, pres.) . . . Sylvania appoints Empire State Wholesalers Inc., Troy, N. Y. . . . Stromberg-Carlson appoints Wood-Alexander & Co., Locust St., Hartford (G. R. Wood, pres.) . . . Hallicrafters appoints Graybar, 624 Myrtle St., Louisville, and 1709 E. Columbia St., Evansville, Ind. . . . Olympic Radio appoints Wholesale Radio & Electrical Supply Co., San Francisco, replacing Joel Lapkin & Co. . . . G. M. Nutter Inc., Cleveland (DuMont) appoints Mrs. Kathleen L. Dilger as home service director . . . Zenith of New Jersey appoints J. Warren Russell sales mgr.

Harold R. Basford, 80, San Francisco Zenith distributor, died in that city Aug. 31.

Topics & Trends of TV Trade: Firmer price structure for major appliances is foreseen this fall by Aug. 31 *Journal of Commerce*, which reports after survey of manufacturers and distributors that unit sales for all of 1954 are expected to equal 1953, despite comparatively slow first half this year. It quotes Hotpoint spokesman as saying fall firmness is already under way in prices of washers, dryers and ranges.

Price cutting resulting from excessively high inventories and overproduction plagued major appliance industry in first 6 months of 1954—a condition somewhat comparable to TV. Result, story says, is that big Macy's dept. store in N. Y. marked down such items as GE refrigerator from \$290 to \$185, a Bendix washer from \$300 to \$240.

But as typical of industry's outlook for fall, it quotes spokesman for distributor Bruno-New York Inc. (Youngstown kitchens, Whirlpool washers, International Harvester refrigerators): "There'll be price shading indeed by retailers this fall. But on the basis of the increased tempo we've observed, there won't be consumer discounts as great as those which marked appliance sales through the bulk of this year."

* * * *

Admiral consolidates its electronic engineering and research staffs at main factory and general offices at 3800 W. Cortland St., Chicago, providing 20% more floor space and creating enough room for 2 additional laboratories—one for color, second for printed circuits. Ten labs are now concentrated in main plant—4 for black-&-white, 2 color TV, 2 advanced development, one radio & high-fidelity, one printed circuit. In addition, company continues to maintain color lab at Palo Alto, Cal., and an appliance engineering & research center at Galesburg, Ill.

Olympic Radio's 14-in. table model, using vertical chassis and listing at \$99.95, began going out to distributors this week. It's in leatherette, and called "Companion." Sales v.p. Herbert Kabat said distributor-dealer interest is "beyond expectations" but declined to say how many would be produced. Item will be backed with heavy advertising in next few weeks, mainly in magazines and Sunday supplements.

Electronics Reports: NBC will be experimenting by end of this year on everyday use of RCA's magnetic tape recorder demonstrated in Hollywood last winter (Vol. 9:45), chairman Sarnoff told NBC-TV affiliates at Chicago convention this year—but, even more startling, he also reported so much laboratory progress on an electronic air-conditioner and on a true amplifier of light that he feels confident the answers will be in sight within 2 more years. These are the 3 major developments that in 1951 (Vol. 7:39) he asked his Princeton lab to present him on his 50th anniversary with radio, which will be in 1956.

This week he spoke up about a new gimmick he called "Electro-Luminescence"—the tubeless TV set, not even with picture tube, which he foresaw perhaps 5 years from now. "We shall have," he said, "a screen on the wall of whatever size you wish to make it—small or large—and that screen will be connected directly by a small cable with a little TV box about the size of an average cigar box that can be placed anywhere in the room. No cabinet will be required and, if desired, screens can be placed in every room in the house.

"The TV box will contain the tuning and volume controls and the station selector. It will also have a remote control knob enabling one to make the picture of any desired size, either in black-&-white or in color, and to make it brighter or dimmer, adjustable by the viewer to suit his individual taste.

"Transistors will replace the present small tubes, and an electro-luminescent screen will take the place of the present cathode ray tube . . . Transistors one day will replace tubes, all but the picture tube in TV, and all tubes in radio sets. The only delay [is in] learning how to produce these transistors in large quantities at a price that will make them competitive with tubes. Progress is being steadily made. I shouldn't be surprised if within the next year or 2 you would see a considerable amount of transistors in radio sets."

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Raymond L. Sanford retired Aug. 31 as asst. chief of electronics & electricity div. of National Bureau of Standards, after 44 years with bureau. Carroll Stansbury is now chief of electronics section.

Trade Personals: Douglas Y. Smith, gen. marketing mgr., elected v.p. & gen. mgr. of RCA tube dept. succeeding Richard T. Orth, who joined Westinghouse Sept. 1 as v.p. in charge of electronic tube div. . . . Irwin B. Koenigsberg promoted to Emerson Radio purchasing director, replacing Robert J. Bahr, resigned . . . Glenn W. Thompson, pres. of Arvin Industries, also elected chairman, succeeding late Q. G. Noblitt; Harlan B. Foulke, v.p., named gen. chairman of newly-created growth & development committee . . . George Beier resigns as sales mgr. of Scott Radio Labs (Meck TV) . . . J. L. (Jud) Albers, Capehart-Farnsworth mid-southwestern regional sales mgr., named mgr. of distribution for parent company . . . Walter B. Varnum, from Kansas City office, named mgr. of broadcast equipment sales, RCA engineering products div., Camden, coordinating all departmental sales activities and planning under gen. sales mgr. E. C. Tracy; J. Edgar Hill, from Boston office, appointed mgr. of northern broadcast field sales, working out of Camden; John Almen takes over Kansas City office, Joseph P. Ulasewicz succeeds Hill at Boston . . . Wm. E. Nelson and Forest Knoper resign as Motorola sales promotion mgr. and art director, respectively, to form Advertising Promotions Inc., 184 W. Washington Blvd., Chicago, specializing in direct mail and point-of-sale programs . . . Victor B. Stepka named Crosley Dallas zone mgr., succeeding A. P. Cain, now west coast regional mgr. . . . D. M. Day, secy. of Federal Telecommunication Labs, takes on additional duties of treas. . . . Robert Finlay, Hallicrafters communications equipment factory rep in

several eastern states, adds metropolitan N. Y. to territory, taking over from eastern sales mgr. Hector Castellucci . . . Frank Bonner named Philco eastern district rep for appliances, Cleveland, replacing John G. Wolfe, resigned . . . Mike Goldman, ex-Peaslee-Gualbert Corp., Emerson's Georgia distributor, named Emerson southern regional sales mgr. . . . Dr. Frederick E. Terman, dean of Stanford U school of engineering, named a director of Ampex Corp. (recording equipment); Robert Sackman named mgr. of new instrumentation div. . . . C. D. Vannoy named controller of International Resistance Co. and member of its operating committee, succeeding Clarence Harding Jr., now gen. mgr. of Ircal Industries, IRC's Los Angeles subsidiary . . . James Vrungos, ex-Hughes Aircraft, named mgr. of govt. contracts for Electronic Control Systems Inc., Stromberg-Carlson's Los Angeles affiliate . . . Stanley Cohen, ex-Pacific Mercury, named Olympic Radio western sales mgr., replacing Walter Chase, resigned . . . Newton Cook promoted to jobber sales mgr., Chicago Standard Transformer Corp. . . . Robert J. Caldwell, ex-High Voltage Engineering Corp., Cambridge, Mass., named new products mgr., National Co. . . . Leon B. Ungar, Ungar Electric Tools Inc., Venice, Cal., elected pres. of Radio Parts & Electronic Equipment Shows Inc., sponsors of 1955 electronic parts show in Chicago, May 16-19 . . . Austin Rising, ex-v.p. of A. O. Sutton Corp., Wichita (air conditioners), joins RCA in undisclosed assignment under Robert A. Seidel, exec. v.p. for consumer products . . . Ned S. Underhill promoted to Capehart-Farnsworth purchasing agent.

Sept. will be AT&T's biggest month this year, in terms of new stations connected, since it plans to add 29 stations and 17 new cities to the 309 stations and 198 cities now getting network service. Some 1400 mi. of microwave, including 10-hop 302-mi. Amarillo-Albuquerque link, have been added. Stations to be connected: KOB-TV & KGGM-TV, Albuquerque; KALB-TV, Alexandria, La.; WLOS-TV, Asheville, N. C.; KFVS-TV, Cape Girardeau, Mo.; WUSN-TV, Charleston, S. C.; WKNA-TV, Charleston, W. Va.; WDSM-TV & KDAL-TV, Duluth; WTVD, Durham, N. C.; KGEO-TV, Enid, Okla.; WDAY-TV, Fargo, N. D.; WCMB-TV, Harrisburg, Pa.; WGTH-TV, Hartford; WKBT, La Crosse, Wis.; KPLC-TV, Lake Charles, La.; KLAS-TV, Las Vegas, Nev.; WMUR-TV, Manchester, N. H.; WMBV-TV, Marinette, Wis.; WALA-TV, Mobile, Ala.; WPFA-TV & WEAR-TV, Pensacola, Fla.; KOAM-TV, Pittsburg, Kan.; WMTW, Poland, Me.; KUTV, Salt Lake City; KFMB-TV, San Diego; KTIV, Sioux City, Ia.; KXJB-TV, Valley City, N. D.; WINT, Waterloo, Ind. Stations in Enid and Poland were due for connection over week end, Salt Lake City Sept. 7, Harrisburg Sept. 8, Marinette Sept. 10.

Ex-FCC Comr. Robert F. Jones took office Sept. 1 as chief counsel of Senate committee planning to investigate TV-radio networks and uhf, as designated by Chairman Bricker (Vol. 10:33-34). He said staff, due to submit report to Congress in Jan., has not yet been fully assembled. "Coordinator" Nick Zapple reported this week, and "minority counsel" Harry Plotkin is expected to join on return from vacation after Labor Day—though he hasn't yet announced acceptance. Temporary headquarters are in Senate Office Bldg.

First TV application in a month arrived at FCC this week—from El Mundo Inc. for Ch. 3, Mayaguez, P.R. Applicant is controlled by Angel Ramos, operator of WKAQ-TV, San Juan (Ch. 2) and publisher of newspaper *El Mundo*. In fight for Parma-Onondaga, Mich., Ch. 10, two of the applicants amended to specify share-time operation—Mich. State College, which operates WKAR-TV, E. Lansing (Ch. 60) and TV Corp. of Mich., 40% owned by WILS-TV, Lansing (Ch. 54). Three other applicants are seeking the channel.

ABC-TV made its own rules this week for good taste in advertisement of brassieres by Exquisite Form Co. on *Stop the Music* starting Sept. 7, declaring: (1) Garments must not pinch figure, resulting in cleavage. (2) Models must not be photographed in direct profile. (3) Models must not stand still too long or move suggestively. Exquisite Form spent \$25,000 to film 2-min. commercial, thru Grey Adv.

Oklahoma City's KWTW (Ch. 9) completed its 1572-ft. Ideco tower this week—"world's tallest man-made structure," 100 ft. higher than Empire State Bldg. It cost about \$750,000, represents one of the most unusual fabricating and erection jobs ever attempted. It has 12-bay RCA super-turnstile antenna, expects to be in operation with 50-kw RCA transmitter by Oct. 1.

A 3-hop private microwave is sought by WWTV, Cadillac, Mich. in application with FCC stating that station hopes to get it installed by Sept. 26. Since station is amply financed, being owned by set-maker Sparks-Withington (Sparton receivers), and since neither AT&T nor Michigan Bell objects or plans to provide facilities soon themselves, FCC grant should be coming through.

Another illegal booster was closed down by FCC recently—in Bridgeport, Wash. Operators apparently didn't know they were doing anything wrong. After operations stopped townsfolk got senators and congressmen to try to have booster continued, to no avail. Last such operation closed down was in Willits, Cal.

The 680-ft. self-supported tower of WBZ-TV, Boston, located on Soldiers Field Rd., broke off at about 200-ft. level during Aug. 31 hurricane. Winds of 100mph also toppled steeple of famed Old North Church. Tower crashed across studio-transmitter-office building, causing considerable damage but injuring no one. It also damaged transmission line to standby tower, and smashed car owned by sales mgr. C. Herbert Masse. Station was off air from 12:20 p.m. until 9:10 p.m., when standby 200-ft. tower with 3-bay antenna could be put into operation. Westinghouse expects to have WBZ-TV operating at full power and height within 30 days, having signed agreement to use WEEI-FM tower in Medford, near site of WNAC-TV.

NARTB tower insurance program, set up last year to provide uniform "all risk" coverage at equitable rates, has resulted in premium savings to broadcasters of up to 50%, according to annual report by Hufty, Eubank & Russell, NARTB insurance counselors. Report said program has resulted in "greater coverage and substantially lower rates for broadcasters to a degree that would have taken 10 or 15 years to accomplish in normal transition." It said success of program in first year has "revolutionized" insurance industry's attitude toward broadcaster coverage. Some 600 stations have benefited from program, said NARTB pres. Harold Fellows. It's available to all stations, members and non-members. Any station may submit its current policy to Hufty, Eubank & Russell, Marsh Bldg., Washington, for free confidential analysis and appraisal of its terms and will be provided with check-list of risk and property coverage.

Edward Lamb's request for names of persons, specific dates and places, in connection with scheduled Sept. 15 hearing on charges that he had falsely testified regarding alleged pro-communist leanings (Vol. 10:35), was opposed by FCC Broadcast Bureau this week. It called request a duplication of previous motions, said Commission didn't direct Bureau to disclose names, stated that Lamb is getting full "due process," asked that hearing not be postponed. Later in week, Lamb replied to this by saying that Bureau "clearly misconceives the nature" of his request and that he "is not requesting the names of witnesses, nor a recital of evidence that the Commission will produce. However, petitioner is requesting that the Commission state with particularity the dates, the specific acts and the persons to whom reference is made in only vague and general terms . . ."

Switch to Ch. 15 and waiver of mileage separation rules is sought by WMGT, Adams, Mass. (Ch. 74), which informed FCC that Ch. 74 antenna has burned out repeatedly and that engineers "have reluctantly come to the conclusion that the physical dimensions which are prescribed by the operating frequency do not allow large enough insulation spacing to handle the voltages involved in high power operation." Station reports operating loss of \$125,000, says it can't continue at that rate. WMGT is 68 mi. from WKNB-TV, New Britain, Conn. (Ch. 30) which, it says, has no objection to the switch even though rules prescribe 75-mi. separation.

Carl E. Haymond's KMO, Tacoma, Wash. (5-kw, 1360 kc), not included in recent \$300,000 sale of KMO-TV (Ch. 13) to J. Elroy McCaw (Vol. 10:28), has been sold for \$200,000 to Charles D. Hunter Jr., local attorney, and J. Archie Morton, of KIRO, Seattle. Haymond's remaining radio property is KIT, Yakima.

New York & Los Angeles key stations of NBC are expected shortly to ask FCC for changes in call letters to WRCA-TV & WRCA and KRCA-TV & KRCA, respectively, the better to identify relationship with parent company, which now uses "A service of RCA" as regular identifying announcement with call letters of all o-&-m stations.

Television Digest

with **ELECTRONICS** *Library* **REPORTS**

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GOOD COVERAGE FROM MOUNTAIN PEAKS: Height and still more height -- achieved both by tall towers (Vol.10:27-28) and by transmitters atop hills and mountains -- seems to be the order of the day in telecasting. It pays off in coverage, for in TV the factor of height is generally even more important than power.

All 3 mountain-peak stations that went on the air last week (Vol.10:36) tell us they're delighted, even surprised, at early reports of long-distance reception -- bearing out experiences of Mexico City's XEQ-TV (Ch. 9), which at 13,406-ft. Cortez Pass is the highest in the world, covering radius of 150 mi. or more (Vol.9:28-29); of KOB-TV (Ch. 4) & KGGM-TV (Ch. 13), using same tower atop 10,833-ft. Sandia Crest in Albuquerque area; of KSL-TV (Ch. 5) on 9445-ft. Coon Peak and KTVT (Ch. 4) on 8684-ft. Mt. Vision in Salt Lake City area; of the Los Angeles stations radiating from 5704-ft. Mt. Wilson; and of quite a few others.

"Beyond expectations" is phrase all 3 last week's starters used in replying to our telephone inquiries about initial test patterns. They admit responses are still somewhat sketchy, but they exude enthusiasm.

Most enthusiastic, probably because he had best system of reporting and because his primary area is so thickly populated (some 4,300,000 people), was chief owner of KQVR (Ch. 13) -- H. Leslie Hoffman, the TV-radio manufacturer. From atop 3849-ft. Mt. Diablo, which is about midway between Stockton & San Francisco, signal is achieving "fantastic distances," according to Hoffman, who got his reports from own distributors, dealers, servicemen, et al. He cites 200 uv/m signal strength at Fresno, 200 mi. south, "snow-free" signal at Reno, 150 mi. east, even a good report from Lone Pine, Cal., 330 mi. southeast across the Sierra Nevadas.

Primary service area being claimed is 90-100 mi., though Hoffman thinks it may show up even better when final radials are drawn. This embraces Stockton, where studios feed station via 35-mi. microwave relay, as well as San Francisco bay area and Sacramento -- all, he tells us, without any reorienting of receiving antennas. The \$700,000 project uses 25-kw RCA transmitter with special 12-bay antenna, giving 144-kw ERP. It's non-network, will accent sports in 4:30-11 p.m. initial schedule. First major sponsorship was Sept. 10 pickup, via AT&T microwave, of San Francisco 49ers-Los Angeles Rams grid game for Burgermeister Beer from San Francisco Coliseum.

* * * *

Atop 6288-ft. Mt. Washington, N.H., CBS-affiliated WMTW (Ch. 8), with 105-kw ERP, has received good reports from Montreal and Worcester, each about 150 mi. away, as well as other distant points. Last week's hurricane blotted out power in many homes in primary area, interfering with measurements, said gen. mgr. John H. Norton Jr., so it's too early to be specific about coverage patterns.

On 4393-ft. Mt. Mansfield, WMVT, Montpelier, Vt. (Ch. 3), also CBS affiliate and still on test patterns, has tabulated these measurements reported by servicemen around its contiguous rugged mountain terrain: Rutland, Vt. (64 mi.) 800-900 uv/m;

Lebanon, N.H. (68 mi.) 900 uv/m; Montreal (80 mi.) 500 uv/m. It has had reports of good pictures from as far away as Manchester, N.H., 124 mi., and Northfield, Mass., 130 mi. "But what has delighted us most," says v.p.-gen. mgr. Stuart T. Martin, "is the way we're getting down into the valleys without the slightest indication of shadows in our market." WMVT's power is 18.3-kw ERP.

BRICKER STAFF STARTING OUT QUIETLY: No fireworks can be expected from first phase of Senate investigation of TV-radio networks and vhf-uhf problems, despite suspicion in industry that it's designed to be a "witch hunt" (Vol.10:35-36). Quiet study at staff level is immediate outlook as Senate Commerce Committee officially confirmed that ex-FCC asst. gen. counsel Harry Plotkin will be "minority counsel" for probe directed by ex-FCC Comr. Robert F. Jones and "coordinated" by Committee's communications counsel Nick Zapple. Plotkin takes leave from Arnold, Fortas & Porter as of Sept. 20, goes on payroll at \$11,646 a year -- same pay as Jones and Zapple.

Investigation is Sen. Bricker's baby from start to finish, though nominally under aegis of full Committee. Staffers await his return to Capitol to outline the course he expects it to follow. Meanwhile, both Senator's and Committee's staffs make it clear that all publicity will be shunned during initial phases of study, all requests for information to be funneled to Sen. Bricker's office and/or to clerk of the full Committee. Much of the initial study will be non-controversial -- laying ground rules, researching network affiliation practices, looking into broadcasting.

One of Sen. Bricker's reputed aims is inquiry into alleged "editorializing" by network commentators. But he has said no public hearings will be held until the Senate reconvenes in Jan. -- and of course whole probe could die then if GOP loses control of Senate. But there's nothing to prevent him from holding hearings as one-man committee any time he chooses. His subpoena powers can be used by staff investigators to get information. Funds for the preliminary study come from the \$90,000 left in Committee's till earmarked for investigations.

FCC CRACKING DOWN ON VHF LAGGARDS: Commission got tough with 3 vhf CP holders this week -- denying them more time to build unless they come up with good explanations. Another vhf turned in CP Sept. 10 -- KTLV, Rapid City, S.D. (Ch. 7), whose ownership interlocks with WMIN-TV, St. Paul, and KELO-TV, Sioux Falls, S.D. Grantee simply told Commission it had decided not to build, presumably for economic reasons.

One uhf grant was issued this week -- to John L. Booth, Michigan broadcaster, for Ch. 50 to WJLB, Detroit. And an initial decision came from examiner Basil Cooper, preferring KARM over KFRE for Ch. 12 in Fresno, Cal. because KFRE has permitted "excessive commercialism" and he felt grant to KARM would enhance competition.

CP holders on carpet are KHTV, Hibbing, Minn. (Ch. 10), KLYN-TV, Amarillo, Tex. (Ch. 7) and educational WTHS-TV, Miami, Fla. (Ch. 2). Commission told them it couldn't find that they'd done anything towards construction, indicated they'd have to come up with good excuses or lose permits. It's first time educational grantee received such brisk handling by Commission. Only Comr. Hennock dissented.

Examiner Cooper's decision is novel in some respects. He held that KFRE (Paul Bartlett, 57% owner) and KARM (Hattie Harm 50%, Clyde Coombs 50%) were about equal in all factors except "commercialization." He noted: "Station KFRE, operating with 50-kw power, sells time to Fresno merchants but the local merchant's advertising contract is subject to cancellation or renegotiation in the event a regional or national advertiser wishes to use the time and pay therefor at the higher rate. While it may be, as contended by Mr. Bartlett, that the local merchant is not interested in advertising beyond the trade area of Fresno, the fact remains that the high dollar of the national advertiser determines whether the Fresno merchant does or does not remain on the station."

Cooper also stated that KFRE has carried up to 7-8 spots in 15-min. program in 1950. This was no "act born of desperation," Cooper said, because KFRE grossed \$497,456 and netted \$144,508 before taxes that year.

Competitive situation in Fresno would be improved, Cooper held, if 5-kw KARM got "the only maximum power Fresno vhf TV station" to pit it against the "giants" -- naming McClatchy with its newspaper & TV-radio stations and the 50-kw KFRE.

3 MORE STARTERS AS EDUCATIONAL QUILTS: Second outlets in Charleston, S.C., Ft. Wayne and Bangor, Me. are this week's crop -- and educational TV's first casualty brings on-air total to 402 (123 of them uhf). Station quitting air is KTHE, Los Angeles (Ch. 28), second educational to go into operation, first being Houston's KUHT. It operated sporadically about a year, this week told FCC it was going off for 90 days from Sept. 10, though actually it has been dark since Sept. 2. Week's starters:

WUSN-TV, Charleston, S.C. (Ch. 2) begins testing this week end with 25-kw RCA transmitter, 850-ft. Kimco tower and 6-bay superturnstile antenna. Target date for commercial operation is Sept. 25, when it interconnects with NBC and DuMont. It's city's second outlet -- WCSC-TV (Ch. 5) having started last June. Chief owners are group headed by J. Drayton Hastie, with Charleston News & Courier and Post owning co-equal 25% (later to be 30%) and with 150 local residents to own remaining 40%. Same company owns radio WUSN (250 watts on 1450 kc, MBS), the newspaper company having recently sold its WTMA (5-kw on 1250 kc, NBC) to avoid duopoly (Vol. 10:26). Mr. Hastie is pres. & gen. mgr.; Theodore D. Maybank, brother of the late Senator, v.p.; Douglas Bradham, director of operations & asst. mgr.; Philip D. Porterfield, ex-NBC & WOR-TV, sales mgr.; Edward Brant, local sales mgr.; Robt. M. Cawley, program mgr.; Walter Nelson, chief engineer. Base rate is \$300. Rep is H-R Television.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15) starts test patterns Sept. 11 and begins Sept. 26 as CBS primary and first competition for WKJG-TV, Ft. Wayne (Ch. 33), which opened in Nov. Offices are in Ft. Wayne's Lincoln Tower, studios in Waterloo. GE 12-kw transmitter and 800-ft. tower with 5-bay antenna are at "highest point in all of northern Indiana," 16 mi. north of Ft. Wayne. Controlled by pres. R. Morris Pierce and other principals in Cleveland radio WDOK, minority interest is held by John Patt and other principals in Detroit's WJR, which has CP for WJRT, Flint, Mich. (Ch. 12). Ben B. Baylor Jr. is v.p.-gen. mgr.; Robert C. Currie Jr., program mgr.; Charles Wallace, chief engineer. Base rate is \$300. Rep is H-R Television.

WTWO, Bangor, Me. (Ch. 2), second local TV project launched by the veteran Murray Carpenter, began testing Sept. 9, goes on commercial schedule Sept. 12 with no network as yet indicated. Mr. Carpenter formerly was co-owner of WABI-TV, Bangor (Ch. 5), which started in Jan. 1953; he sold his interest, and ex-Gov. Hildreth, now Ambassador to Pakistan, is present chief owner. He also recently sold his radio WGUY in order to concentrate on TV. Mr. Carpenter is gen. mgr.; Clifton Reynolds, production mgr.; Wm. Clark, operations mgr. Rep is Venard, Rintoul & McConnell.

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The Los Angeles uhf that's quitting had been on 2-hour day for most of time since it started in Aug. 1953. In view of paucity of uhf receivers in area, it's quite unlikely to be revived despite fact that civic leaders are to meet Sept. 16 to determine what, if anything, can be done to salvage it. After millionaire oilman Capt. G. Allen Hancock withdrew support (Vol. 10:24), U of So. California said it would operate KTHE (originally KUSC-TV) until June 30, 1955 pending take-over by a community group (Vol. 10:32). But the university, which had been lukewarm from the first about operating a TV station, decided that operating costs were too great. In city with 7 vhf stations serving some 1,500,000 TV sets, there are fewer than 15,000 uhf receivers, according to Los Angeles TV manufacturer H. Leslie Hoffman.

INDUSTRY URGES COLOR TUBE STANDARDIZATION: With RCA preparing to demonstrate 21-in. round metal-cone color tube at Princeton Labs Sept. 15, with CBS-Hytron already in production of 19-in. all-glass round tube, with Corning Glass due to sample all tube makers with 21-in. round all-glass bulbs before end of this month and then with a 22-in. rectangular all-glass bulb next month -- the cry for "standardization" in color tubes is already becoming more insistent at all levels of the industry.

Those set makers who don't produce tubes themselves are particularly anxious for tube makers to settle down to a very few types and sizes of tubes as quickly as possible -- worried lest they be forced to tool and retool without ever producing enough sets of one type to bring costs down.

It looks as if RCA's 21-in. and CBS-Hytron's 19-in. will constitute most of

color tube production for balance of this year -- because they seem to have capacity to meet any foreseeable demand. CBS-Hytron is supplying CBS-Columbia, which says it's producing 2000 sets in next 7 weeks and is ready to build 3000 more "if conditions warrant." Curiously, CBS-Columbia reports that its bottleneck is tuners, not tubes. In addition, CBS-Hytron is supplying Motorola, Westinghouse, Admiral and others not identified. Admiral is taking some 4-500 now.

Though RCA has said nothing about quantity yet, it's certainly capable of producing 10-25,000 tubes or more for its set-making arm and other receiver makers by year's end. If public demands more than 25-50,000 sets this year at \$800-\$1100, a lot of industry merchandisers are going to be surprised.

If color doesn't catch on this season, surely size of picture won't be to blame -- for there's ample historical proof that 19-in. and 21-in. are perfectly satisfactory. There wouldn't be much percentage in tinkering with tube shape and size; improvements would have to come in price and programs.

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CBS is principal sponsor of the 22-in. rectangular, stresses that it will fit into same cabinet as 19-in. But samples of finished 22-in. aren't expected for 6 months or so -- hence it looks as if CBS may be planning to counterattack with the 22-in. in event RCA's 21-in. beats out CBS 19-in. (Vol. 10:36). Meanwhile, everyone will be happy when the "right" tube is found and expensive seesawing lets up.

One company hopeful of standardization is I-T-E Circuit Breaker, maker of metal shell and faceplate for RCA's tube. Now supplying only to RCA, I-T-E expects to offer samples to others after RCA's demonstrations next week. Gen. sales mgr. W.S. Hubbs reports "very strong" interest among several other customers. As for rectangular metal shells, he says I-T-E will make whatever industry wants, having had experience in making "well over 1,000,000" rectangulars for black-&-white. "But," he adds, "tube makers don't yet know how to put the electronic elements of a color tube into a rectangular unit."

Corning pres. Wm. C. Decker, speaking of 21-in. round and 22-in. rectangular all-glass samples he's shipping soon, says it's too early to tell which direction industry will go. Immediate interest is in 21-in., he reports, but "there seems to be long-run interest in the 22-in. rectangular." Corning is making the 19-in. round bulbs for CBS-Hytron. The 21-in. round is its answer to the I-T-E 21-in. metal.

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All eyes are on RCA's demonstration next week, not only because it's first showing of 21-in. tube, but because of RCA's promise to tell about simplified and improved circuitry which it says "reduces the number of tubes and components and results in significant reduction of costs" (Vol. 10:29). Matter of fact, some set makers are more interested in circuitry than in tube, because general principles of tube have already been disclosed (Vol. 10:29) and because circuitry is the field in which each can experiment independently.

Importance of improved circuitry is well illustrated by fact that one major set maker recently started production of 19-in. with 29 tubes, found he had cut too deeply into performance, had to redesign chassis with more tubes.

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RCA demonstrates for newsmen morning of Sept. 15, for licensees that afternoon and next day. Most big guns of the industry will be there -- some of them not too enthusiastic about color talk in general. Some insist that color activity is a lot of competitive claims and carefully-staged demonstrations, little more; that public just won't go for color at prices offered; that appeal of color generally is overrated by those who have tubes to sell and patent licenses to be signed; that it's a shame to risk depressing now-flourishing black-&-white market.

But few in TV manufacturing or broadcasting will dispute plain fact that the future of TV is color. It's on the timetable and method of introducing it that they want to argue -- even to urge soft-pedaling of trade talk about it in the face of the TV-radio networks' intensive publicity campaigns and expanding color schedules.

Personal Notes: Edward A. Larkin named eastern sales mgr. of CBS-TV Spot Sales, succeeded as midwestern sales mgr. by Jack Schneider . . . Richard Drummy, ex-Petry, named ABC-TV west coast sales mgr. . . Milton L. Maier, ex-RKO, joins CBS Inc. as gen. mgr. of real estate; Louis R. LaPorte, recently with Design Services Co., named gen. mgr. of construction & building operations . . . Charles Oppenheim promoted from CBS Radio adv. & sales promotion to CBS-TV director of press information, succeeding David Jacobson, who resigned to open own publicity firm called Public Relations Inc. . . E. R. (Curly) Vadeboncoeur, pres. of WSYR-TV, Syracuse, and Mrs. Vadeboncoeur leave Sept. 20 on flying trip to England, where he will deliver several speeches on behalf of the English Speaking Union . . . Martin Codel, publisher of *Television Digest*, with Mrs. Codel fly to London Sept. 20 on month's business and vacation trip . . . Robert Swezey, WDSU-TV, New Orleans, named chairman of NARTB's new employer-employee relations committee . . . John Patt, pres. of WJR, Detroit, succeeds Kenyon Brown, KWFT, Wichita Falls, as chairman of CBS radio affiliates committee . . . Joe Merkle, ex-ABC-TV regional station relations mgr., Sept. 20 becomes gen. mgr. of WTCN-TV, Minneapolis, succeeding Edward G. Smith, now mgr. of WTVH-TV, Peoria . . . V. V. Clark, gen. mgr. of KOOK-TV & KOOK, Billings, Mont., elected pres., Joseph P. Wilkins, pres. of KFBB-TV & KFBB, Great Falls, v.p. of Montana Radio Stations Inc. . . Merriman Holtz resigns as mgr. of DuMont film syndication dept. . . Ray Dietrick promoted to production supervisor of KEYT, Santa Barbara, Cal. . . Frederic S. Bailey, ex-gen. mgr. of WTAO-TV & WTAO, Boston, now mgr. of radio WBMS, Boston . . . S. Perry Jenkins, ex-chief engineer, WRBL-TV, Columbus, Ga., appointed

Standard Electronics district sales engineering mgr. for southeastern U. S., headquartering in Atlanta . . . Lester J. Richards, ex-WLAM-TV, Lewiston, Me., now production mgr. of new WMTW, Poland Spring, Me. (Ch. 8) . . . William Rambo, ex-Vitapix Corp., N. Y., named asst. sales mgr. of new KOVR, Stockton (Ch. 13) . . . Robert M. Cawley, ex-WCHS-TV, Charleston, W. Va., named program & production mgr. of WUSN-TV, Charleston, S. C. (Ch. 2), due Sept. 15 . . . Richard Krolick, ex-*Life Magazine* TV director, joins NBC partic. program dept. . . Joseph C. Cook, ex-KSTP-TV & KSTP, St. Paul, appointed supervisor of TV network on-the-air promotion in national audience promotion dept. under mgr. Clyde Clem . . . S. John Schile, sales mgr. of KUTV, Salt Lake City and pres. of Salt Lake Ad Club, named gen. mgr. of newly authorized KLOR, Portland, Ore. (Ch. 12), still involved in competitive dispute (Vol. 10:36) . . . James Eskilson promoted to studio-production mgr., Ray Dietrick to film & public events chief, Bill Huddy to news editor of KEYT, Santa Barbara, Cal. . . Don Ward, ex-Blair TV, named Chicago office mgr. of newly-formed Hoag-Blair Co., TV station rep firm; office is at 737 N. Michigan Ave.

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Big party for Ben Gross, popular TV-radio columnist for *New York News* and dean of all TV-radio editors, is planned by all networks and TV stations as well as leading AM operators Oct. 5. Occasion is his 30th anniversary in the business, also publication date of his new book *I Looked and Listened* (Random House). Place is Toots Shor's, 6-9 p.m. In Chicago, meanwhile, surprise testimonial luncheon Sept. 3 for Larry Wolters, veteran *Chicago Tribune* radio editor, was thrown by his local newspaper colleagues, press agents, et al.

SUBSCRIPTION-TV proponents, encouraged by recent favorable comment by Sen. Schoeppel (R-Kan.), are expected to hasten efforts to get FCC to give serious attention to their ideas. Next month or 2 should see more petitions and comments filed with Commission urging immediate consideration of pay-TV proposals.

The 3 principal proponents — Paramount's International Telemeter, Skiatron, Zenith—have had attorneys, economists and publicity men working on subject for some time, and it's likely that one or more of them will file petition with Commission soon. Their hope is that FCC will now consider TV station expansion well enough underway to lend an ear to fee-TV concept.

For long time, aim has been to get Commission to start rule-making proceedings that would culminate in authorization of pay-as-you-look TV. Now, there's a school of thought that believes rule-making unnecessary—that FCC's job is simply to let them go ahead as long as they don't create interference problems.

It's urged that FCC didn't insist on rule-making before allowing start of radio advertising, networking, transitcasting, etc. and that subscription TV, therefore, should be permitted to "be born" before efforts are made to regulate it. Whether FCC will buy that idea is anyone's guess—though currently-constituted Commission is less "regulation-minded" than it used to be.

Aside from the FCC angle, there's still the major question whether subscription-TV idea is economically sound. If hopes are being placed on current "A" movies for bulk of program fare for which public might be willing to pay, such hopes would seem to be fading with the current resurgence of prosperity among movie producers (see p. 6).

Encouragement given by Sen. Schoeppel stems from 1½-page statement he inserted in Sept. 1 *Congressional Record*, in which he seemed to regard fee-TV as panacea for virtually all of TV's economic ills. He's member of Senate Commerce subcommittee that refereed uhf-vhf

fight, is thus receptive to anything promising additional revenues for hard-pressed stations. He said he's very much impressed with arguments of Zenith publicist Millard Faught and he urged FCC to explore subject while Congress is in recess.

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Agreement between Box Office TV Inc. and Actors Equity, announced this week, removes biggest obstacle from path of plans to theatre-televisé Broadway hits. BOTV announced it will "proceed immediately" to bring at least 3 shows to the theatre-TV circuit, beginning with *Seven-Year Itch*, and with *Teahouse of the August Moon* and *Solid Gold Cadillac* as other possibilities. Pact calls for payment of week's salary to each actor, with minimum of \$342.50 for actors, \$83.50 for extras. For future theatre-TV dramas, after first series of 3, there are additional provisions for extra payment to actors and all other members of company as well as to Equity Welfare Fund for telecasts beamed to more than 40 theatres. Plays will be televised uncut, from the theatres where they are now playing. Meanwhile, Nate Halpern's Theatre Network TV announced that record 67 theatres have been cleared for Sept. 15 Marciano-Charles heavyweight title bout from Yankee Stadium, with total expected to reach over 70.

Richard Reinauer takes 6-week leave as a director at radio WMAQ, Chicago, to be director of Freedom Festival pageant depicting struggle against communism, at Chicago's International Amphitheater Sun. Oct. 3. Bishop Bernard J. Sheil requested Reinauer's appointment.

Closed-circuit TV medical symposium on high blood pressure will be conducted in 23 cities Sept. 23 from CBS New York studios under auspices of American College of Physicians and Wyeth Laboratories, with some 5000 physicians expected to attend.

Latest closed-circuit user is Frankfort Distilleries, Sat. Sept. 23, at 2 p.m., via Theatre Network Television Inc. to trade groups in 27 theatres in 20 cities.

Telecasting Notes: Average weekly earnings of employes engaged in making films for theatre and TV reached record \$132.20 for July, reports California Dept. of Industrial Relations. This is up \$15.29 from July, 1953. That TV is big factor in this rise, is evident from fact that producers of theatrical films are currently experiencing shortage of skilled workers, even though fewer features are being made now than in previous years. It's estimated more than 900 hours of TV film, equivalent to 450 two-hour feature pictures, were produced in Hollywood from July, 1953 to July, 1954 . . . "Picture shortage" is actually the cry of movie exhibitors now, and Sept. 8 *Variety* gives better pictures and more of them as reason why boxoffice is so much better; it forecasts a minimum of 74, possibly as many as 82, pictures which this year will exceed \$2,000,000 . . . 20th Century-Fox refutes oft-told story of diminishing picture houses with statistics showing 10,043 regular houses and 4285 "ozoners" as of last Aug. 31—first such figures since MPA's 1948 report showing total of 18,351 operating theatres (very few drive-ins then). These figures, says *Variety*, "would tend to contradict the impression that there's been a wholesale shutting of theatres within the past 2 or 3 years" . . . Robert Carson, noted film writer, joins CBS-TV Hollywood Sept. 7 to work on new programs . . . "Slimmest programming category" in TV, as *New York Times* puts it, is good music—and DuMont's WABD, starting Sept. 15, will carry N. Y. Concert Orchestra and Choir in *Concert Tonight*, Wed. 9-10 p.m., before invited audience in Adelphi Theatre . . . The Christophers (Rev. James Keller, 18 E. 48th St., N. Y., director) have expanded film series to half hours, using big-name talent, reporting they will be placed on 246 stations for 52 weeks . . . Program on 7 Ohio stations put on by medical societies, titled *Prescription for Living*, keyed from WXEL, Cleveland, gets big play in article captioned "Health Show" featured in Sept. *Today's Health*, published by American Medical Assn. . . . Perpetual Building Assn. has taken on sponsorship of 2 days of *District of Columbia Public School Series*, 5-year-old educational show on WNBW, Washington, offering different subject each weekday and watched in the elementary schools, 2:45-3 p.m.; agency is Kal, Ehrlich & Merrick . . . TV ranks poor 4th among supermarket ad media, according to survey of members of Super Market Institute, which found 93% of 396 companies responding (3504 stores) used newspapers last year, 53% radios, 38% handbills & circulars, 18% TV . . . All-out promotion campaign by ABC-TV, starting Sept. 17, has more than \$1,000,000 budget, including \$350,000 worth of newspaper ads in 5 cities where it owns stations, billboards, car cards, TV-radio spots, etc. . . . Bartell enterprises, which include WOKY-TV, Milwaukee, and WMTV, Madison, have allotted token issue of stock to 15 top employes, amounts undisclosed.

NARTB film committee meets at Chicago's Conrad Hilton Hotel, Oct. 4-5, with agenda not yet determined. Members are Harold See, KRON-TV, San Francisco, chairman; Paul Adanti, WHEN-TV, Syracuse; John Esau, KTVQ, Oklahoma City; Joseph L. Floyd, KELO-TV, Sioux Falls, S. D.; Klaus Landsberg, KTLA, Los Angeles; Elaine Phillips, WSPD-TV, Toledo; Irving Rosenhaus, WATV, Newark; Raymond Welpott, WRGB, Schenectady.

Voice of America will complete move from New York to Washington by Nov. 1, according to U. S. Information Director Theodore C. Streibert.

Five new community antenna accessories offered by RCA: uhf converter, broadband sweep converter, low-noise preamplifier, vhf crossover network, line voltage regulator.

Sets-in-use totaled 31,036,000 as of Aug. 1, reports NBC research dept., 319,000 having been added during July.

ADVERTISERS ARE CUTTING other media to pay for TV, says Sept. 11 *Tide Magazine*, citing facts and figures to prove it. According to article based on PIB and Media Records advertising figures, the old assumption that TV expenditures are "new money" is becoming less and less true with the expansion of TV markets and higher program, production & time bills. *Tide* points out:

In 1953, only 2 of PIB's 28 industry classifications—confectionery & soft drinks and jewelry—didn't raise their total budgets enough above pre-TV 1948 to make up for TV expenditures. But between first 6 months of 1953 & 1954, ten industries "increased their TV budgets more than they did their total ad budgets"—including the big-spending food, drug, household equipment, furnishings, soap and tobacco industries. "During the first half of 1954, [all] advertisers upped their total budgets by \$50,800,000; increases in TV expenditures, however, accounted for \$45,500,000 of it," says *Tide*. "When you deduct from the total budgets those advertisers which don't use network TV at all, it's obvious that total media expenditures haven't kept pace with TV's gains—clearly, some media are being slashed."

Which media? Radio is one, of course, but by no means the only one. *Tide* names big advertisers, showing large slashes in magazines and newspapers, too. "Among the top 100 national advertisers in 1953 [*TV Factbook No. 19*, pp. 11 & 31], exactly 22 spent more in TV than they had raised their over-all budgets over 1948 levels. Between the first 6 months of 1953 & 1954, another 24 national advertisers out of the top 100 increased their network TV budgets more than their over-all budgets. In other words, 46 of the top 100 advertisers cut other national media either last year or this to pay for their TV coverage." Article lists the 46 (from Procter & Gamble through Gulf Oil) together with figures showing TV & total ad expenditures and cuts in other media.

Meanwhile, Sept. 6 *Sponsor* reports BBDO is agency with "biggest talent and production stake in network TV," with talent billings for 1954-55 season of about \$336,000 weekly. Young & Rubicam is rated second with \$285,000 weekly, then J. Walter Thompson \$260,500, McCann-Erickson \$162,800, Leo Burnett \$129,500.

All CBS's TV profits before taxes came out of o-&-m stations until last year, CBS stipulated in St. Louis Ch. 11 hearing last week. In 1953, however, 34% came from network operations, 66% from stations. One of CBS's arguments for St. Louis grant is that it needs station profits to support network program experimentation. For CBS Radio, stations supplied 56% of profits in 1953, 69% in 1952, 57% in 1951, 54% in 1950. As for gross income (before frequency discounts, etc.), TV network produced \$124,500,000 in 1953, while stations brought in \$23,600,000. In 1952, figures were \$87,700,000 and \$12,400,000 for TV network and stations, respectively. In 1953, CBS radio network produced \$66,600,000, stations \$21,300,000. In 1952, figures for radio were \$64,900,000 and \$21,500,000, respectively.

"Golden Mike Awards" presented by American Legion Auxiliary during recent convention in Washington: Patriotic programs — TV, ABC-TV's *Cavalcade of America*; radio, MBS' *I Was a Communist for the FBI*. Family — TV, CBS-TV's *I Love Lucy*; radio, NBC's *One Man's Family*. Children — TV, NBC-TV's *Ding Dong School*; radio, ABC's *Lone Ranger*. Auxiliary also presented special inscribed silver tray award to Mrs. Wm. Corwith, NBC supervisor of public affairs programs, a past pres. of the Auxiliary.

FCC dismissed "with prejudice" the uncontested application of KRAM for Las Vegas Ch. 13 for "failure to prosecute application."

Station Accounts: No disbeliever in films or in the repeat-performance idea, General Teleradio's WOR-TV, New York, will carry the new GT film package of feature films, all new on TV and recently acquired from Bank of America for reputed \$1,500,000, on schedule of twice a day for full week plus 2 extra performances Sat. & Sun. In other words, each film will get 16 showings in one week; there are 30 films, so schedule is good for 30 weeks . . . Six sponsors have been signed for *Million Dollar Movie*, as show is titled, and it will go on daily at 7:30-9 p.m. & 10-11:30 p.m., with extra showings Sat. & Sun. 4:30-6 p.m. Sponsors are Liggett & Myers, thru Cunningham & Walsh; Piels Beer, thru Young & Rubicam; Rival Dog Food, thru Charles Silver Co.; Pellex Cream, thru Dowd, Redfield & Johnstone; Vick Chemical, thru Morse International; Sterling Drug, thru Dancer-Fitzgerald-Sample. Two more will be handled. Each advertiser pays about \$4000 per week for a one-min. commercial in each showing, and in addition the station is trying to sell packages of eight 20-sec. spot adjacencies per week for \$1000 each which it says is less than cost of a single spot in similar Class A time on WNBT or WCBS-TV . . . Virtually 100% film after 7 p.m., WOR-TV has heavy schedule of half-hour and 15-min. telepix, some of them re-runs of network shows; most recent purchases were *Famous Playhouse*, *Cowboy G-Men*, *Telecomics* . . . Bisquick (General Mills) and Log Cabin Syrup (General Foods) join in Oct. in national pancakes-&-syrup promotion, using TV-radio with other media . . . TV Spots, Hollywood, reports it's preparing film spots for Skippy Peanut Butter, Life Magazine, National Van Lines, Household Finance Co., Lipton Tea, Hoffman Radio . . . Tombstone maker in Rome, Ga. buys 20-sec. spot in WROM-TV's *Saturday Jamboree* at \$15 and claims his gross sales have doubled since mid-April, reports *Sponsor*; copy and pictures are straight sell, stress beauty & craftsmanship, eschew the sentimental approach . . . Among advertisers currently reported using or preparing to use TV: Lydia O'Leary Inc., N. Y. (Spotstik blemish concealer), thru Dowd, Redfield & Johnstone, N. Y.; Adolph's Food Products, Burbank, Cal. (meat tenderizer), thru Erwin, Wasey & Co., N. Y.; Marcalus Mfg. Co., E. Paterson, N. J. (Marcal paper napkins), thru Calkins & Holden, N. Y.; Seeck & Kade, N. Y. (Pertussin), thru McCann-Erickson, N. Y.; Pepperidge Farm Inc., Norwalk, Conn. (bakery products), thru Kenyon & Eckhardt, N. Y.; Melton Industries, Reno, Nev. (Melton Movie viewer), thru Degner & Assoc., Reno; Hassenfield Bros., Central Falls, R. I. (Mr. Potato Head plastic toy), thru Bo Bernstein & Co., Providence; White King Soap Co., Los Angeles (White King liquid detergent), thru Raymond R. Morgan Co., Los Angeles; Lion Oil Co., El Dorado, Ark. (petroleum & chemical products), thru Gardner Adv. Co., St. Louis; Clicquot Club Co., Millis, Conn. (canned soft drinks), thru Cunningham & Walsh, N. Y.; Boyle-Midway Inc., div. of American Home Products Co., N. Y. (Easy Off oven cleaner), thru Geyer Adv., N. Y.; Ham-Pat Mold Co., Yonkers, N. Y. (Ham-Pat utensil for preparing hamburgers), thru Wm. Warren, Jackson & Delaney, N. Y.; Maple Leaf Milling Co., Montreal (Monarch cake mix), thru Cockfield, Brown & Co. Ltd., Montreal.

Advertest Research polled 755 TV homes in metropolitan N. Y. in June in 64th monthly survey, and found: (1) Best remembered commercials, judged on sight & sound tests, were sponsored by (in order) Lucky Strike, Chesterfield, Philip Morris, Schaefer Beer. (2) More than 50% preferred cartoons and actual demonstrations of product in commercials. (3) About 50% said they watched commercial with less interest than program itself, about 17% with same interest, balance indicated they paid little attention to commercials.

Network Accounts: Cadillac and Chevrolet signed as partic. sponsors of Steve Allen's *Tonight* on NBC-TV starting Sept. 27, Mon.-thru-Fri. 11:30 p.m.-1 a.m.—joining Polaroid, signed as first sponsor few weeks ago. About 25 affiliates have been cleared thus far, with expectation that at least 31 will be cleared before show goes on air. Accent will be on comedy and jazz, supplemented by remote coverage of N. Y. area events. It's supervised by exec. producer Mort Werner and producer Bill Harbach . . . Toni to sponsor *The Duke* on NBC-TV starting Sept. 18, Sat. 8:30-9 p.m., thru Weiss & Geller . . . Remington Electric Shavers and Esquire Shoe Polish to be alt. sponsors of *Masquerade Party* on ABC-TV starting Sept. 29, Wed. 9-9:30 p.m., former thru Young & Rubicam, latter thru Emil Mogul . . . Instant Maxwell House Coffee to sponsor *December Bride* on CBS-TV starting Oct. 4, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Pharmaceuticals Inc. to sponsor *One Minute, Please* on DuMont starting Sept. 24, Fri. 9-9:30 p.m., thru Edward Kletter Assoc. . . . Hartz Mountain Products (bird feed) to sponsor *Captain Hartz & Pets* on NBC-TV starting Oct. 3, Sun. 11-11:15 a.m., thru Kenneth Rader Co. . . . Consolidated Cosmetics (Lanolin hair preparation) to sponsor *They Stand Accused* on DuMont starting Sept. 9, Thu. 8-9 p.m., thru Frank Duggan Adv., Chicago . . . Serutan buys Mon.-Wed.-Fri. 12:15-12:30 p.m. portion of *Bob Smith Show* on NBC-TV starting Sept. 27, Mon.-thru-Fri. 12-12:30, thru Edward Kletter Assoc. . . . Hamm Brewing Co. and Drewry's Ltd., breweries, buy *Greatest Pro Football Plays of the Week* on DuMont starting Sept. 30, Thu. 8-8:30 p.m., former in 10 western markets thru Campbell-Mithun, Minneapolis, latter in 5 midwestern markets thru McFarland Aveyard, Chicago . . . Mogen David will put 80% of its record \$2,000,000-plus 1954-55 ad budget in TV, reports Sept. 6 *Advertising Age*, with \$1,600,000 for *Dollar a Second* on 144 ABC-TV stations, \$150,000 for radio, \$250,000 for outdoor, nothing for magazines or newspapers, thru Weiss & Geller . . . P. Lorillard (Kent cigarettes) sponsors *Father Knows Best* starring Robert Young on CBS-TV starting Oct. 3, Sun. 10-10:30 p.m., thru Young & Rubicam.

Republican National Committee plans first network time purchase Oct. 8, National Precinct Day, with live 30-min. show originating "outside of Washington" and featuring political talks by top-level party leaders, possibly including President Eisenhower. Beyond Oct. 8, national TV schedule is indefinite—spokesman saying "we'll strike while the iron is hot and as issues develop." He said some state committees are planning state-wide saturation campaigns on TV on behalf of local candidates. Democrats say they plan no network purchases in foreseeable future, with their TV program almost exclusively decentralized. Democratic National Committee this week told networks they regarded President's recent speech on record of 83rd Congress as "political" and asked for "equal time" to reply. Without assenting to description of President's talk as political, NBC-TV gave Rep. Rayburn (D-Tex.) free time to state Democratic position Sept. 10 from Ft. Worth. CBS-TV told committee President's talk was not political, but is giving free time to Adlai Stevenson to speak Sept. 18 from Indianapolis. ABC-TV is airing Democratic National Chairman Stephen Mitchell from Washington Sept. 14.

Writers Guild of America is newly-formed union resulting from merger of Television Writers Guild, Radio Writers Guild and Screen Writers Guild, with headquarters in Hollywood. Officers are F. Hugh Herbert, pres.; Gomer Cool, v.p.; Morgan Cox, secy.-treas. Membership expanded this week following dissolution of Television Writers of America, an independent union which lost brief strike against networks last summer.

FIRST MILLION-WATT TV station is due to be Wilkes-Barre's WILK-TV (Ch. 34), which this week signed order with GE for first of its new 45-kw 6-klystron uhf transmitters, capable of delivering the maximum power permitted by FCC for uhf stations (Vol. 10:33). One of 5 uhf outlets in the uhf-only Scranton-Wilkes-Barre area, ABC-affiliated WILK-TV is due to be showcase for GE's new transmitter. It will convert present 12-kw GE unit to 45-kw by addition of 2 more 12-kw transmitters arranged in parallel, will replace present 4-bay antenna with 5-bay and change transmission line. It hopes to up its ERP to the full megawatt "by the first of next year." Installation work will begin in few weeks, bulk of gear due to arrive in November.

Another Wilkes-Barre station, WBRE-TV (Ch. 28), is first to contract with RCA for a one-megawatt installation. But so far, only information from RCA is that the new transmitter will be rated at 60-kw, with first deliveries in "early third quarter of 1955" (Vol. 10:28). WBRE-TV was first station to get RCA 12½-kw, now in use there (Vol. 10:36). Discussions are going on with George Storer on purchase of another 60-kw unit for Portland's pioneer KPTV (Ch. 27), which also has just installed 12½-kw transmitter (Vol. 10:36).

Nine 12½-kw uhf transmitters having already been shipped (Vol. 10:34-36), RCA now has scheduled shipment of 7 more for this month. In this order, they will go to KMJ-TV, Fresno (Ch. 24); WSUN-TV, St. Petersburg (Ch. 38); WTVP, Decatur, Ill. (Ch. 17); WARD-TV, Johnstown, Pa. (Ch. 56); WTPA, Harrisburg, Pa. (Ch. 71); WARM-TV, Scranton (Ch. 16); WSJV, Elkhart, Ind. (Ch. 52).

GE reports it shipped driver for new 35-kw transmitter to WBZ-TV, Boston (Ch. 4) on Sept. 3, amplifier Sept. 10, with 3-bay antenna due to go out Sept. 20. This week, it also shipped 12-kw amplifier to WKNX-TV, Saginaw, Mich. (Ch. 57).

DuMont this week shipped audio portion of 50-kw amplifier to WATV, Newark-New York (Ch. 13), with video following later, and 25-kw amplifier to WNEM-TV, Bay City, Mich. (Ch. 5).

Standard Electronics Sept. 7 shipped 25-kw amplifier to WMAZ-TV, Macon (Ch. 13), and reports that George Storer's WSPD-TV, Toledo (Ch. 13), has begun installation of complete Standard 40-kw transmitter.

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

WIRI, Bloomingdale, N. Y. (Ch. 5), near Lake Placid, "is going to make an all-out effort for the speediest construction job to date if at all possible—expecting to hit the air in Nov.," reports pres. Joel H. Scheier. It recently got approval of new transmitter site on Terry Mt., near North Pole, N. Y. Make of equipment and rep not yet reported.

KCTS, Seattle (Ch. 9, educational), having secured CP extension to next Feb. 23, now plans test patterns about Nov. 1 and regular operations about Dec. 1, reports mgr. Loren B. Stone, onetime mgr. of Seattle's KIRO. It has complete RCA TT5A transmitter donated grantee U of Washington by KING-TV, along with 2-camera chain, 2 RCA film projectors, tower, various other equipment—and has purchased RCA 6-bay antenna and issued call for bids for other equipment.

Tampa Television Co., granted Ch. 13 in Tampa, Fla. on Sept. 2, plans to be on air in time for Gasperilla Week, next Feb. 1, writes v.p.-gen. mgr. W. Walter Tison, who operates radio WALT there. It has ordered RCA equipment, 800-ft. Blaw-Knox tower. New transmitter site is being requested on Prospect Rd., about 6 mi. SE of city. Pearson will be rep.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Aug.: Edmund Ludlow bought 100 Arvin, holds 2000; Edward J. Kelly sold 1000 Emerson, holds none; Ralph J. Cordiner bought 4500 GE, sold 800, holds 6100; F. E. Fairman Jr. bought 600 GE, holds 900; G. Peabody Gardner bought 100 GE, holds 1000 personally and 57,000 through trusts; Orville F. Haas bought 987 GE, holds 1308; C. J. Hendon bought 1125 GE, holds 1290; Wm. Rogers Herod bought 1600 GE, holds 5800; Francis L. Higginson bought 200 GE, holds 1000 personally and 3000 through trusts; W. V. OBrien sold 175 GE, holds 100; Wm. B. Fyffe sold 200 Globe-Union, holds 5850; Laurence B. Dodds sold 100 Hazeltine, holds 100; Joseph C. Chapman bought 46 I-T-E Circuit Breaker, holds 1800; Joseph W. Dye bought 100 Magnavox, holds 100; James T. Buckley sold 1000 Philco, holds 17,927; Joseph H. Gillies sold 2000 Philco, holds 6827; Thomas A. Kennally sold 500 Philco, holds 18,037; Leslie J. Woods sold 300 Philco, holds 7993; Emanuel Sacks bought 100 RCA, holds 300; Ernest A. Wester sold 1500 Servomechanisms, holds 100; Irving S. Florsheim sold 2700 Stewart-Warner, holds 2300; John J. Smith bought 200 Sparks-Withington, holds 7141; John H. Ashbaugh bought 500 Westinghouse, sold 236, holds 3074; Bruce D. Henderson sold 185 Westinghouse, holds none; Walter J. Maytham Jr. bought 500 Westinghouse, holds 627; Dale McFeatters bought 600 Westinghouse, holds 600; L. E. Osborne bought 1000 Westinghouse, sold 100, holds 3864; Wm. C. Rowland bought 400 Westinghouse, sold 183, holds 758.

Guild Films plans 250,000-share offering through Van Alstyne, Noel & Co., 10¢ par stock probably to be priced at \$4. Prospectus filed with SEC shows 198-500 shares of Class A and 570,000 Class B outstanding at end of Aug. After offering, about 60% will be held by officers and directors, who included Reub Kaufman, Louis Millman, Jane Kaufman, Charles S. Goldberg, Wm. Walker; Mrs. Kaufman will be replaced by David Van Alstyne Jr. Prospectus shows that from June 11, 1952 to Feb. 28, 1953 the company's film rentals totaled \$13,400, showing loss of \$2504; from March 1, 1953 to Nov. 30, 1953 rentals jumped to \$549,210, with \$127,147 profit; Dec. 1, 1953 to June 30, 1954 they mounted to \$1,085,182, profit being \$230,628. Its properties include *Liberace*, *Joe Palooka Story*, *Life with Elizabeth*, *Frankie Laine Show* with Connie Haines, new daytime strip titled *It's Fun to Reduce*.

Emerson Radio's sales for 39 weeks ended July 31 were \$54,701,441, slightly above the \$54,331,572 for like period last year, but consolidated net profit dipped over 50% to \$1,146,676 (59¢ per share) from \$2,333,227 (\$1.21).

IT&T consolidated revenues were \$198,926,281 for first 6 months of this year compared with \$203,724,412 for same 1953 half, net income being \$10,112,810 (\$1.41 per share) vs. \$9,873,217 (\$1.38).

Dividends: Admiral, 25¢ payable Sept. 30 to stockholders of record Sept. 15; Arvin, 40¢ Sept. 30 to holders Sept. 13; Sylvania, 50¢ Oct. 1 to holders Sept. 10; AB-PT, 25¢ Oct. 20 to holders Sept. 24; IT&T, 25¢ Oct. 15 to holders Sept. 17.

WTVW, Milwaukee, Wis. (Ch. 12), got STA Sept. 3 to begin operating with temporary 300-ft. self-supporting tower and 36.6-kw visual power, but doesn't expect to begin test patterns until Oct. 15. ABC programming starts with *Disneyland* show Oct. 27, reports exec. v.p. L. F. Thurwachter. RCA 50-kw transmitter is on order for installation at new site near WTMJ-TV. Permanent 1105-ft. Blaw-Knox tower with RCA 12-bay antenna is to be ready about Dec. 1. New corporation will be formed shortly under merger agreement whereby 3 competitors for Ch. 12 withdrew, clearing way for grant to Milwaukee Area Telecasting. Thomas E. Allen is WTVW business mgr.; Louis Riepenhoff, promotion director. Rep will be Petry.

SOME PRICES UP, SALES HOLDING WELL: TV prices began to inch up on selected models this week, with indications that more scattered increases are on way. But there's no evidence yet that a general industry-wide round of price increases looms.

Motorola and Zenith disclosed some price increases this week. Admiral says it expects to raise prices in early Oct. Philco says it believes some TV prices are too low and is considering raising them, in view of higher manufacturing costs and wage increases granted in June following 10-week strike. RCA, introducing a 21-in. table model at \$180 -- lower by \$20 than its previous 21-in. leader -- says that it expects prices generally to remain firm, though it too might raise a few models.

Emerson's Ben Abrams, who 3 months ago predicted industry-wide price hikes by fall (Vol. 10:26), isn't so sure about it now. He told us this week that if market isn't able to absorb current high level of TV production, lower prices -- not higher prices -- will result. He said answer will be forthcoming in about 3 or 4 weeks. As to his own plans, he still believes he'll raise prices in month or so. He said he had intended to raise them at start of Sept. but postponed decision a month.

Motorola increased prices by \$10 on its all-channel sets over \$200. No other price changes were announced or are contemplated, said merchandising v.p. Ed Taylor, who reports unit TV sales in Aug. were highest in company's history and looks ahead to record fall-winter season, with good turnover mix in higher-priced receivers.

Zenith's 3 low-end table models were raised by \$10 (details on p. 10). But so competitive is the current low-end market that company found it necessary to drop in a 17-in. ebony price leader at \$160 to replace the mahogany wood model which was raised to \$170. Letter to distributors gave no detailed explanation for increases, merely reminded them of warnings at July convention that prices might go up.

Admiral's Ross Siragusa said he expects to raise prices of some TVs from \$2 to \$6 per set at factory level. He also stated Admiral has scheduled production of 100,000 sets per month for last 4 months of year, including 1000 a day to be turned out on new TV assembly facilities at its big West Chicago molded products plant.

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Business continues to hold up well, with production & sales continuing high. RETMA reports that the 3,174,349 TVs retailed in first 7 months broke all records, slightly exceeding the 3,116,306 sold in same 1953 period. Unofficial Aug. retail sales were about 400,000 vs. 430,000 in Aug. 1953, inventory 1,930,000 end of month.

RCA's quarterly allotment meeting of field reps this week in Philadelphia was marked by general optimism. Regional managers from 8 geographic sections met with company executives headed by Henry G. Baker, v.p. & gen. mgr. of TV division. In addition to the 21-in. table model at \$180, RCA also introduced a 24-in. ebony and maroon table model at \$300 at this meeting. It's first 24-in. table by RCA.

CBS-Columbia, having splurged last week on color publicity with showing of 3 color sets to distributor convention in Chicago (Vol. 10:36), this week emphasized that black-&-white market would be bountiful for some time to come. At N.Y. press showing of color receivers Sept. 9, v.p. Louis Hausman drew parallel between the TV and auto business to prove his point. He declared:

"I don't think that anybody who wants a car, and cannot afford a new car, is saying 'Well, we will do without a car until we can buy a new one.' What they are doing is going out and buying a used car for \$1200 or \$1500 and saying to themselves 'Some day we will be able to buy a brand new car.' By the same token, I don't think that anybody who wants a TV set is going to say 'Let's wait until we can afford a color set. I think that they are going out and buy the best black-&-white set that they can possibly afford and say 'Some day we will be able to have a color set.'"

TV production totaled 178,224 week ended Sept. 3, compared to 182,977 units

preceding week and 167,849 week ended Aug. 20. It was year's 34th week and brought production for year to date to about 3,750,000 vs. 4,750,000 in same period of 1953.

Radio production totaled 197,126 (64,844 auto), compared to 196,448 preceding week and 207,082 week before. For 34 weeks, output was about 6,000,000, compared to approximately 8,200,000 in corresponding period year ago.

Trade Personals: Julian K. Sprague, pres. of Sprague Electric, named chairman of Defense Dept. advisory committee on electronic parts; among committee members are Leslie J. Woods, Philco, and Estill I. Green, Bell Labs . . . Ellis Redden, Magnavox, named chairman of RETMA public relations & adv. committee, succeeding John Gilligan, Philco; Paul V. Galvin, Motorola, reappointed chairman of subscription TV committee . . . Albert F. Watters promoted to v.p. & operations mgr., RCA International Div. . . . M. A. Gardner resigns as CBS-Columbia purchasing v.p., his duties to be assumed by purchasing director Albert J. Frankel . . . Joseph G. Givens promoted to Westinghouse mgr. of consumer products, San Francisco . . . Stanley Seltzer, ex-Crosley & Emerson, named Olympic Radio New England sales mgr. . . . Dale Rader promoted to Dallas sales mgr., Stromberg-Carlson sound equipment div., replacing R. E. Gray, now operating own distributorship . . . Harold J. Adler, ex-Hallicrafters, joins Lion Mfg. Co., Chicago, as chief engineer in charge of color development . . . Austin Rising named gen. mgr. of RCA air conditioning dept., Camden, reporting to Robert Seidel, exec. v.p. for consumer products; he's ex-v.p. of O. A. Sutton Corp., Wichita (fans, air conditioners) . . . Walter E. Sutter appointed sales mgr. for instruments & industrial electronic products of GE commercial equipment dept., Syracuse . . . John D. van der Veer promoted to asst. gen. sales mgr. of Tung-Sol; J. M. Malone now asst. mgr. of initial equipment electron tube sales, Arthur Keckeissen succeeding him as mgr. of production, order & service dept. . . . Jack E. Willson, recently with Rockbar Corp. and Electro-Voice Inc., joins National Co. as audio products mgr. . . . Sidney Messer elected secy.-treas. of Tel-O-Tube Corp. . . . Fred D. Wilson, newly-named IT&T v.p. for industrial relations, guest of honor Sept. 7 at big farewell party given by employes of Capehart-Farnsworth Co., where he has been succeeded as pres. by L. G. Haggerty . . . George Fine, ex-DeWald purchasing director, joins R. E. Breuer Co., N. Y. manufacturers rep.

Distributor Notes: RCA Victor Distributing Corp. transfers v.p. Hadley Chapman from Chicago to Los Angeles, succeeded by Ned A. Corbett, v.p. of Detroit branch . . . Emerson appoints Woodson & Bozeman, 733 S. Somerville, Memphis (Edward D. Bozeman Jr., pres.) . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) promotes exec. v.p. Robert A. Gross to pres., succeeding his father, Benjamin Gross, who continues as chairman . . . Joseph Strauss Co., Cleveland (Zenith) promotes John J. Young to gen. sales mgr. . . . Zenith of N. Y. promotes Seymour Reich to gen. service mgr. . . . W. D. Alexander Co., Atlanta (GE) appoints W. O. Leftwich Jr. as adv. & sales promotion mgr. . . . Stuart F. Louchheim Co., Philadelphia (Zenith) announces resignation of gen. exec. Harry Douell . . . DuMont appoints Mid-State Distributing Co., 82 N. Grant Ave., Columbus, O. (Albert F. Cameron Sr., pres.) for Columbus & Dayton areas . . . Raytheon appoints Western Supply Co., 257 W. 2nd St. S., Salt Lake City (A. N. Etuche, pres.).

General Motors' possible entry into color TV manufacture, reported in Sept. 9 *Wall Street Journal*, gets no confirmation whatsoever; quite the contrary, its Delco radio div. at Kokomo, Ind., car radio maker, says there are no plans whatever to go into TV field.

Topics & Trends of TV Trade: Battle against discount houses may soon get active support for first time of powerful U. S. Chamber of Commerce, as result of special survey of its 200-member national distribution panel indicating discount houses are making far greater inroads into retail sales than was first thought.

Problem will be considered at semi-annual meeting of Chamber's domestic distribution committee in Atlanta, Oct. 25-26. Spokesman for Chamber, which has thus far adopted hands-off policy on discount house problem in deference to anti-trust laws, indicated action could be taken in 2 ways—by personal representations to its members to work only with franchised dealers, and by publicity campaign through state chambers to make industry and public more conscious of problem. Neither method, he said, would conflict with anti-trust laws.

Chamber declined to make public details of study or to identify members of distribution panel, other than to say that several TV manufacturers, distributors and dealers were on it.

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Most-preferred TV brands of set owners in 23 southern Illinois cities, as revealed in survey in latter March by Illinois Consumer Analysis, are Philco, Motorola, Admiral & RCA—in that order. Some 61.8% of those interviewed said they owned set, 48.4% indicated it was un-equipped. Philco was owned by 11.3% of TV families; Motorola, 10.6%; Admiral, 10.5%; RCA, 10.2%; GE, 7.2%; Zenith, 7%; Sylvania, 3.7%; Westinghouse, 3.4%; Crosley, 2.7%; Arvin, 2.6%; Silvertone (Sears, Roebuck), 2.6%; Emerson, 2.5%; Capehart-Farnsworth, 2.2%; Muntz, 2.1%; Hallicrafters, 1.9%; Magnavox, 1.6%; DuMont, 1.2%; Airline (Montgomery Ward), 1.2%; Sparton, 1.2%; miscellaneous, 13.4%.

RCA Victor Radio and "Victrola" div. creates own field sales force under sales mgr. Louis J. Collins, appoints these regional factory reps: northeastern, Wm. J. Cummins, Thomas J. Grady; eastern, Bruce W. Bragg, George O'Brien; central, J. Wm. Costello; east central, Edward M. Keating, Wm. G. Frick; southwestern, Bernard C. Tucker, James R. Booth; southern, Raymond J. Schmit, Wm. R. Tucker; western, Donald C. Goins, John H. Guy; west central, G. Lee Smith.

Zenith Radio raised prices by \$10 on several low-end table models this week, but kept start of line at \$160 by dropping in 17-in. ebony model at that price, as substitute for the mahogany wood set which was raised to \$170. Blonde version was raised to \$180. In 21-in. series, ebony table was raised to \$190, mahogany to \$210 & \$230, blonde to \$220 to \$240. In addition, a 21-in. ebony table at \$200 was added to line.

Cinescopios de Mexico, Naucalpan, Mexico, is new CR tube-making plant being installed by El Capitolio, S.A., Zenith manufacturer & distributor for Mexico; Thomas Montemayor is engineer in charge.

Westinghouse and IUE-CIO signed new 2-year contract Sept. 10, averting strike of 42,000 workers in 26 plants; it provides for raises averaging about 5¢ an hour and increased pensions.

RCA Victor Distributing Corp., Chicago, buys Jewel Tea Co. building at 51st & Kedzie Ave. for reported \$500,000, will move headquarters there about Nov. 1 from present space at 445 Lake Shore Drive.

Color Trends & Briefs: "Color caravan" to barnstorm nation has been completed by RCA, will make debut Sept. 25 at Mid-South Fair, Memphis. Reminiscent of highly successful monochrome caravan that piled up 50,000 mi. starting in 1947, color setup is built around 32-ft. trailer equipped to present closed-circuit (or feed to network) live and film programs. Included in equipment are 2 live cameras, one film camera, receivers, microwave apparatus—plus 15x20-ft. projector. Julius Haber, director of community relations, has general responsibility for project, while Richard H. Hooper, mgr. of RCA shows & exhibits, will supervise operations. Touring nation, caravan will hit fairs, expositions, conventions, dept. stores, etc.

Samples of tie-in promotions for big color shows: (1) RCA dealers are plugging "Magic Monday on NBC-TV" and are being urged by RCA to place color sets in Ford showrooms—RCA and Ford sharing sponsorship of Mon. "spectaculars." (2) Hazel Bishop, sharing Sun. spectaculars with Sunbeam, is tying ads to theme "greatest color TV shows by the greatest name in color cosmetics." (3) Chrysler is aiming to get color sets in showroom for *Chrysler Show* extravaganzas on CBS-TV. (4) Westinghouse will promote both its color sets and sponsorship of CBS-TV *Best of Broadway* in co-op newspaper ads. (5) Some 170 NBC-TV affiliates carried 10-sec. kine trailers of Betty Hutton in advance of Sept. 12 *Satins & Spurs* spectacular.

Roundtable on color, a discussion by 6 men from networks, sponsors and agencies, is excerpted from verbatim transcript in Sept. 3 *Printers' Ink*. Among points made: (1) Color film commercials cost 25-30% more than monochrome. (2) Pre-planning is much more important in cutting costs than in black-&-white. (3) Some 85-90% of packages tested are "compatible" in that they show up well in color and on black-&-white sets. (4) Color alone is not enough to sell all products—"just one tool and nothing more." Participants: E. Carlton Winckler, CBS; Norman Grant, NBC; Myron A. Mahler, Emil Mogul Co.; R. Richard Carlier, Bigelow-Sanford Carpet Co.; Alfred Scalpone, McCann-Erickson; Lew Wechsler, Donahue & Co.

Prices for installation and servicing of CBS-Columbia color receivers have been established by New York's CBS-Columbia Distributors Inc., which will supply own men to dealers who cannot handle own servicing. Distributor has set these prices for service policies: 90-day unlimited service contract, including installation and customer instruction, but no antenna installation, \$65; one-year unlimited service contract, same terms, \$140. Without service contract, installation of set using existing antenna, plus customer instruction, will cost \$25. New CBS-Columbia color antenna, made by Brach Mfg. Co., will cost \$30, installed.

NBC's first network color kine is scheduled for 5:30-6 p.m. Sept. 12, constitutes scenes from "Operation Threshold" demonstration of military TV at Ft. Meade, Md. (Vol. 10:33).

RCA's "gloves-off" competitive policy, particularly through use of NBC as promotional medium, is in evidence on all fronts. Items: (1) Identifying its o-&-m stations as "a service of RCA." (2) Considering changing call letters of NBC New York and Los Angeles stations to WRCA-TV & WRCA and KRCA-TV & KRCA. (3) Concluding color programs with announcement that they employ "the RCA compatible color TV system [using] the new color standards approved by the FCC." (CBS follows its color shows with announcement they use "the system developed by the TV industry and officially adopted by the FCC as the standard method of color broadcasting.") (4) Envelopes containing NBC press releases bear legend: "RCA pioneered and developed compatible color television."

Compatible vs. incompatible color—this question isn't at all settled in Britain, and it shows signs of becoming as hot an issue as it was in this country. July issue of influential *Wireless World* (London) editorially notes "faint signs of a revolt against the dogma of compatibility." It states: "When a system is once firmly established it becomes, almost inevitably, a standard for all times . . . All progress tends to be handicapped by the need for 'compatibility'; the new system must be able to work with the old . . . In this matter, we are on the side of those who believe in making haste slowly. To start color TV before a really practical solution of the many technical difficulties has been found would be foolish . . ." In the same issue, columnist who writes under name of "Diallist" takes note of sales resistance to color sets in U.S., and adds: "The BBC is, I am sure, taking the right line by deciding not to launch color TV in this country until it is completely satisfied that reliable systems of transmission and reception have been evolved. Nor, I imagine, would the radio industry be greatly interested in the manufacture of domestic receivers unless they could be turned out at not more than double price of similar black-&-white models."

Catchy title to article in Sept. *Electrical Merchandising*: "Color—The Picture is Bigger . . . but Not Much Clearer." Theme pursued by author Ted Weber Jr. is generally reassuring to dealers, bullish about color. He writes: "Last December, most dealers were afraid of color and what it would do to the black-&-white volume . . . Today, just about the opposite is true. The dealer is probably the most sanguine element in the industry. He's hardly confident of color's immediate future—but he's no longer afraid of it . . . Now here's the paradox: the dealer feels this way precisely at the moment when he should be starting to think seriously about the impact of color." Article concludes: "Before selling color short, remember that it will re-open what has become an almost saturated market. Because of color this re-opening will be accomplished much more easily than it would have been had the industry only monochrome to replace monochrome."

RCA reports its program of converting transmitters in the field to rebroadcast color signals has kept pace with availability of network color signals. All stations owning RCA transmitters, it states, have met color debut dates when color-corrected networks brought color to stations.

Its first servicing data on color set—RCA's 15-in. CT-100—has been issued by Howard W. Sams Co. in its *Photo-facts* series. Company is now processing color sets made by Arvin, GE, Stromberg-Carlson & Westinghouse, will cover others as they're produced.

Two more color film scanners and associated studio color equipment are being shipped by DuMont—to upcoming KTLJ, Houston and WTVW, Milwaukee.

Sole network color program this week will be CBS-TV's *Meet Millie*, Sept. 14, 9-9:30 p.m.

Second-set purchases are planned by nearly half the 1200 families in Los Angeles area surveyed recently for Admiral by Woodbury College. Of the 563 families which said they planned to buy second set, 77% hoped to buy sometime next year, 6% this fall, 5% this winter. Asked why they wanted second set, 37% cited conflict between children's and adult programs, 32% wanted larger screen set, 24% cited convenience of permitting children to watch TV in another room while parents are entertaining guests. Nearly 43% said they would put second set in den, 23% preferred bedroom, 16% children's room, 9% dining room, 2% kitchen. Some 34% of families had 17-in. sets, about 32% had 21-in., 5% had 24-in., 2% had 27-in., remainder had sets under 17-in.

POLITICAL broadcast rules were finalized by FCC this week—changed somewhat from original proposals (Vol. 10:26, 31) aiming to give opposing candidates equal rates and same rates charged regular commercial sponsors. Spokesmen for Republicans and Democrats said they believe rules give them “fair shake.”

NARTB still objects to FCC ruling, its District 1 adopting resolution this week saying FCC's interpretation this week suggests “urgent need” of continuing study by NARTB of constitutionality of Section 315 of Communications Act and its relation to Section 326 (no censorship).

To aid stations in interpreting rules, Commission issued 16-p. document, *Use of Broadcast Facilities by Candidates for Public Office*, largely questions and answers, to be reprinted in *Federal Register* Sept. 14. Copies may be purchased from Supt. of Documents, Govt. Printing Office. Commission also plans to distribute reprints to stations and others interested.

Under new rules, TV & radio stations are required to give candidates same discounts, etc. as they give ordinary sponsors, and if one candidate gets discount by buying as part of a group, his opponent must be given same opportunity to buy same amount of time at same rate.

Some rate aspects are still a bit fuzzy, and stations will generally avoid problems if they stick to selling to individuals rather than to groups—since they have choice of selling either way. Rule is FCC Public Notice 54-1123, Mimeo. 9991. Full text contains discussion of proposals by NARTB and others. Sections 3.190(c), 3.290(c) & 3.657(c) are amended to read as follows, effective immediately:

(c) *Rates and practices.* (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

Torrid fight in Dubuque, over which of 2 outfits shall get franchise to install community system in the town of 55,000—Dubuque-Jerrold TV Cable Corp. or Dubuque Community TV Cable Corp. (Vol. 10:35)—gets front-page treatment in Sept. 9 *Wall Street Journal* as prelude to special elections Sept. 13 and Oct. 11. Struggle is reminiscent of FCC's comparative hearings, though more spectacular because it involves not only action of city council but full-scale campaign aimed at public.

Excise tax on community antenna systems—8% on installation and monthly charges—still stands, Internal Revenue Bureau rejecting appeal of National Community TV Assn. Next move of NCTA is to seek Congressional relief. Meanwhile, NCTA board meets in Washington Sept. 11. will probably authorize regional meeting of western operators in San Francisco last week in Sept.

Ernest W. McFarland, ex-U. S. Senator from Arizona who with Motion Picture Assn.'s Edward Cooper (10%) owns part (40%) of upcoming KTVK, Phoenix (Ch. 3), won Democratic gubernatorial nomination Sept. 7, will oppose GOP incumbent Gov. Howard Pyle, onetime KTAR commentator.

Interconnected to AT&T network circuits this week: WMBV-TV, Marinette, Wis., Sept. 10; KUTV, Salt Lake City, Sept. 11. Due for interconnection Sept. 15: WISE-TV, Asheville, N. C.; KFVS-TV, Cape Girardeau, Mo.; KLAS-TV, Las Vegas; WMUR-TV, Manchester, N. H.

Unsettled FCC chairmanship should be “resolved promptly” by President Eisenhower in national interest, said resolution adopted by NARTB's District 1 meeting in Boston Sept. 10. Other resolutions called for giving TV-radio equal access with newspapers to coverage of public events; criticized recent decision of record manufacturers to switch from 78rpm to 45s in promotional shipments to radio stations (Vol. 10:30, 33); endorsed Code as giving adequate protection against excessive advertising of alcoholic beverages, in answer to criticism by House Interstate & Foreign Commerce Committee in report on Bryson bill (Vol. 10:34). Earlier, NARTB pres. Harold Fellows told joint luncheon meeting of District 1 and Radio-Television Executives Club of New England that TV-radio was probably singled out for criticism by committee on Bryson bill because it is “more intimate” than press in its appeal and because it is Federally licensed.

“Unlimited TV is killing off minor league baseball, which in turn will kill off major league baseball,” said baseball commissioner Ford Frick at Sept. 8 Metropolitan Sports Broadcasters Assn. luncheon in New York, flinging this challenge: “You ought to be interested in saving the goose that laid the golden eggs, but instead you are killing it . . . Your short-sighted attitude in time can cost you good jobs, because there won't be any baseball left to broadcast or telecast.” NARTB pres. Harold Fellows wired Frick that representatives of sports committee would be glad to discuss matter with him “at his convenience.”

“Farthest north TV station in the world” is planned at Fairbanks, Alaska—just 125 mi. below Arctic Circle—by group of 30 Fairbanks businessmen headed by A. G. Hiebert, who also is pres. & gen. mgr. of KTVA, Anchorage. Hiebert says group will soon apply for Ch. 11, will operate Fairbanks station in combination with KTVA for purposes of film buying and national sales. CP for Fairbanks Ch. 2 has been held for more than year by Kiggins & Rollins, which owns KFIA, Anchorage, but they have announced no plans for construction in Fairbanks.

Edward Lamb's request that FCC supply more detail on allegations he once had pro-Communist leanings (Vol. 10:36) was turned down by Commission this week. At same time, FCC denied Lamb's request for postponement of hearing due to start Sept. 15; it also supported position of its Broadcast Bureau that Lamb should bear burden of introducing evidence on “Issue No. 2”—Lamb's charges that FCC investigators tried to induce false testimony against him, through bribes, etc.

Quality Radio Group Inc., new organization of broadcasters formed last week to exchange tape recordings of own programs and make them available to sponsors at rates comparable to network station costs (Vol. 10:36), postponed its first board meeting to Sept. 20 at Chicago's Palmer House when quorum couldn't be mustered for scheduled Sept. 9 meeting. Crosley's Ward Quaal is due to be elected pres. and commitment for N. Y. sales office is likely to be finalized at meeting.

NARTB petitioned FCC this week to change its rule requiring TV stations to give both aural and visual identification at start and close of each broadcasting day. (Citing unnecessary expense of keeping announcer on duty at all times, petition asks amendment of Section 3.652(2) to allow station to identify itself by either means.

Next “Videotown, U.S.A.” survey by Cunningham & Walsh is nearing completion, should be ready before end of month. Impact of color, uhf and hi-fi will be covered this time in 7th report on typical TV family habits in New Brunswick, N. J.

Power increases: WIBW-TV, Topeka (Ch. 13), Aug. 21, to 87.9-kw ERP; WSBT-TV, South Bend, Ind. (Ch. 34), Sept. 7, to 204-kw ERP.

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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FILLIP TO UHF IN NEW MULTIPLE RULE: Long-awaited order permitting ownership of 7 TV stations -- not more than 5 vhf -- was adopted Sept. 17 by FCC as "a substantial impetus to uhf." And the TV networks reiterated plans to acquire uhf stations of their own either by application or purchase.

"More rapid and effective development of the uhf band" will be encouraged by new rule, Commission majority said in 4-1 decision (Comr. Hennock dissenting, Sterling and Bartley absent). Said FCC report:

"We are aware of the serious problems which presently confront the development of uhf. The problem is particularly acute in the larger pre-freeze markets where high vhf-only saturation obtains. It is in these areas particularly where the prestige, capital and know-how of the networks and other multiple owners would be most effective in aiding uhf. We are persuaded that the entry of these multiple owners into such key markets will furnish a substantial impetus to uhf."

Comr. Hennock's dissent called the benefits to uhf "illusory," and said the rules should have been "strengthened" rather than loosened. In statement concurring with majority, Comr. Doerfer expressed misgivings about picking specific number as absolute upper limit of permissible ownership. "A number related to population, or areas, or capacity to program in the public interest," he said, "is a more realistic guide or standard than a bare numerical evaluation."

* * * *

Possibly first to benefit from new rule, which becomes effective Oct. 22, will be Storer Broadcasting Co., whose purchase last Jan. of Herbert Mayer's Empire Coil Co., with its pioneer uhf KPTV, Portland, and its pre-freeze WXEL, Cleveland, was contingent upon lifting of multiple ownership limit (Vol. 10:2). Since Storer already held 5 vhf, he is selling his KGBS-TV to San Antonio Express & News -- contingent upon consummation of Empire Coil purchase (Vol. 10:15, 22, 26).

Networks say they'll jump into uhf with both feet. Testifying 2 weeks ago at St. Louis Ch. 11 hearing, pres. Frank Stanton said CBS would seek uhf stations in secondary markets -- somewhere between 25th and 50th in rank -- but that specific cities haven't been selected (Vol. 10:36). CBS spokesmen point out that situation is complicated by fact that network is currently in competitive hearings for vhf CPs in St. Louis & Boston, may sell minority interests in Washington & Minneapolis.

NBC hopes to go into 2 of the top 25 markets, a spokesman said -- via the application route, rather than buying out a going uhf station. "We are giving no serious thought to secondary markets," he added.

"We're in favor of expansion and we'll look over the field," says ABC pres. Robert Kintner, adding that no firm plans have been made. DuMont presumably has no immediate plans to enter uhf. Even including Paramount's KTLA, Los Angeles, it has ownership in only 4 stations, therefore is still entitled to another vhf.

SKIATRON SEEKS TO REVIVE PAY-TV AT FCC: Strategically hitching to "plight of uhf," Matty Fox's Skiatron TV Inc. this week formally petitioned FCC to start rule-making aimed at ultimate approval of pay-as-you-look TV. Petition specifically asks that only uhf stations be permitted to conduct pay-TV service for 3 years, and for no more than 35 hours per week each.

Skiatron thus chooses the conventional rule-making route for seeking fee-TV approval, as opposed to arguments of other proponents who claim FCC should simply give commercial go-ahead, regulate later if necessary (Vol. 10:37).

Skiatron is not first to try to ride in on sympathy towards struggling uhf stations. Last year, a dozen uhf CP holders and applicants petitioned for similar action (Vol. 9:32), failed to stir FCC, gave up trying. Now, with Potter hearings fresh in mind, with Bricker investigation underway, with Sen. Schoeppel outspokenly favorable (Vol. 10:37), Skiatron feels it has better chance of getting ball rolling.

Other 2 most vocal pay-as-you-look advocates -- Paramount's International Telemeter and Zenith -- haven't spoken up since Skiatron filed, but it's expected they will. Actually, Zenith had already urged action in petition filed Feb. 23, 1952, but didn't push it and it has just gathered dust at Commission.

FCC is a bit more curious about the subject than it has been for some years -- having been totally preoccupied with freeze and post-freeze grants until recently. It's certainly alive to problems of uhf and conceivably may be persuaded at least to take a rule-making look-see. You may be certain, though, that a vast amount of water -- and words -- will flow over dam before there's a final decision on matter.

A good bet is that it will take years rather than months. And, as we've pointed out before, the movie makers are key to program fare -- something painfully clear to Zenith pres. Eugene McDonald, who has sought for years, without success, to pry late movies out of Hollywood. With current film prosperity, chances of getting "A" features would seem bleaker than ever. Sports and a few other events might offer some attractive fare -- but most observers think they're not enough to put any pay system across economically.

Petition makes interesting reading -- covering evaluation of pay-as-you-look economics, results of public opinion polls, proposed amendments of FCC rules & standards, reports on experiments, etc. Copies of 35-page document may be obtained from New York counsel James M. Landis or Washington counsel Lyon, Wilner & Bergson -- or we'll be glad to get one for you.

VHF QUILTS—FROM HUNGER; 4 MORE START: One vhf is leaving air for economic reasons as of Sept. 19, but 4 more got started this week plus one other in Canada, bringing U.S. on-air total to 405 (123 of them uhf). The station "suspending until March 15, 1955," as it informed FCC, is KOPR-TV, Butte, Mont. (Ch. 4), owned by Carman-Wrathall interests who this week got their new Salt Lake City KUTV on air.

KOPR was just 13 months old, had \$150 base rate, CBS & ABC non-interconnected affiliation. Butte's population is only about 45,000 and it has another station -- E.B. Craney's KXLF-TV (Ch. 6), affiliated with NBC & DuMont and with \$100 base rate. The Montana vhf was 6th such to quit air (as against 24 uhf) but 2 were results of mergers of time-sharing outlets. This week's starters:

KTVX, Muskogee, Okla. (Ch. 8) goes on regular schedule Sept. 18 with ABC & DuMont programs after testing 2 days, reporting snow-free signals in Tulsa, 44 mi. away; Ft. Smith, 60 mi.; McAlester, Okla., 61 mi.; Bartlesville, Okla., 77 mi. GE 5-kw transmitter and Andrews 650-ft. tower with 12-bay antenna are near Haskell, about midway to Tulsa. GE 50-kw amplifier is due for Oct. delivery. It's third outlet in area, competing with Tulsa's pre-freeze KOTV (Ch. 6) & uhf KCEB (Ch. 23). John T. Griffin interests own station, having holdings also in KWTW, Oklahoma City & KATV, Pine Bluff, Ark., as well as in radio stations in Tulsa, Oklahoma City and Ft. Smith. L.A. Blust Jr. is v.p. & gen. mgr.; James P. Walker, asst. gen. mgr.; Ben Holmes, national sales mgr. Base rate is \$400. Rep is Avery-Knodel.

KUTV, Salt Lake City (Ch. 2), third outlet in city, began test patterns last week end with 5-kw DuMont transmitter and temporary 45-ft. antenna atop 8709-ft. Oquirrh Range. Later it will have 20-kw transmitter now being custom-built in own

workshop and 150-ft. Blaw-Knox tower with 3-bay RCA antenna. ABC programming begins Sept. 26. Frank Carman is gen. mgr. and 25% owner, with Grant Wrathall also owning 25%, Salt Lake Tribune & Telegram 50%. Base rate is \$450. Rep is Hollingbery.

WLOS-TV, Asheville, N.C. (Ch. 13) was all set to begin regular operation at week's end with ABC & DuMont programs -- first vhf in city where WISE-TV (Ch. 62) began operating more than year ago. It has 25-kw Federal transmitter, 300-ft. Lehigh tower with 8-bay antenna on 6000-ft. Mt. Pisgah, second highest peak east of Mississippi. Charles B. Britt is exec. v.p. and, with family, principal owner; Asheville Citizen Times holds option to acquire 30%. Bradley H. Roberts is sales mgr.; Fred Brown Jr., program mgr. Base rate is \$250. Rep is Venard, Rintoul & McConnell.

KETC, St. Louis, Mo. (Ch. 9, educational), started test patterns on Sept. 13, begins with program preview Sept. 20. It uses 5-kw RCA transmitter and 600-ft. former WEW-FM tower, rebuilt with 6-bay superturnstile antenna at new site near Oakland Stadium. It's another community project with about half of \$300,000 of yearly operating funds coming from allocations to be made by area schools on basis of \$1 per student per year. Acting chairman of St. Louis Educational TV Commission is the Very Rev. Paul C. Reinert, S.J., with Martin Quigley, gen. mgr.; Charles Guggenheim, operations mgr.; John F. White, business mgr.; Jack Chenoweth, chief engineer.

CFPA-TV, Port Arthur, Ont. (Ch. 2), 9th privately owned Canadian TV outlet of 15 now on air, began test patterns Sept. 17, starts with CBC programming Sept. 26. It uses 2-kw RCA transmitter, 200-ft. self-supporting tower with 3-bay antenna. Ralph H. Parker is owner-mgr. Base rate is \$150. Reps are Weed and All-Canada.

21-in. COLOR SET 'MAKEABLE & MARKETABLE': Production -- that's the story of color from here on out. After witnessing RCA's brilliant demonstration of 21-in. & 28-tube receiver in Princeton Sept. 15, after having seen fine pictures on the CBS-Hytron 19-in. tube a few weeks earlier, after polling dozens of top manufacturers who have seen either or both, after comparing notes with fellow newsmen whose opinions we respect -- we believe it's abundantly clear that the industry is now in a position to produce an eminently "makeable" and "marketable" color receiver.

But volume production -- and popular price -- are by no means in sight yet. Neither RCA nor any other tube maker is revealing production capacity, but it's evident that the kind of mass output that drives prices down from the \$800-to-\$900-and-up currently quoted won't start until well into next year. In the meantime, there may well develop a scurrying for picture tubes and special components reminiscent of the early days of black-&-white.

Indicative of timetable is fact that RCA says it will sample picture tube about Nov. 1, deliver only "limited quantities" late this year, and offer no commitments for next year as yet. Also due for sampling are 3 new receiving tubes as well as special yokes, transformers, etc. in October. The new tubes make possible reduction of the 21-in. set's circuit to 28 (including 3 rectifiers) from the 37 in the 19-in. set first planned by RCA and the 44 contained in the CBS set (Vol. 10:36).

* * * *

RCA policy is all-out for color, and it has committed itself definitely to this tube -- so there's undoubtedly an intra-company drive on to achieve, as quickly as possible, a rate comparable with the 1,000,000 or more a year that RCA is believed to turn out in black-&-white. But considering the complexities, it will be a miracle if the rate reaches 10,000 a month before well into next year.

Only with mass production of the tube can prices of sets come down substantially. For example, if price of the tube to manufacturers can be reduced from the currently quoted \$175 down to \$100, it means set can be sold to public for \$150-\$200 less. Suspicion is that RCA isn't merely turning out hand-made tubes but that at least skeleton lines are already set up and moving at Lancaster, Pa. plant.

* * * *

What will be impact of RCA's 21-in. tube on CBS-Hytron's 19-in.? Majority of those who have seen both give slight edge to RCA in quality, but a few would vote the other way. And merchandisers agree it's only reasonable to expect the public to

lean toward "21-in. and 250 sq. in." as against "19-in. and 205 sq. in." The trend in black-&-white is convincing precedent.

We've seen both, though not side-by-side, and it's our belief that price is going to mean more than anything else as between the two -- because they're both big enough and good enough. With RCA promising an initial price of between \$800 & \$900, Motorola offering \$895 as lowest with 19-in. tube, CBS \$950, it looks as if RCA may have an edge. It remains to be seen whether other 21-in. makers will be able to match RCA's price and whether the 19-in. set makers will be able to cut it and hold onto a market in the same way the 17-in. in black-&-white has held up vis-a-vis the 21-in. (For physical dimensions of the 21-in. tube, see p. 11.)

* * * *

Everyone had expected a good tube -- so there was even more comment on the simplified circuit and the innovations that went into it. Reaction to the set itself was also very favorable; it had a handsome blonde cabinet that looked like a quality 21-in. black-&-white table model on legs.

RCA officials said the 28 tubes in set include not only picture tube but rectifier tubes and 2 tubes for uhf portion of tuner. Top and underside of vertical chassis were displayed, and all observers agreed it was "loose," i.e., uncluttered with components and susceptible to considerable reduction in size. Licensee engineers scrutinized the innards intently, itched to get their hands on the works, were told the drawings weren't ready yet but would be in the mails "in a few days."

RCA's previous 15-in. set and once-proposed 19-in. chassis use 37 tubes, and Motorola, with 29 tubes in 19-in. set, is only other big-tube color producer reporting use of less than 30. CBS-Columbia employs 44. By way of contrast, RCA officials noted that their famed 630-TS 10-in. monochrome receiver, granddaddy of post-war sets, had 30 tubes (cost \$375 initially).

The new 21-in. chassis draws some 300 watts, just as did the old 630-TS. It was stated that the CBS-Hytron 19-in. tube can be interchanged. Two of the 4 sets used in the demonstration contained modified 37-tube chassis originally designed for RCA's 19-in. set. Picture quality was virtually same on both.

* * * *

Among circuit innovations particularly intriguing to manufacturers was the "color equalizer," which it was said would save at least \$20 in cost to consumer. It is device to protect picture tube electron beams from being pulled out of position by magnetic field of earth and other sources affecting "purity" of color. Up to now, RCA has used shielding around tube and coil around face to minimize contamination.

Better control is needed with 21-in. set because of 70-degree deflection. The equalizer is quite simple, being merely a double ring of iron with 8 adjustable magnets on its periphery. Magnets may be adjusted individually for any desirable correction. The new tube also features a new gun with better convergence.

Another innovation is "automatic chroma control" to minimize disturbances due to airplane flutter. It also makes tuning less critical. Also disclosed was a color demodulator claimed to be "a marvel of simplicity and accuracy."

Though RCA demonstrated new chassis, it plans first to make several thousand 21-in. sets using the chassis originally designed for 19-in. but modified for 21-in. This, it was said, is to use up components and get more experience with the 28-tube chassis before going into production with it.

* * * *

Show was microwaved via closed-circuit from N.Y. Colonial Theatre, supervised by color producer Barry Wood. It was excellent entertainment as well as brilliant color -- ballet dancing, singer Connie Russell, Trinidad dance sequence, and a surprise filmcast from the Technicolor "African Queen" employing "3-V" vidicon camera. There was only a short take in black-&-white on the color tubes, and it seemed no better or worse than monochrome previously demonstrated; it's watchable, but certainly not up to monochrome on black-&-white sets.

Newsmen and licensees are now quite sophisticated about color, so their enthusiasm was significant. The manufacturers were particularly struck by the heavy

schedules of colorcasts promised in talk by NBC exec. v.p. Robert W. Sarnoff, who cited both NBC and CBS figures (see p. 11).

The way colors stayed pure with excellent convergence out to edges of tube, not merely in center, was particularly worth noting. There were some variations in hues and brightness, bad spots, but these were fleeting and attributed to the transmitting end rather than the receiver. Brightness was vastly better than with 15-in. -- 20-30 ft. lamberts as against 10-20. Above all, it was made dramatically clear that color TV's real emergence had been awaiting the big picture.

* * * *

Depending on their points of view, manufacturers were either anxious to get hold of tubes and start building their own pilot sets or anxious to emphasize, as we circulated among them to get reactions, that tubes will be slow in coming forth and that the "lead time" to manufacture still required many months -- anywhere from 5 to 12 months were estimates cited.

One of the industry's top figures, though unstinting in his praise of RCA for "cleaning up the old set," as he put it, said he'd be very much surprised if RCA turns out as many as 2000 tubes this year.

This leader thought it would be end of first quarter 1955 before RCA could deliver sets or even supply tubes to its customers in small quantities. He said it usually takes 6-7 months from engineering models to tooling up and field tests, and he doubted whether RCA has yet concluded field testing.

Another manufacturer, known for his quality sets, found size of the picture "exciting", brightness and color fidelity excellent. He was concerned, however, that "NBC and CBS are shooting their ammunition too soon, putting on these big shows while viewers have to look at 15-in. sets and get wrong impression of color." He also observed, "I'm willing to bet that I'll get only about 100 tubes in January, 200 in February, maybe 300 in March. That isn't much."

Some other reactions, as we compared notes with manufacturers: "As fast as they'll deliver the tubes, we'll go into production and I don't think there's a person in this room who wouldn't." "It's here now, just give us the tubes."

With a big stake in color, another manufacturer stated: "If the industry does not realize color is here, and carry the ball now, it never will." From a prominent engineer, not a manufacturer: "We planned to buy some 15-in. Now we'll buy these. I want one in my house, but I'm worried about the liquor bill." Another top-flight engineer: "It took guts on RCA's part to put 4 sets in a row before such a critical audience" -- referring to fact that there were bound to be variations, yet none of the sets was attended or monitored.

Said a small producer: "The 205 is dead." But that didn't jibe with what a few others told us; they think the 19-in. can hold a place alongside the 21-in., just as the 17-in. black-&-white does, but they all doubted whether the 19-in. could be produced cheaply enough to make for sufficient price differential.

Someone else said -- and this epitomized the expressed thoughts of quite a few of those we interviewed: "The 21-in. isn't the big thing alone; it's just a magic number in the trade. The big thing is the simplified circuitry -- and price."

Sen. Edwin Johnson, who has needled the industry about color for 5 years, went to Princeton Sept. 16, returned with praise almost lyrical:

"It's superb, that's all," he said. "It's just as perfect as perfect can be. The best I've ever seen. They'll sell like hot cakes, because color is so superior to black-&-white that there's no comparison -- a thousand percent better."

* * * *

Neither RCA Chairman Sarnoff nor President Folsom made any speeches at the Princeton demonstrations. But the day before the first one, Sept. 14, Folsom summed up the company's commercial estimates in a speech before the N.Y. Board of Trade. Calling himself a "trader in electronics," the man who masterminds RCA's accelerated merchandising activities asserted:

"I am sold on color TV both as a technical marvel and as a significant advance for the electronic industry. Its prospects are even greater than the pros-

pects of black-&-white were 8 years ago. I foresee the day when virtually every American home will have a color TV set. To show you the basis for my confidence, I should like to cite figures pertaining to the sales outlook for color receivers during the next five years.

"For the balance of this year and next year, it is estimated that more than 350,000 color sets will be produced and sold. During 1956, unit sales should reach 1,780,000; during 1957, 3,000,000; in 1958, about 5,000,000. These annual sales add up a very satisfactory estimate of more than 10,000,000 [in use] by 1959.

"In terms of sales dollars, volume during the next 3 years is expected to more than offset reduction in black-&-white sales -- lifting color to \$264,000,000 in 1955, \$767,000,000 in 1956, \$952,000,000 in 1957." In other words, according to Folsom, the public will invest some \$2 billion in sets alone during next 3 years, to say nothing of installation and servicing.

What's most striking about these figures is that, although RCA speaks of \$800-\$900 for first price, when you divide Folsom's estimates of set production into his figures for dollar volume, you find price of average color receiver dropping to \$430 in 1956, then \$317 in 1957 -- mass purchase prices in anyone's business.

BACK AT WORK, FCC MOVES ON SEVERAL FRONTS: Though Commission action on grants was light this week -- Ch. 11 grant to KFJZ, Ft. Worth, Tex. and initial decision for Ch. 20 to WGMS, Washington, D.C., both after dropouts -- Commission has thawed its "freeze" on other kinds of action originally frozen by Potter uhf hearings.

Not only did the FCC finalize "5-&-2" multiple ownership ruling (see p. 1), but it initiated rule-making, after long hesitancy, to add vhf channels in several areas and granted power-height increases to WDEL-TV, Wilmington, Del. (Ch. 12), even though station has Grade A overlap with other Steinman station in Lancaster, Pa., WGAL-TV (Ch. 8). WDEL-TV was thus given same treatment as Crosley's Cincinnati-Dayton-Columbus stations and Storer's Detroit-Toledo outlets -- FCC recognizing that changes in rules & standards due to freeze were no fault of station operators.

Allocation changes proposed by FCC were: Add Ch. 10 to Goodland, Kan.; Ch. 4 to Richmond, Ky.; Ch. 13 to Monroe, La.; Ch. 13 to Princess Anne (Norfolk), Va. A petition was received from KBOI, Boise, Ida., asking that its Ch. 2 be switched from Caldwell and that it be permanently designated a Boise station.

Three CPs were cancelled for lack of prosecution: WTLO, New Orleans, La. (Ch. 20); KGMO-TV, Cape Girardeau, Mo. (Ch. 18); WAKN-TV, Aiken, S.C. (Ch. 54).

HOT ARGUMENTS between opposing counsel, frayed tempers and charges of "headline grabbing" marked first 3 days of FCC hearing to determine whether Edward Lamb truthfully denied having communist affiliations in his statements to the Commission. On witness stand all 3 days of widely publicized proceeding was Wm. G. Cummings, who described himself as a onetime undercover Communist for the FBI in Toledo. At the outset, Russell M. Brown, attorney for Lamb, denounced Cummings as a "hired character assassin with a known eriminal record." said he would produce evidence that Cummings had offered a bribe for false testimony against Lamb.

Principal allegations made by Cummings under questioning by FCC attorney Walter B. Powell Jr.: That Lamb's name was on a "must list" of persons to be solicited for contributions to the party in 1944; that Lamb was present at dedication of Communist Party headquarters in Toledo the same year and was introduced as "Comrade Lamb."

Examiner Herbert Scharfman repeatedly blocked questioning by Powell when it led into realm of "hearsay" evidence. Powell then submitted "offers of proof" to outline the course the testimony would have taken if it had been permitted to continue. This led to sharpest clashes of the session-- at one point Lamb, as well as his attorneys Brown and J. Howard McGrath, jumping to feet to protest. Toward end of week's hearings, Scharfman revised

proceedings to permit FCC attorneys to dictate "offers of proof" to the official stenographer within hearing range only of the examiners and counsel.

In sustaining objections to "hearsay" testimony raised by Lamb's lawyers during second day of hearings, Scharfman told FCC lawyers: "You're asking me to separate the wheat from the chaff and thus far I have had only chaff." Meanwhile, an editorial in Scripps-Howard's *Washington Daily News* called current hearing "one of the most important the FCC has ever had to decide." Without taking sides in Lamb case, it lamented that proceedings raise possibility of "wholesale security check of every private citizen who needs a Federal license to operate his business," and pointed out that "there are no charges concerning the actual performance of Mr. Lamb's stations."

Cummings will be on stand again Monday when hearing resumes in Hearing Room B, ICC Bldg., Washington.

Fantastic even in an industry noted for fabulous pulling power and commereial results, was deluge of envelopes containing nickels, even some folding money, that poured in on a Mt. Pleasant, Mich. couple as a result of a remark by m.e. Garry Moore on his morning CBS-TV partic. show Sept. 12. He liked the wife's statement that she and her husband wanted no financial help from anyone, suggested people just send in some nickels -- and in 2 days 82,000 envelopes arrived.

GEORGE E. STERLING'S resignation from FCC as of Sept. 30, when he retires at 61 on pension of about \$7500 a year after 31 years of govt. service, speeds passing of an era in TV-radio & communications regulation—the era of career experts serving alongside purely political appointees. One more such remains on the Commission—E. M. Webster, whose terms expires in 1956. The other, acting chairman Rosel H. Hyde, is very likely to quit next Nov. after completing 30 years service with FCC and its predecessor Radio Commission.

Comr. Sterling succeeded in 1948 to the post held by Lieut. E. K. Jett, now head of *Baltimore Sun's* WMAR-TV; like Jett, he had risen from the ranks to Commission asst. chief engineer, then chief engineer, then commissioner. Comr. Webster, wartime Coast Guard commodore in charge of its communications, is a govt. career man whose term expires in 1956. Hyde started with old Radio Commission while studying law, rose in legal staff to gen. counsel, became a commissioner in 1946, chairman in 1953; his disappointment in failing of redesignation as chairman last June may lead him to retire soon, though his term has until 1959 to run.

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Candidates for the Sterling vacancy weren't long in cropping up. Long rumored has been choice of George C. McConnaughey, 58, chairman of Renegotiation Board since last Nov., presumably a choice of Sen. Bricker of Ohio. This week, Sen. Potter (R-Mich.) recommended to President Eisenhower the appointment of Lewis E. Berry, Jr., 40, deputy counsel for the Army since last Jan. 1, who was Potter's advisor in his 1952 Senatorial race.

McConnaughey says he hasn't been offered the job, hasn't sought it, knows of no endorsement by Sen. Bricker, but would take it "because of my regulatory background." He's a conservative Republican, graduate of Dennison U and Western Reserve Law School, overseas veteran of World War I, practiced law in Cleveland in 1924-39, was chairman of Ohio Public Service Commission 1939-45, pres. of National Assn. of Railroad & Utilities Commissioners 1944-45. He was back in law practice in Cleveland in 1945-53 when called to Washington. He has 2 sons, one in Air Force, is a Presbyterian, member of Sigma Chi & Phi Delta Phi.

Berry is 1939 graduate of U of Michigan Law School, practiced law in Cheboygan, Mich., was elected county attorney, entered Army in 1942 as a private and emerged

4 years later as a major after serving as an infantry line officer and later on Gen. MacArthur's Southwest Pacific staff. In 1946, he was elected Cheboygan County prosecuting attorney and in 1952 became Public Administrator for the county. He has been active in state politics, is married, has 2 children.

Berry attended recent uhf hearings of Sen. Potter's subcommittee, told us he knows "there's a real problem" but expressed no opinions. He said he didn't ask Sen. Potter to recommend him, but was "interested" in communications and would take the job if proffered. While an undergraduate at Michigan, he had aspirations to be an announcer, worked on some of the university's WJR programs.

Other candidacies will doubtless be advanced—and it's apparently a horse race unless McConnaughey really has inside track, as some think. New appointee may possibly be designated chairman, though the President could choose either Comr. Hyde again (unlikely in view of long delay) or Comr. Doerfer or Comr. Lee. The protracted delay in acting on chairmanship has caused considerable industry concern (Vol. 10:35, 37) and much critical editorial comment because of effect on FCC functioning.

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Sterling is suffering from high blood pressure, quit on advice of physicians. He returns to Washington Sept. 22 only to clear up his desk after nearly 3 months vacation and sick leave in his native Maine. He hopes to reside in Baltimore, perhaps write a book on his experiences as head of FCC's wartime Radio Intelligence Div., may do some consulting work. He has no other plans, he says—though he was offered a post with a consulting engineering firm and another with a manufacturer.

Sterling is particularly well known and highly popular in technical TV-radio circles, having served on old Dept. of Commerce field staff before formation of original Radio Commission in 1927, then with FCC field service before coming to Washington. He is author of a standard radio textbook and one of the nation's most famous radio amateurs. He cast one of the dissents in FCC's ill-starred color decision, standing with the industry's position against the field-sequential, non-compatible system adopted by the majority.

Next term to expire, next June, is that of Comr. Hennock, N. Y. Democrat; though she is already working for reappointment, her chances are regarded as negligible.

NARTB's District 2 meeting Sept. 13-14 at Lake Placid, N. Y., adopted resolutions favoring equal access of TV-radio with newspapers in covering public legislative hearings and pledged "united support" opposing any restrictions. Other resolutions expressed appreciation to NARTB's govt. relations committee's reporting service on all legislation affecting industry and urged members to adhere strictly to provisions of Code as proof of willingness to keep undesirable program content and commercials off air. Action on freedom of information resolution followed panel discussion by CBS's Jack Gould; ex-FCC chairman Paul A. Porter; NARTB v.p. Ralph Hardy; Rudolph Halley, former counsel of Kefauver crime committee. Gould said cost of broadcasting public service sessions was so high it would be a problem even if unlimited access were permitted. Halley said freedom of access should be governed by desires of witnesses, not by committee. District 3 meeting at Pittsburgh Sept. 16-17 also adopted resolutions urging equal access to hearings and endorsing Code.

Rev. Timothy J. Flynn, exec. v.p. of National Federation of Newman Clubs, named director of TV-radio activities of Roman Catholic Archdiocese of N. Y. by Cardinal Spellman, succeeding Rev. Edwin B. Broderick, now secy. to the Cardinal.

Political "equal time" law should be scrapped in favor of "the rule of fair play," FCC Comr. Doerfer told NARTB District 2 members Sept. 13 at Lake Placid, N. Y. He said an increasing number of broadcasters are reluctant to devote any air time to political candidates because of the danger of opening the door to demands for equal time. "It appalls me to think that the public or large segments of it may some day be denied the opportunity of hearing and seeing the very people who aspire to be their trustees in Govt., because of the impracticability of a law which attempts to write the details of what constitutes fair play," he said. Discussing the Bricker probe of TV-radio broadcasting industry, he cautioned broadcasters against "needless worry" as long as they have nothing to hide. Such an investigation can help clear the air, he added.

Theme songs of outstanding TV programs will be published this fall by RCA Victor as album under title *The Great Music Themes of Television*.

Gov. Thomas E. Dewey, who won't run for reelection, is headed for key post in Motion Picture Assn., reports *Variety*.

First of 2 complete 35mm film scanners has been shipped by Philco to Radio Tokyo (JOKR-TV), Japan.

Personal Notes: J. Davis Danforth, BBDO exec. v.p., succeeds H. H. Dobberteen (now with Bryan Houston Inc.) as chairman of AAAA committee on media relations . . . Henry G. Fownes elected v.p. of MacManus, John & Adams, Detroit, succeeding Reginald A. Brewer, retired; Fownes continues to supervise TV-radio accounts of Cadillac, Dow Chemical, Pontiac . . . Sir George Barnes, BBC director of TV, arrived this week for tour of U. S. TV facilities . . . Bernard C. Barth, ex-gen. program director for Crosley stations, effective Oct. 15 appointed v.p. & gen. mgr. of upcoming Notre Dame U commercial station being built in South Bend, Ind. (Ch. 46) . . . Neal Van Ells resigns as program director of WLWT, Cincinnati, effective Sept. 30 . . . Sig Mickelson, CBS v.p. in charge of news & public affairs, flies to Europe Sept. 18 to visit overseas news bureaus, returning Oct. 13 . . . John W. Kiermaier promoted to administrative co-ordinator of NBC film div.; Joe Derby promoted to mgr. of NBC business publicity, succeeding Ellis Moore, now press director . . . Michael J. Foster gets new title of publicity mgr., CBS-TV press information dept., under new director Charles Oppenheim; Hank Warner named operations mgr., Arthur Perles asst. to director . . . Sidney S. Fox, who last year sold his KDYL-TV (now KTVT) & KDYL, Salt Lake City, to Time Inc. (Vol. 9:14), opens management consultant office at 143 Main St., Salt Lake City; phone 9-5031 . . . Ted Pynch, ex-Sponsor Magazine, has joined business staff of *Television Digest* . . . Wm. W. Van der Busch promoted to gen. sales mgr. of WITV, Ft. Lauderdale, Fla., under new gen. mgr. Arthur L. Gray . . . John W. Taylor, ex-deputy director general of UNESCO, named exec. director of upcoming educational WTTW, Chicago (Ch. 11) . . . Juby Schainblatt promoted to operations asst. to John D. Scheuer Jr., exec. v.p. & gen. mgr. of WTVI, St. Louis-Belleville . . . Dan Durniak, ex-WTAR-TV, Norfolk, named production operations mgr., WJNO-TV, Palm Beach, Fla. . . . Judy Lawton, ex-WTRF-TV, Wheeling, W. Va., named operations mgr. of KCJB-TV, Minot, and KXJB-TV, Valley City, N. D. . . . Richard P. McKee, NBC staffman, was engaged last week to Miss Virginia Alicoate, daughter of John W. Alicoate, publisher of *Radio-Television Daily* and *Film Daily* . . . LeRoy Stahl promoted to mgr. of KFBB-TV, Great Falls, Mont.; W. C. Blanchette promoted from radio director to commercial mgr. of TV-radio . . . Oscar Alagood, ex-KLRA, Little Rock, named commercial mgr. of KATV, same city . . . John Hoagland named BBDO TV-radio program & talent mgr., Don Rowe production mgr. . . . Willard S. Smith, ex-Maxon, named TV-radio mgr., Brooke, Smith, French & Dorrance, Detroit . . . Gerald F. Ford named exec. TV-radio producer, Hicks & Greist Inc. . . . Edward C. Jones named TV-radio director, Barlow Adv., Syracuse . . . Harold Fair, ex-Omaha broadcaster, onetime program director of old NAB, promoted to v.p., Bozell & Jacobs, N. Y. . . . Joseph Creamer, ex-WOR & MBS promotion chief, joins Kudner Agency . . . Jacob A. Evans, NBC adv. & promotion director, to direct TV-radio clinic of N. Y. Ad Club's annual advertising & selling course . . . Jerry Burns resigns as of Sept. 30 as general manager of KIVA, Yuma, Ariz. . . . Les Ware, ex-gen. mgr. of KXLW, St. Louis, named v.p. & gen. mgr. of new KCKT-TV, Great Bend, Kan., due to start Nov. 1.

Sir Kenneth Clark, the art educator who is chairman of Britain's new Independent TV Authority which will broadcast commercial programs in competition with BBC (Vol. 10:32), is planning trip to U. S. to observe commercial TV in action. This week, he announced appointment of Sir Robert Brown Fraser, 49-year-old chief of Britain's Central Office of Information, as director general of ITA.

James Harvey, 44, NBC producer & director, died Sept. 15 at his home in Mamaroneck, N. Y. He leaves his wife and stepmother.

Network Accounts: ABC-TV, in eleventh-hour drive this week, sold out NCAA football schedule on 150 stations starting Sept. 18—signing Zenith (its first network purchase), Maytag and Amana Refrigeration Co. for all sections except west coast (where Carnation Milk sponsors) and Texas (Humble Oil). Agencies for 3 new sponsors are Young & Rubicam, McCann-Erickson and Maury, Lee & Marshall, respectively. Also this week, ABC-TV sold out its pre- and post-NCAA programs, signing Camels, thru Wm. Esty, as sponsor of *Pre-Game Huddle* everywhere except west coast, where Carnation Milk sponsors. For *Football Scoreboard* after games, Camels will be co-sponsor with Colgate-Palmolive (Instant Barber Shave), latter thru Lennen & Newell . . . Dow Chemical's *Medic* got off to rousing start Sept. 13 on NBC-TV 9-9:30 p.m., fully justifying big advance buildup; it got high ratings and good reviews—and if excellent content of first program can be maintained, a lively ratings battle with CBS-TV's *I Love Lucy* is assured when prize-winning situation comedy returns Oct. 4 . . . R. J. Reynolds Co., in all-out campaign for Camels, Winston & Cavalier cigarettes and Prince Albert pipe tobacco, fully sponsoring 4 shows on network TV, 7 on network radio in addition to heavy alt-sponsorship and TV-radio spot schedules, thru Wm. Esty Co. Full-sponsor TV network shows are *Camel News Caravan* (NBC-TV), *Hunter* (NBC-TV), *Topper* (CBS-TV), *I've Got a Secret* (CBS-TV) . . . Sterling Drug (Bayer aspirin, Phillips' Milk of Magnesia) to sponsor *Visc* on ABC-TV starting Oct. 1, Fri. 9:30-10 p.m., thru Dancer-Fitzgerald-Sample . . . Viceroy cigarettes to sponsor *Lineup* on CBS-TV starting Oct. 1, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . . Texaco to sponsor *Club Durante* on NBC-TV starting Oct. 2, Sat. 9:30-10 p.m., thru Cunningham & Walsh . . . Colgate-Palmolive to sponsor *Feather Your Nest* on NBC-TV starting Oct. 4, Mon.-thru-Fri. 12:30-12:45 p.m., and *Modern Romances* on NBC-TV same date, Mon.-thru-Fri. 4:45-5 p.m., thru Wm. Esty . . . ABC-TV reports clearing 112 stations thus far for *Disneyland* debut Oct. 27, Wed. 9:30-10:30 p.m.

Questionnaires on Bryson bill, which would ban beer and wine advertising on TV-radio, were mailed to all stations by NARTB this week in compliance with request by House Interstate & Foreign Commerce Committee for information on how much beer and wine advertising is carried (Vol. 10:34). Calling it "one of the most important and urgent mailings broadcasters have ever received," NARTB asked stations to return questionnaires by Oct. 11. All stations which operated between Sept. 1, 1953 & Aug. 31, 1954, were asked to report on amount of beer and wine advertising in one assigned week during that period. In assigning specific week, NARTB cross-sectioned stations according to size of operation and geographical locations. Thus, said NARTB, responses representative of industry experience at all times of year can be obtained. Non-members were also urged to return questionnaires.

Committee of media and bar representatives to study possible modification of Canon 35 of American Bar Assn., to permit TV and still photographic coverage of some courtroom trials, was urged Sept. 18 by Richard P. Pinkham, ABA public relations chairman, in address to West Virginia Bar Assn. convention. He said such a committee should be composed of representatives of NARTB, American Society of Newspaper Editors, American Newspaper Publishers Assn., together with members of bar. Committee would establish code of fair practices to assure that judicial dignity would be preserved, he said.

National Community TV Assn. holds regional meeting in San Francisco's Bellevue Hotel Sept. 29-30, has picked New York for next annual convention.

Telecasting Notes: Remarkable growth of telefilm, which has Hollywood studios buzzing these days, is illustrated by McCadden Productions, owned by Burns & Allen, the comedy team; its business has jumped from \$1,250,000 last year to about \$5,000,000 this year, properties including not only own series (for co-sponsors Carnation Milk & B. F. Goodrich) but *That's My Boy* (for CBS-TV), new Craig Rice series, new Robert Cummings show, several Jack Benny films, and others . . . Bankability of TV films, especially when stars take stock ownership, was theme of recent talk by Philip N. Krasne, pres. of United Television Programs, before TV-movie accountants in Hollywood. Because film distributors now make firm contracts with stations for 52 weeks, which he said is "tantamount to an account receivable," independent production, when properly established with a good property and a star, can borrow on guarantees of ultimate grosses, he said—citing *Lone Wolf* series with Louis Hayward as example of talent partnership . . . Gross-Krasne, for example, got commitment from Chemical Bank & Trust Co. for \$750,000 to \$1,000,000, but before drawing on it for second 13 pictures of *Lone Wolf* series, UTP already had contracts to cover the total bank loan . . . Screen Directors Guild, concerned about loss of residual pay because no record is available on number of re-runs of film, is considering asking FCC (which never gets involved in such matters) to assign code number to each film and require all stations to report every time it's run, says Sept. 11 *Billboard*—quoting SDG exec. secy. Joseph C. Youngerman. He says it's impossible to keep tab on payments by hundreds of small producers, some now out of business though films are still being run . . . Alex Gottlieb's *Dear Phoebe*, new show on NBC-TV, is headed for full-length movie feature, a la *Dragnet*; the author-producer of new Campbell Soup hit says he has screen play written already, to be titled *My*

Very Own . . . Ziv TV claims to be only firm dubbing Spanish language soundtracks on its overseas film, has named Millard Segal, ex-CBC, as international sales mgr. . . . Leland Hayward resigns due to illness as exec. producer of NBC-TV's Mon. 8-9:30 p.m. color "spectaculars," along with asst. Richard Whorf; Hayward is succeeded by Fred Coe, now consultant on *Lux Video Theatre* . . . Chicago News Bureau, 64-year-old co-operative press assn. servicing AP and 4 Chicago daily newspapers, adds TV-radio dept.; Milton Golin is editor of new dept., whose first subscribers are WGN-TV & WGN, WIND . . . KARK-TV cameramen Chris Button and Luis Obserte got one of those breaks of a lifetime this week when they were on hand to film actual shooting of a policeman at Little Rock while mental hospital fugitive was holding woman as hostage; still shot from their film was carried nationally on AP Wirephoto . . . Rate increases: WMAR-TV, Baltimore, raises base hour from \$960 to \$1100, min. \$180 to \$200; KSL-TV, Salt Lake City, \$500 to \$575 & \$125 to \$150; WNEM-TV, Bay City-Saginaw, Mich., \$300 to \$425 & \$70 to \$85; KEDD, Wichita, \$300 to \$375 & \$60 to \$75; WTMJ-TV, Milwaukee, hour from \$1050 to \$1150, min. unchanged; WBRC-TV, Birmingham, Class A 5-min. from \$163 to \$195; WRTV, Asbury Park, N. J., hour from \$150 to \$165. Note: New \$700 hour rate attributed in Aug. 28 issue to WSYR-TV, Syracuse, should have been for WHEN-TV there; WSYR-TV rate stays at \$660 . . . Rate decreases: KTVQ cuts all hour and 30-min. rates, Class A hour going from \$300 to \$225; KTEN, Ada, Okla., cuts base hour from \$300 to \$225, min. from \$55 to \$30 . . . New reps: KOIN-TV, Portland, Ore., to CBS-TV Spot Sales (from Avery-Knodel); WJIM-TV, Lansing, Mich., to Petry (from H-T Television); KSWO-TV, Lawton, Okla., to Pearson (from Everett-McKinney); WSWA-TV, Harrisonburg, Va., to Pearson (from Devney & Co.).

AN OLD ISSUE suddenly came alive this week when FCC, acting on petition of John Boler's KXJB-TV, Valley City-Fargo and KCJB-TV, Minot, N. D., invited comments on the general idea of allowing stations in sparsely-settled areas to build own intercity microwave facilities when they can't afford common carrier service.

This is a change of thinking, to some extent, of Commission's 1948 "interconnection" decision when it ruled that AT&T was not required to connect its facilities to microwaves built by individual stations. This made it mandatory that networks and stations buy service from AT&T.

Exceptions were permitted only when AT&T was unable to supply service within reasonable time. Practically speaking, however, AT&T has almost always been so well prepared that it could provide service as fast as desired.

Now, Commission is willing to consider economics of the situation—whether or not stations can service themselves more cheaply. Door is opened only a crack. No specific rule-making is proposed, FCC indicating only that it's willing to "review" its policy.

Commission is careful to point out that it approves of present basic system. Here's heart of its statement:

The Commission is satisfied that the rules and policies, insofar as they contemplate that the nationwide television program network should be provided by common carriers, are sound and serve the public interest. The Commission is of the view that the existing common carrier network, including main routes and branch lines emanating therefrom, should continue its orderly growth in order to meet the requirements of the broadcasting industry for network transmission facilities. It has become increasingly evident, however, that a problem is presented by the application of the Commission's rules and policies with respect to television stations located in relatively small communities which are at a distance from program service points, on existing common carrier routes. Because of the distance of these communities from such program service points, the monthly common carrier mileage charges for the television transmission facilities which are required to connect the stations to the established networks may not be commensurate with the economic prospects of those stations for profitable operation. This situation may

deter and hinder the development of a nationwide television service. Furthermore, the construction of facilities for interconnection by the common carriers in such instances represents a substantial investment, and in some instances the greater portion of such investment may be unrecoverable upon the financial failure of such television stations.

Boler originally had applied for private 213-mi. 12-hop microwave from Minneapolis to Fargo, estimating cost at \$250,000, yearly operating \$5000. FCC sent him "McFarland letter" noting that AT&T said it could provide service by Sept. on payment of \$22,000 "expedition charge" and doubting that Boler could afford to build own microwave. Boler then petitioned for change in rules to permit private microwave despite availability of AT&T facilities (Vol. 10:20,29,33).

While petition was pending, Boler contracted for Minneapolis-Fargo service from AT&T at about \$11,000 monthly, but presumably would go back to plans for private microwave if FCC finally permits. In meantime, too, Boler obtained FCC grant for 3-hop microwave STL to connect his Valley City and Minot stations.

FCC's notice will undoubtedly bring many favorable comments from stations in communities too small and too far from AT&T facilities to attract network advertisers, who, in final analysis, pay for the line charges.

Comments are due by Nov. 8; subject is labeled Docket No. 11164. This week's notice is FCC 54-1167, Mimeo 10128, available from Commission or we'll get it for you.

"Battle of Dubuque" over which of 2 companies should be given community antenna franchise (Vol. 10:35,37) was climaxed Sept. 13 when voters rejected, 6610 to 1537, city counsel's selection of local Dubuque Community TV Cable Corp. over Dubuque-Jerrold TV Cable Corp. Way is now clear for vote Oct. 11 approving choice of Jerrold system. Town was more aroused about fight than over any local issue in its history. The only election that ever drew greater vote was 1952 presidential ballot.

NEW 23-KW UHF transmitter and 50-gain helical antenna will round out GE's line of uhf transmitting equipment. GE, which last month announced 45-kw transmitter capable of delivering maximum FCC-authorized power of 1000-kw (Vol. 10:33), will put 5-month delivery time on newest transmitter. The 23-kw power is obtained by hooking up 2 modified 12-kw transmitters in parallel and driving them with 1-kw unit, just as 45-kw uses three 12-kw. New transmitter uses 3 klystrons—2 visual, one aural. The 23-kw transmitter is priced at \$175,000, compared with \$133,000 for 12-kw and \$225,000 for 45-kw. When used with existing 1-kw transmitter of any make, 23-kw transmitter costs \$130,000; when added to GE 12-kw, \$85,000. New 50-gain antenna is 14-bay helical type, 110-ft. long, to be priced at about \$75,000.

GE shipments this week were 12-kw amplifier to WDAK-TV, Columbus, Ga. (Ch. 28); 20-kw amplifier to WJHL-TV, Johnson City, Tenn. (Ch. 11); 5-kw transmitter to KPRC-TV, Houston (Ch. 2). It also reports order for 12-bay antenna for shipment within 45 days to WTLC, Champaign-Urbana, Ill. (Ch. 12), due in Oct.

RCA shipped 10-kw transmitter Sept. 14 to KLTW, Tyler, Tex. (Ch. 7), due on air in Oct.; same day, to existing stations, it shipped 25-kw to KOTV, Tulsa (Ch. 6) and 12½-kw to KMJ-TV, Fresno, Cal. (Ch. 24).

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

KREM-TV, Spokane Wash. (Ch. 2), tower work delayed by unseasonable heavy rains, now has moved test pattern target to about Oct. 15, reports gen. mgr. Robert H. Temple. It has 25-kw Federal transmitter, will use 5-bay GE antenna on 747-ft. Trusecon tower. Network affiliation hasn't been signed yet. Base rate will be \$300. Rep will be Bolling.

KAKE-TV, Wichita, Kan. (Ch. 10), is installing 50-kw RCA transmitter, has changed target from late Sept. to latter half of Oct., according to gen. mgr. Martin Umansky. RCA 12-bay antenna was scheduled for installation Sept. 9 on 1000-ft. Parkersburg tower, "tallest structure in the state." It's third station in area—KEDD, Wichita (Ch. 16) and KTVH, Hutchinson (Ch. 12) having begun summer of 1953. Network affiliation and base rate not set yet. Rep will be Hollingbery.

WTLC, Urbana, Ill. (Ch. 12, educational), still has no target date, but director Frank E. Schooley gives "off-hand guess [of] sometime in October." It already has 5-kw transmitter donated by GE, bought Blaw-Knox tower from WTMJ, Milwaukee, plans temporary site atop U of Illinois stadium in Champaign. Grantee also has 2 GPL camera chains, GPL video recorder and processing apparatus, complete line of motion picture equipment.

WTVM, Muskegon, Mich. (Ch. 35), which finally got "go ahead" signal last July when FCC dismissed protest filed by WGRD, Grand Rapids (Vol. 10:28), doesn't plan to build this winter, according to owner Leonard A. Versluis, who built and then sold pre-freeze WLAV-TV in Grand Rapids (now WOOD-TV). GE last Nov. reported it had order for directional antenna from WTVM. Rep not chosen.

WQCY, Allentown, Pa. (Ch. 39), last reporting Nov. target with 12½-kw RCA transmitter (Vol. 10:23), now is indefinite, hasn't got a delivery date for transmitter, according to mgr. Ogden R. Davies. Allentown's other grantee, WFMZ-TV (Ch. 67), plans Oct. start. Weed will be WQCY rep.

WNLC-TV, New London, Conn. (Ch. 26), which reported "late 1954" target earlier this year (Vol. 10:8), now plans to get going "sometime in 1955," writes mgr. Gerald J. Morcy. RCA equipment has been ordered, with 420-ft. tower. Rep will be Headley-Reed.

CBHT, Halifax, N.S. (Ch. 3), has begun work on transmitter on Geizer's Hill, NW of city, expects to have 10-kw RCA transmitter installed and construction completed by end of Oct. in order to meet "by Christmas" target. RCA Victor Co. Ltd. is building 500-ft. guyed tower with 8-slot wavestack antenna. Temporary studios at 27 College St. will connect by microwave. Construction of permanent studios on Bell Rd. is scheduled for early 1955. It will be CBC's 7th station, only other outlet planned being Ottawa's French language station (Ch. 9).

CJBR-TV, Rimouski, Que. (Ch. 3), had 10-kw RCA transmitter and 4-slot wavestack antenna due early this month, now expects to be on the air in Oct. Transmitter house and tower are on Peak Champlain, 1100-ft. above av. terrain. It will carry CBC French-language programs. Base hour will be \$200. Reps will be Adam Young and H. N. Stovin & Co.

CJCB-TV, Sydney, N. S. (Ch. 4), held up by slow delivery of transmitter and studio equipment, now doesn't expect to get going until end of Sept., according to owner N. Nathanson. His sons, J. Marven & Norris Nathanson, will be gen. mgr. and business mgr., respectively. It has 10-kw RCA transmitter, will use 400-ft. tower with RCA 12-slot wavestack antenna. It will be easternmost North American TV station, will carry CBS programs as well as CBC. Base hour will be \$200. Reps will be Weed and All-Canada.

CFQC-TV, Saskatoon, Sask. (Ch. 8), now hopes to begin tests Oct. 1, with programming few days later, reports station mgr. G. Blair Nelson. It may be delayed until mid-Oct., however, depending on completion of 650-ft. tower by Dominion Bridge Ltd. Antenna will be RCA 12-slot wavestack. Transmitter house is nearly ready for 10-kw RCA transmitter, with 2-kw already on hand. Base rate will be \$160. Reps will be Adam Young and Radio Representatives Ltd.

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Conflicting stories about "Stiles incident" in Portland, Ore. Ch. 12 case (Vol. 10:35-36) should be resolved by Commission, its Broadcast Bureau recommended this week after getting report from own investigators. FCC had awarded final decision to Oregon TV Inc. Competitor Columbia Empire Telecasters then claimed Oregon TV principals had offered "false and perjured testimony" regarding resignation of their proposed manager Walter Stiles, now chief engineer of KOPO-TV, Tucson. After perusing conflicting affidavits, Broadcast Bureau sent attorneys Herbert Schulkind and John Bass to interview Stiles, decided matter was still confused, urged reopening of record and further hearing.

Shift from Ch. 74 to Ch. 15, sought by WMGT, Adams, Mass. because of antenna difficulties (Vol. 10:36), was turned down by FCC this week because Ch. 15 isn't assigned to town, couldn't be without changing allocations standards. WMGT promptly asked for STA to operate on Ch. 19, stating it was petitioning for shift of Ch. 19 from Utica, N. Y. and that it would reimburse Richard H. Balch \$11,000 for giving up Ch. 19 CP in Utica.

New community antenna projects: Oneonta Video Inc., 5 Elm St., Oneonta, N. Y. (Wm. Hoffman, pres.); Delhi Video Inc., Delhi, N. Y. (Burt Townsend, pres.). Vice pres. of Oneonta group and mgr. of Delhi project is Wm. J. Calsam, who was a principal of TV Cable Corp., Schuylkill Haven, Pa., recently purchased by Malarkey interests, operators of Pottsville, Pa. system.

Dates for program log analysis for TV-AM-FM licenses expiring in 1955, announced by FCC this week: Mon., Nov. 9, 1953; Tue., Feb. 2, 1954; Wed., March 31, 1954; Thu., May 6, 1954; Fri., Aug. 20, 1954; Sat., Sept. 4, 1954; Sun., Dec. 13, 1953.

Color Trends & Briefs: Significant contrast in big color shows was provided this week by NBC's first "spectacular" *Satins & Spurs* (Sept. 12) and CBS's first play in *Best of Broadway* series (Sept. 15). The net result—no news to showmen—was that the "play's the thing." In short, NBC's *Satins & Spurs* was a rather uninspired musical, even though Betty Hutton put some life into it, while CBS's play *Royal Family* was a tried-&-true vehicle that re-proved its impact.

What the veteran showmen may not know, however, is that color made an enormous difference to *Satins & Spurs*—and it's our conviction that it would have devastated black-&-white competition the other night if majority of viewers had color sets, for much of it was breath-taking. However, the competition, Darryl Zanuck story on Ed Sullivan's CBS-TV *Toast of the Town*, featuring big Hollywood names, butchered *Satins & Spurs* in the audience ratings.

Trendex 10-city average gave CBS 34.4 rating against 16.6 for NBC, though spectacular managed 19.7 against 13 for CBS's *Private Secretary* during first half-hour before Sullivan show started. Hooper gave CBS 38 vs. 16 for NBC in New York, 36 vs. 17 in Chicago, 30 vs. 20 in Philadelphia.

Critics were virtually unanimous on what was wrong: The spectacular was a hackneyed story with no hummable tunes. Shrewd *Variety* editor Abel Green nailed it down even better by interviewing famed song-writer Irving Berlin who said: "Songs must be heard more than once to be appreciated, and within the confines of an hour or a 90-min. videomusical it's too much to ask anybody—the performers or the public—to click with a onetime song performance."

Royal Family was a great play, starred great talent, and critics thought color was good but scarcely mentioned it. Next in CBS's sparkling *Best of Broadway* series will be Kaufman-Hart comedy *The Man Who Came to Dinner* Oct. 13, starring Monty Woolley, Merle Oberon, Joan Bennett, Bert Lahr, Reginald Gardiner, Zasu Pitts, Buster Keaton. CBS also announced that Frederic March will play Scrooge in *A Christmas Carol* on *Shower of Stars* Dec. 23.

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Outlining NBC's color programming and promotion efforts for newsmen and RCA licensees at 21-in. color tube demonstrations in Princeton this week (see p. 3), NBC exec. v.p. Robert W. Sarnoff recapitulated previously announced schedules, mentioned a few additional programs, said NBC has capacity for 60 hours a month. The 3-a-month "spectaculars" will amount to 50 hours alone this season, he said, then *Ford Theatre* will start weekly half-hour color film Oct. 14. Intermittent color inserts will be continued on *Home*, then 2-hour version of *Macbeth* will be colorcast Nov. 28. In Christmas season, NBC's now-traditional opera *Amahl and the Night Visitors* will be carried in color, and mobile unit will either cover Tournament of Roses in Pasadena or present a Nativity program from National Art Gallery, Washington. Sarnoff noted CBS will feed some 45 hours of color to affiliates during season, while more and more individual stations will acquire cameras and film scanners to supplement network color with local originations.

RCA compared new 21-in. color tube with 21-in. rectangular black-&-white during Princeton symposium this week (see p. 3), giving these figures: Color picture (masked, 4x3 aspect ratio) 250 sq. in., 19 5/16-in. wide, 14 1/2-in. high. Black-&-white picture 245 sq. in., 19 1/4-in. wide, 14 3/16-in. high. Color tube has overall diagonal of 20 11/16-in., overall length of 25 3/8-in. vs. black-&-white overall diagonal of 21 11/32-in., overall length of 23 13/32-in. Color tube weight is 28 lb., black-&-white 24 lb.

Experiences of pioneer colorcaster WKY-TV, Oklahoma City, are detailed in *Close-Up on Color TV*, just issued by the Katz Agency for guidance of advertisers, agencies and station operators. Clever promotion used last week by WKY-TV was *First Nighter* program, to which business and civic leaders were invited Sept. 12 to view NBC-TV's first spectacular, *Satins and Spurs*. All guests received parchment certificates recording their presence at "the opening night of a new era in TV entertainment."

Extension courses in color TV engineering are being offered this fall by U of California at Los Angeles, instructor to be Edward L. Michaels, supervisor of Packard-Bell advance development group. Two TV writing courses are also offered.

Comdr. C. G. Mayer, RCA European technical representative, author of 19-p. technical paper on "Colour Television Broadcasting" reprinted in July 23 *Journal of the Royal Society of Arts*, as read before the Society in May.

This week's network color schedules: CBS-TV—Sept. 25, *My Favorite Husband*, 9:30-10 p.m. NBC-TV—Sept. 24, segment of *Home*, 11:34-11:46 a.m.; Sept. 25, *Lady in the Dark* spectacular featuring Ann Sothern, 9-10:30 p.m.

Purchase of RCA "3-V" film camera is reported by WJAC-TV, Johnstown, Pa., expecting delivery by Jan. 1.

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Ghosts on a TV screen can be a problem—but it's a rare occasion when one drives a housewife "crazy" and ends up in the police station. This particular ghost is the much-headlined "Indianapolis TV ghost" which appeared last week on the screen in the home of Mr. & Mrs. John Mackey of that city, and refused to get off, even when the set was turned off. Mrs. Mackey insists the apparition is that of her grandfather who died 4 months ago—and that it is even wearing the suit he was buried in. The image appeared Sept. 10, and the set was moved to police headquarters Sept. 12 when Mrs. Mackey said she was "going crazy," but the ghost remained on the screen while nearly 500 persons came to observe it. "Grandpa's ghost" is reminiscent of similar incident last year when face of singer Francey Lane remained for 2 days on screen of a TV set in Long Island (Vol. 9:50). At that time, engineers said phenomenon was apparently caused by electronic "explosion" in set which fixed image on screen. Same explanation is given for this week's ghost, based on assumption that face is that of a TV performer who happens to look like Mrs. Mackey's grandfather. Or it's just possible that supernatural TV is compatible with the American 525-line system.

Industry's public-spirited promotion, annual Voice of Democracy contest for high school students, was launched this week with appointment of RETMA exec. v.p. James D. Secrest as chairman of event, succeeding Robert K. Richards, outgoing NARTB administrative v.p., who had served as chairman since its inception 8 years ago. As in past years, joint sponsors are NARTB, RETMA and U. S. Junior Chamber of Commerce. All contestants write and recite original 5-min. scripts on theme, "I Speak for Democracy." Local winners are selected in personal competitions, while state and national winners are chosen from recordings of voices of local winners. Judging will start during National Radio and TV Week, Nov. 7-13, with local winners to be announced by Dec. 1 and state and territorial winners by Dec. 28. The 4 national winners will be announced Feb. 7 and will visit Washington and Williamsburg, Va. week of Feb. 18, with annual awards luncheon in Washington Feb. 23. National winners receive \$500 scholarship checks, and state winners receive TV & radio sets donated by RETMA members, among other prizes.

RADIO MARKET TAKES TURN FOR BETTER: Under impetus of stepped-up promotions, the radio set business seems to have shown encouraging pickup in last few months -- and prospect now is that about 10,000,000 sets may be sold this year, compared to about 13,000,000 in boom 1953. In fact, when auto radios are included in calculations, retail sales for first 8 months were only 200,000 under production.

Radio production in first 8 months this year totaled about 6,000,000 compared to about 8,000,000 in same period of 1953. Factory sales were about 5,800,000, compared to 8,500,000 in 1953; distributor sales were 5,500,000 vs. 7,800,000; retail sales totaled 5,800,000, compared to 7,600,000 year ago.

Inventories at all levels totaled about 3,200,000 (excluding auto) at end of Aug., up about 200,000 since end of July and about same total as end of Aug. 1953 -- regarded as quite high, albeit average list price per unit is only about \$38 (price at factory about \$20). There's virtually no inventory in auto radios.

Pickup was especially noticeable in July and Aug., and preliminary statistics for early Sept. show upswing continuing this month. In Aug., radio production was about 780,000, compared to 425,000 in July and 990,000 in Aug. 1953; factory sales were 790,000 vs. 550,000 in July and 950,000 in Aug. 1953; distributor sales were 600,000 vs. 530,000 in July and 900,000 in Aug. 1953; retail sales totaled about 675,000 vs. 600,000 in July and 800,000 in Aug. 1953.

Radio market has thus taken decided turn for better since our last report, covering first 4 months of 1954, when outlook appeared somewhat bleak (Vol. 10:21). There's no official explanation of improvement, but many manufacturers are inclined to give bulk of credit to unusual promotions in last few months.

SALES GOOD, PRICES GOING UP, OUTPUT DOWN: Firming of prices, with some increases here and there on selected models -- that's the general trade picture now, as discerned from informal survey of leading set manufacturers. Labor and some parts have gone up, but main reason they're planning price advances is that margins have been running too low and they think the current boom TV market can stand increase.

No further price increases were announced this week, beyond those reported last week (Vol. 10:37). But there's no denying fact that hikes on some models are uppermost in minds of many set makers, who seek only right time to announce them.

Here's quick rundown on price plans, as divulged to date: Motorola and Zenith have raised some prices by \$10 already; Admiral, Philco and Emerson have disclosed they definitely plan to do so (Vol. 10:37). RCA and DuMont are saying nothing on the subject for time being. Sylvania sees "some possibility of slight advances here and there." Stromberg-Carlson "probably" will increase prices on leader models. CBS-Columbia is ready to raise if industry's pace-setters do. Crosley alone says it's determined not to raise prices -- but that, too, is subject to change.

Consensus: Small increases are coming -- usually not more than \$10 -- and "adjustments" on selected models, but not throughout entire lines.

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The beauty of the current TV market is that not only are unit sales staying high, but that folks are beginning to buy up into higher-priced models. That seems to be developing trend now, with RETMA spokesman acknowledging this week that quite a few companies have reported same thing over last few weeks.

Further testimony on booming business comes from Philco pres. James Carmine, who reported production and sales running ahead of the highest months in history of his company. Back orders, he said, were highest on record -- with both TV plants working at full capacity, including Saturdays. He said Philco was turning out "well over 100,000 sets a month -- and has been for quite a while."

"We're making more TV sets than anybody else in the business," he told us. "And, believe it or not, in the last few weeks our biggest seller is the 24-inch console. It represents the biggest percentage of our production. We've always had hot console lines, but this one is the hottest item yet" -- referring to \$370 model.

New network shows and upcoming World Series, excellent lines and attractive prices were cited as reasons for current business boom. As for color, Carmine said: "It will be 1956 before it becomes a factor in the TV market."

Other manufacturers shared Carmine's enthusiasm, though none was quite so specific. Admiral's Ross Siragusa stated 2 weeks ago that industry's unit output and sales last 4 months of 1954 would equal same period of record 1950 (Vol. 10:36). He said last week that Admiral is now producing 100,000 sets a month.

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Continued TV boom depends on stability of national economy, of course, and this week 2 major pronouncements pointed to a growing prosperity. Commerce Secy. Weeks, speaking to National Petroleum Assn. in Atlantic City Sept. 16, said he is "extremely optimistic" about business conditions for rest of 1954 and beyond. He said personal income of Americans should reach about \$253 billion this year. The unemployment situation, he said, is "coming along in a satisfactory manner."

If you see political overtones in this, there's the further testimony of pres. Rowland Jones of big American Retail Federation, representing 600,000 outlets, who told President Eisenhower that retail sales are expected to reach their highest level in history by end of 1954, so prosperous is the nation. He said rising retail sales always indicate expanding production, increased employment and better wages. He said retail wages are up 4.3% over first half of 1953 and "disposable personal income -- the source of consumer purchases" had risen 8.8% since 1952.

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TV production totaled 151,544 in week ended Sept. 10, compared to 178,224 preceding week and 182,977 week ended Aug. 27. It was year's 35th week and brought production for year to date to about 3,900,000 vs. 4,890,000 in same period of 1953.

Radio production totaled 154,593 (50,435 auto), compared to 197,126 in week ended Sept. 3 and 196,448 week before. For 35 weeks, output was about 6,250,000, compared to approximately 8,600,000 in corresponding period year ago.

Trade Personals: Harold Botkin, asst. gen. mgr. of AT&T Long Lines Dept., next week succeeds Wm. A. Porter as asst. director for telecommunications, Office of Defense Mobilization, as Mr. Porter returns to Washington law firm of Bingham, Collins, Porter & Kistler about Oct. 1 after short vacation; Mr. Botkin, on year's leave from his firm, recently organized new communications office for Secy. of Defense Wilson . . . Paul A. Gorman elected Western Electric v.p. for defense products, Timothy E. O'Shea eastern manufacturing v.p., Gus F. Raymond purchasing and traffic v.p. . . . Charles H. Shuff named director, C. V. Aggers asst. director, Westinghouse International's new defense relations dept., responsible for military components equipment, radar and related products for defense purposes abroad . . . Robert Hartman appointed director of new CBS govt. div., combining govt. operations of CBS-Columbia and CBS Labs; Sidney Wiesner appointed director of all non-civilian govt. production . . . Ralph R. Batcher, ex-RETMA chief engineer, named technical consultant to Hudson Wire Co., Ossining, N. Y. . . . Robert M. Van Brundt promoted to Motorola adv. mgr., replacing Jack Siegrist, now DuMont merchandising mgr. . . . Henry Schmalz, ex-RCA, Rauland & Sarkes Tarzian, recently with Crosley tube plant at Batavia, Ill., joins Thomas Electronics Inc. as mgr. of color tube engineering . . . H. J. Schulman, CBS-Columbia, re-appointed chairman of RETMA service committee . . . Robert E. Durham, ex-World Distributing Co., Toledo, named Emerson district mgr. for western Mich., northern Ind., northwestern Ohio . . . Stanley Crockett appointed

Olympic Radio southeastern sales rep, Birmingham . . . Gordon Mueller named Stewart-Warner New England sales rep, 27 E. View Ave., Hartford; C. C. Dixon for Florida, 1721 18th Ave. N., Indian Rock, Fla.; Robert Martin for southern California, 3611 Chesapeake Ave., Los Angeles . . . Ben V. K. French, ex-General Instrument Corp., named service mgr. of I.D.E.A. Inc., Indianapolis (converters) . . . Art Brown named adv. mgr. of Jensen Mfg. Co., Chicago . . . Richard K. Winslow, ex-RCA public relations at Princeton labs, joins *Newsweek* as science editor . . . Virden E. Scranton, Motorola administrative planning mgr., promoted to operations v.p. of Motorola Canada Ltd.; M. M. (Pete) Elliott, gen. mgr. of Canadian subsidiary, elevated to marketing v.p. . . . Arthur V. Loughren elected Hazeltine Corp. v.p. in charge of research; he's also exec. v.p. of Hazeltine Research Inc., Chicago.

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Dr. Vladimir K. Zworykin, famed electronics inventor, retiring as RCA Labs v.p., was to be honored at Princeton Labs Sept. 18 with technical symposium and dinner featuring addresses by RCA chairman David Sarnoff and noted scientists. He becomes RCA's first honorary v.p.

Winter market dates for TV-radio manufacturers: Chicago's furniture marts, Jan. 3-14; Los Angeles marts, Jan. 17-21; Western Merchandise Mart, San Francisco, Jan. 24-28.

Philco closes washer-dryer plant at Alliance, O., henceforth will concentrate home laundry production at Fairfield, Ia. plant of Dexter Corp. subsidiary.

Topics & Trends of TV Trade: Giant Westinghouse, which last year produced about 5% of industry's 7,200,000 TVs, is aiming for 10% of the TV market by 1957, N. Y. Society of Security Analysts was told Sept. 14 by pres. Gwilym A. Price. He said increase would accrue partly from company's "position of leadership" in color. It was one of first companies to produce and offer sets (15-in.) to public (Vol. 10:9,11).

He said Westinghouse's 19-in. color set, using CBS-Hytron's "Colortron-205" tube, would be in hands of dealers in some 50 cities in about 2 weeks. He predicted industry would produce about 500,000 color sets by end of 1955, but shied away from forecasting Westinghouse's share. He said it would be "2 or 3 years before color TV becomes competitive with black-&-white—and I am speaking of sets in the range of \$500."

He also predicted that by 1957 some 35% of total Westinghouse business would be in consumer products—which include TV-radio, appliances, lamps & electronic tubes—compared to about 25% currently.

"Where we are seeking the largest relative increases in consumer products, we have stepped up our promotion and advertising in advance of current demand as an investment towards gaining greater consumer acceptance in preparation for the task ahead," he said.

As factors contributing to maintaining high level of consumer durable purchases for next 2 years, he cited "population increase, a stabilized economy, a high rate of home building and increased consumer purchasing power."

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Spurious radiation problems can frequently be solved at local level, RETMA pres. Glen McDaniel told distributor-dealer conference in San Diego Sept. 15, outlining RETMA and FCC plans to provide that receivers meeting Commission specifications can display an official seal showing they've been certified by Commission-approved laboratories (Vol. 10:16,34). If FCC finalizes rules, McDaniel said, "then the dealers and consumers will have, for the first time, a reliable means of determining whether a set has been engineered in a manner responsive to the public interest in conservation of the spectrum." Though manufacturers are doing much "within the limits of economic practicality," he added, it's up to local groups "to solve unusual cases on a local basis."

TV set sales by Canadian factories totaled 207,724 at average price of \$356 in first 7 months of 1954, when production was 225,869, reports Canadian RTMA. Projected production estimate is for 159,221 more sets in Aug.-Oct. period. Inventory at end of July was 86,978, compared to 99,080 at end of June and 89,115 at end of May. Quebec led in sales with 72,306; Toronto second, 44,252; British Columbia, 22,549; other Ontario, 18,175; Ottawa & eastern Ontario, 13,362; Prairies, 12,310; Hamilton-Niagara, 11,671; Windsor, 7042; Maritime Provinces, 6057. In July alone, sales were 26,491, production 14,389.

Picture tube sales in first 7 months totaled 4,471,584 valued at \$93,088,884, compared to 5,831,271 worth \$137,649,617 in same period of 1953, reports RETMA. July sales were 514,346 valued at \$10,102,903, compared to 681,937 at \$13,933,845 in June and 634,200 at \$15,155,870 in July 1953. Receiving tube sales in first 7 months were 189,917,572 worth \$138,803,144 vs. 269,622,417 at \$183,646,726 in same 1953 period. July sales were 24,208,512 worth \$18,082,753 vs. 31,031,315 at \$21,694,500 and 26,462,069 at \$18,243,030 in July 1953.

RCA's revised receiving tube manual, listing basic technical data on over 500 tubes used in TV-radio & sound equipment, is available for 60¢ from RCA tube distributors or from tube div. headquarters, Harrison, N. J.

DISTRIBUTOR NOTES: CBS-Columbia appoints Goldberg Electric Products Inc., 2000 W. Marshall St., Richmond (LeRoy Goldberg, partner) . . . Sylvania: Jensen-Byrd Co., 324 Riverside Ave., Spokane (J. Scott Jensen, pres.) and Empire State Wholesalers Inc., 218 Congress St., Troy, N. Y. (Irving Flax, pres.) . . . Hoffman Radio: Deepfreeze Distributing Corp., 3930 Reading Rd., Cincinnati; Graybar, Seattle . . . Admiral: West Michigan Electric Supply Co., Benton Harbor, Mich. (R. A. Jeffers, pres.), replacing Republic Electric Co., South Bend . . . Admiral establishes factory distributing sub-branch at Fresno, Cal., replacing Billings Wholesale Radio . . . Stewart-Warner: Tracey & Co., 7686 W. Exchange Ave., Providence; Boe Distributing Co., 1605 Rockdale Rd., Dubuque, Ia.; Robertson Supply Co., 53 Jackson St., Orlando, Fla. . . Radio & Appliance Distributors Inc., E. Hartford, Conn. (RCA) appoints Frederick G. Cook gen. merchandising mgr. . . Frankelite Co. (Crosley-Bendix) appoints Warren Hall appliance sales mgr., replacing Riley Stone, now WAKR-TV, Akron . . . Modern Distributing Co., Cincinnati (Crosley-Bendix) names James H. Tygrett sales mgr. for electronics products, Paul G. Hagedorn for appliances . . . Peaslee-Gaulbert Corp., Atlanta (Emerson) appoints Jack Olvy TV-appliance mgr., replacing Mike Goldman, now Emerson southeastern regional mgr. . . Cladco Distributors, Buffalo (Hallicrafters) appoints James Love sales mgr. . . Graybar appoints H. D. Epps Pittsburgh branch mgr., C. A. Rattenmayer for Minneapolis, F. P. Hoeffler St. Louis . . . Joseph Strauss Co., Buffalo (Zenith) promotes Frank M. Keane to TV-radio sales mgr.

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RETMA's fall meeting, at New York's Roosevelt Hotel Sept. 21-23, considers proposals to expand electronics membership by establishing new eligibility standards for electronics firms which cannot qualify currently as active or associate members. RETMA board meets final day, will also discuss revised dues structure for all members. Special committee on spurious radiation meets Sept. 21 to make recommendations on establishment of independent certification lab.

National Alliance of TV & Electronic Service Assns. schedules annual convention at Chicago's Morrison Hotel, Sept. 24-26. RCA, CBS-Columbia & GE will demonstrate color sets, Sylvania representative will discuss color test equipment. Other talks will be on printed circuits, service business principles, antenna installations.

National Electronic Distributors Assn. schedules general membership meeting Oct. 21-22 at Baker Hotel, Dallas. Reservations for annual banquet final evening are handled by Hoyt C. Crabtree, Crabtree's Wholesale Radio, Dallas.

Story of Channel Master Corp., Ellenville, N. Y., is related in Oct. *Coronet Magazine*, describing how brothers Harry, Joe & Lou Resnick parlayed \$7000 into company employing 1000 and grossing nearly \$15,000,000 annually.

Setchell-Carlson has new all-console line ranging from 21-in. mahogany at \$349 to 27-in. blonde at \$535—all with optional built-in radios and record changers and with controls on top of sets.

George's Radio & Television Co. (George Wasserman, pres.), 4-store Washington chain, was robbed of \$20,000 cash and \$3500 in jewels on Labor Day weekend when thieves broke into Wasserman's office and ripped open safe.

CBS-Hytron has issued 7th edition of its *Reference Guide for Miniature Electron Tubes*, covering all makes, available free on request from its distributors.

Stewart-Warner returns to phonograph field after several years absence with 10 models, including 3-speed hi-fi at \$200.

Electronics Reports: Nation's largest radio research lab, National Bureau of Standards' new \$4,000,000 Central Radio Propagation Laboratory at Boulder, Colo., was dedicated Sept. 14 by President Eisenhower "to the welfare of humanity." Following a tour through the laboratory, the President said: "Something of most tremendous significance is proceeding here. It is significant to each of us, to our children, to our progress—to the security of the nation that each of us longs for." NBS director Allen V. Astin explained that the laboratory will study radio wave behavior, with prime target of seeking more information about the atmospheric medium through which radio waves are propagated. Dr. F. W. Brown is director of the laboratory, which was moved from Washington last spring.

Willys Motors Inc. is negotiating for sale of its electronics div. plant in Toledo. Clay Bedford, Willys v.p., said negotiations are underway with Joseph Mellen & Miller Co., Cleveland investment securities firm. Plant employs 112, manufactures aviation electronics equipment. For the past year, Willys has tried to gain a foothold in the TV transmitter and studio equipment field, but its plans to produce a uhf transmitter never jelled. Company has demonstrated its TV cameras at engineering shows, but never actively entered the market. John W. McGee is gen. mgr. of Willys electronics div., A. R. Bitter mgr. of TV dept.

Satellites, uhf and color will highlight 4th annual Broadcast Symposium of IRE professional group on broadcast transmission systems Sept. 24-25 at Cleveland's Carter Hotel. Papers on satellite design and operation will be presented by Louis Katz, Adler Communications Laboratories; J. R. Whitworth, WJTV, Jackson, Miss.; Jess Epstein, RCA Labs; L. E. Rawls, WSM-TV, Nashville; Curtis Plummer, FCC Broadcast Bureau chief. Papers on color will include presentations on station certification equipment by Hazeltine's Charles E. Page, Chromacoder system by GE's D. Graydon Lloyd, intercity transmission by Bell Labs' John Barstow. Other papers scheduled: GE's Frank Bias, on 45-kw uhf transmitter; RCA's L. L. Koros, on high-power uhf amplifier; RCA's W. P. Bennett, on 15-kw uhf beam power tube; DuMont's Rodney Chipp, on TV audio; DuMont Labs' M. G. Scheraga & Robert Dickert, on application of 'scope in TV broadcast operation.

Electronics manufacturers in Los Angeles metropolitan area currently employ some 60,000, more than the motion picture, petroleum or agriculture industries—with 374 firms producing 172 types of electronic equipment at 424 plants. Last year, area's electronics industry had billings of \$750,000,000, payroll of some \$231,000,000. All this from report of Los Angeles Chamber of Commerce's electronics committee, headed by Hoffman Radio's H. Leslie Hoffman, giving cross-referenced lists of manufacturers, services, products, brand names. It also lists 161 concerns doing research & development work, 19 engineering & design firms, 12 service & testing organizations.

Ultrasonic photographing device which detects cysts, goiters and tumors in body's internal organs and may eventually make possible quick discovery of internal cancers, has been announced by Veterans Administration. Called the "somascope" and invented by Dr. Douglass H. Howry of U of Colorado medical school, device uses ultrasonic waves in a manner similar to sonar, and defines pictures of internal organs on screen of cathode ray tube.

Wm. M. Cousins Jr. appointed asst. director in charge of business operations at Armour Research Foundation of Illinois Institute of Technology, Chicago.

Add industrial uses of TV: Southern Pacific R.R. install TV apparatus in one of its Los Angeles freight yards to check car movements, may expand use after trial.

Financial & Trade Notes: Intense interest of the financial community in color TV was reflected by large attendance of representatives of financial houses at RCA's 21-in. color tube demonstration Sept. 15 at Princeton (see p. 3). Among them: John Anaya, Merrill Lynch, Pierce, Fenner & Beane; Martin Gilbert, Bache & Co.; Lawrence R. Kahn, E. F. Hutton & Co.; Peter Strauss & Lloyd S. Coughtry, Lehman Bros.; Sidney B. Lurie, Paine, Weber, Jackson & Curtis; Ralph A. Rotnem, Harris, Upham & Co.; George Webb, Hornblower & Weeks; Daniel J. Creem, Carl M. Loeb, Rhoades & Co.; Robert Morris, Standard & Poor's; Kenneth W. Henshaw, Francis I. duPont & Co.; William H. Holt, Dominick & Dominick; L. W. Fisher, Van Strum & Towne; R. V. King, United Funds Inc.; John M. Woods, Standish, Ayer & McKay.

Estimated 1954 per-share earnings of 12 TV industry leaders, as reported by United Business Service: Admiral, \$2.50; American Broadcasting-United Paramount, \$1.10; CBS, \$4.50; DuMont, 50¢; Emerson, \$1.10; Magnavox, \$2.85; Motorola, \$3.25; Philco, \$1.75; RCA, \$2.25; Stromberg-Carlson, \$4; Sylvania, \$3; Zenith, \$7. (For revenues, earnings and other financial data on these and other major TV-electronics manufacturers for year 1950 thru 1953 and for first quarter 1954, see *TV Factbook No. 19*, pp. 377-386.)

Indiana Steel Products Co. earned \$313,343 (\$2.20 per common share) in first 6 months of 1954, compared to \$209,602 (\$1.47) in first half of 1953. Sales figures weren't given. Pres. Robert F. Smith told stockholders that "competition, from both a price and delivery standpoint, remains an important factor in our present operations, and the great majority of our customers continue their short-range buying policies, which put abnormal demands upon our scheduling and operational costs. Other than the fact that they are not doing any long-range or inventory buying, their attitude, in general, however, seems to reflect a moderately strong level of expected business in the fourth quarter."

Hycon Mfg. Co., Pasadena, Cal., manufacturer of military electronic & aircraft equipment and civilian microwave, electronic instruments, controls & precision devices, will show net income of about \$290,000 for 6 months ended July 31, compared with \$40,000 for corresponding 1953 period. Sales for 1954 period are estimated at \$5,000,000, as against \$8,300,000 for all fiscal 1953.

Raytheon reports net profit of \$1,102,000 on sales of \$44,698,000 for 3 months ended Aug. 31, first quarter of its fiscal year. This compares with \$884,000 profit on \$37,272,000 sales for same 1953 period.

Standard Coil Products Co.'s secondary offering of Robert E. Peterson's 189,655 shares of common at \$14.50 was oversubscribed and books closed this week by A. C. Allyn & Co. and Dempsey & Co.

Olympic Radio, for first half 1954, reports sales of \$9,342,768, net profit of \$76,993 (17¢ a share) vs. \$7,628,352 & \$21,115 (5¢) for first half 1953.

Dividends: Motorola, 37½¢ payable Oct. 15 to stockholders of record Sept. 30; GE, 40¢ Oct. 25 to holders Sept. 24; Packard-Bell, 5¢ Oct. 25 to holders Oct. 11.

Second and completely new edition of *Television* by RCA's Vladimir K. Zworykin and G. A. Morton, with stress on TV fundamentals and 3 chapters on color TV, has been published by John Wiley & Sons, N. Y. (1038 pp., \$17.50). Other new technical books out this week: *Principles of Transistor Circuits*, by group of GE engineers, edited by Richard F. Shea (Wiley, 535 pp., \$11); *Electroacoustics*, by Harvard physics professor Frederick V. Hunt (Harvard U Press & Wiley, 260 pp., \$6); *The Oscilloscope*, by George Zwick (Gernsback, 191 pp., \$2.25).

FIRST SATELLITE application under FCC's new policy of considering requests for repeater stations on case-to-case basis (Vol. 10:32-36) was filed this week by KIMA-TV, Yakima, Wash. (Ch. 29) which wants to set up transmitter on Ch. 19, assigned to Pasco, 60 mi. away. Satellite would serve communities of Pasco (pop. 10,200), Richmond (21,800), Kennewick (10,100), about 125 mi. from nearest vhf stations at Spokane. Community antenna system, owned by Fox, Wells & Jerrold, operates there now.

Satellite would pick up and rebroadcast KIMA-TV's programs, using standard GE 1-kw transmitter and antenna on 150-ft. tower atop 1730-ft. Badger Mt., radiating 10.2-kw ERP, or about same as "parent" station. KIMA-TV licensee Cascade Broadcasting Co. (A. W. Talbot, pres.; Thomas C. Bostic, v.p.-gen. mgr.) estimates cost of constructing new station at \$73,605, yearly operating cost only \$25,000.

RETMA's satellite committee under Ben Adler met this week in Washington, meanwhile, and assigned more tasks to its members preliminary to preparing final report. Consulting engineer T. A. M. Craven was named to look further into problems of propagation and field strength; Philco's J. R. McKenna, to determine desirability of re-evaluation of FCC's table of minimum powers and antenna heights; NARTB engineering mgr. A. Prose Walker, to explore possibility of remote control of satellites, and look into other amendments of operating requirements.

Committee's tentative definitions of "satellites" and "special services TV stations," outlined in its interim report to FCC (Vol. 10:32), may be overhauled. Most committee members appear to favor the terms "on-channel satellite" and "off-channel satellite" for repeater stations on same and different channels from mother station. Consensus appeared to favor dropping term "special services stations," on grounds that any other installations could come within definition of a regular TV station—if Commission will change rules to permit lower powers and antenna heights.

Sale terms in Fox, Wells & Co. \$3,200,000 purchase of KFSD-TV, San Diego (Ch. 12), and KFSD (5-kw on 600 kc, NBC) are reported in application filed with FCC this week. KFSD owner Tom Sharp and the TBC group, each holding 1330 shares in licensee Airfan Co., and Charles E. Salik, who sells his option on 1330 shares, will get \$570,000 apiece plus pro rata of liquid assets. The TV-AM stations' balance sheet dated July 31 shows more than \$664,000 in earned surplus. Fox, Wells & Co. also owns 26.75% of WWOR-TV and about 28% of Olympic Radio. Principals in new licensee corporation, when FCC approves transfer, will be James G. Rogers, pres., ex-Benton & Bowles; Glen McDaniel, exec. secy., pres. of RETMA and N. Y. lawyer; Tom Sharp & Wm. T. Lane, directors. Fox, Wells & Co. will own 95.5%, McDaniel 3%, Lane 1.5%.

Minneapolis Tower Co. becomes 84.3% owner of Family Bestg. Co., holder of CP for upcoming KEYD-TV (Ch. 9) and operator of KEYD (5-kw on 1440 kc) by virtue of FCC approval this week of \$337,200 stock transaction. Morris T. Baker and family control Minneapolis Tower, which owns Foshay Tower Bldg., Baker Bldg. and other Twin City properties. New KEYD-TV, due on air in Dec. or Jan., headed by Lee L. Whiting, has its antenna atop Foshay Tower, as have other stations. Sale includes option that permits Family Bestg. Co. stockholders (see *TV Factbook No. 19*) to buy back up to 49% interest, but Baker family retains 51% control.

Power increases: WNHC-TV, New Haven (Ch. 8), Sept. 10 to 50-kw transmitter; WRAP-TV, Fort Worth (Ch. 5), Sept. 11 to 25-kw transmitter; WFAA-TV, Dallas (Ch. 8), Sept. 13 to 25-kw transmitter; WCOV-TV, Montgomery (Ch. 20), Sept. 14 to 12½-kw transmitter.

Upcoming WSFA-TV, Montgomery, Ala. (Ch. 12), about 90% completed and due on air in mid-Nov., has been sold along with highly profitable radio WSFA (5-kw on 1440 kc, NBC) to WKY Radiophone Co., operator of WKY-TV & WKY, Oklahoma City, subsidiary of the *Daily Oklahoman* interests (E. K. Gaylord). Deal for takeover of grantee corporation, involving \$562,000 plus assumption of obligations, was completed Sept. 16 in Montgomery, arranged by Wm. Stubblefield of Blackburn-Hamilton, brokers, with WKY gen. mgr. P. A. Sugg and counsel Thomas H. Dowd. Plan is for Mr. Sugg's administrative asst., Hoyt Andres, wartime FBI agent and formerly with KGO, San Francisco, KMOX, St. Louis & WOAI, San Antonio to head the Montgomery TV-radio operations. Selling group is headed by David E. Dunn, ex-mayor and now probate judge, and includes R. F. Hudson, publisher of *Montgomery Advertiser & Journal*, whose son was to have operated the stations but has taken ill. Purchase price is said to represent what founders have put into project, including some \$375,000 in new plant and equipment, plus modest return on invested capital. Other station in city is WCOV-TV (Ch. 20), founded in April, 1953 and rated as a successful uhf operation. Onetime owner of radio WSFA is Persons family, including now Gov. Gordon Persons, who was its gen. mgr., and Gen. Wilton B. Persons, special asst. to President Eisenhower.

Sale of independent KMO-TV, Tacoma (Ch. 13) to J. Elroy McCaw for \$300,000 by Carl Haymond (Vol. 10:34) was approved by FCC Sept. 15. Haymond also is selling radio KMO for \$200,000 to Charles D. Hunter Jr., Tacoma attorney, and J. Archie Morton, of KIRO. Seattle (Vol. 10:36). This week, also, FCC approved sales of radios WFOX, Milwaukee, and WRNY, Rochester, by principals now in TV. Charles J. Lanphier group sold WFOX (250 watts on 860 kc) to Business Management Inc. (Joseph A. Clark) in order to exercise option for 30% of WTVW, Milwaukee (Ch. 12), planning Oct. start. Stanley J. & Bernard S. Bachman get \$70,000 for WRNY (250 watts on 680 kc) from group headed by David A. Kyle, operators of WABY, Albany; Bachmans retain 50% of CP for WRNY-TV, Rochester (Ch. 27) which hasn't reported target date. In Worcester, owners of WWOR-TV (who include N. Y. investors Fox, Wells & Co.) have made deal to buy radio WORC (1-kw on 1310 kc) for sum in excess of \$100,000.

First leg of 1000-mi. microwave route from Los Angeles to Amarillo, Tex. was completed and put into use this week by AT&T. Completed section extends from Los Angeles to Baker, Cal., sideleg from Baker to Las Vegas making possible interconnection of KLAS-TV, Las Vegas. Second section, Amarillo to Albuquerque, will provide interconnection for Albuquerque's 3 stations by end of this month, bringing first live network shows to New Mexico. AT&T lists these stations as slated for interconnection Sept. 18: WLOS-TV, Asheville, N. C.; KFVS-TV, Cape Girardeau, Mo.; KTVX, Muskogee, Okla.

Theodore Rosenak, Blatz adv. director, elected exec. v.p. of WCAN-TV, Milwaukee (Ch. 25) after buying 250 shares (10%) for \$50,000. Pres. Lou Poller retains control, with 53.2%; Cy Blumenthal, secy.-treas., 32%; Alex Rosenman, v.p., 4.8%. Sale of radio WCAN (5-kw on 1250 kc) was being negotiated this week, with probability it will be acquired by WEMP (250 watts on 1340 kc) which wants its facilities and which holds option to acquire 30% of upcoming WTVW, Milwaukee (Ch. 12); WEMP, in turn, would be sold to WOKY-TV, Milwaukee (Ch. 19).

"Man's Tallest Structure" titles 4-picture layout in current *Life* on 1572-ft. tower of KWTW, Oklahoma City.

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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PRESIDENT APPOINTS McCONNAUGHEY FCC CHAIRMAN: Ending long speculation about top FCC position, President Eisenhower on Sept. 25 announced choice of leading contender Geo. C. McConnaughey as chairman, said he would continue rotating the chairmanship.

Chairman of Renegotiation Board, McConnaughey had said he wasn't seeking the job but would be happy to take it, feeling he is qualified because of his background which included chairmanship of Ohio Public Utilities Commission. Though he had been appointed to latter position by Sen. Bricker, then governor of Ohio, he said his appointment to FCC had not been prompted by Bricker.

With Congress in recess, the appointment is on a recess basis, subject to confirmation by Senate when it reconvenes Nov. 8 or when new Congress meets next Jan. Term runs to June 30, 1957, expiration date of Sterling's tenure.

Commission thus has two members with utilities regulation background, Comr. Doerfer having served as chairman of Wisconsin Public Service Commission. As corollary, Commission is now lighter on engineering -- Comr. Webster remaining the sole member with engineering background. Comr. Doerfer's record has certainly shown that experience in utilities regulation doesn't necessarily predispose an FCC member toward increased govt. control, and McConnaughey is also reputed to believe in minimum of industry regulation by Govt.

In accepting Sterling's resignation, President wrote: "I want to thank you for your long service to Govt. in the regulation of communications and express the hope that your health will soon be greatly improved."

Sterling says that his health has indeed improved -- though he never really felt ill at all -- during 3 months vacation at Peaks Island home near Portland, Me. He leaves Sept. 30, says he has made no decision about taking any of the positions offered him in consulting and manufacturing.

SETS-IN-USE—THE LATEST DETAILED STUDY: Summary of long-awaited national TV-radio set count (Vol. 10:15), underwritten by the 4 radio networks and BAB, and supervised by Advertising Research Foundation, 11 W. 42nd St., N.Y., was released this week -- showing 28,450,000 TV sets operating as of May, in some 27,600,000 homes, or 58.1% of U.S. households. (Latest NBC sets-in-use count, as of Aug. 1, was 31,036,000.)

Distribution of full report, including 78 tables, is scheduled next month. Last major TV set survey was J. Walter Thompson's report on ownership as of Jan. 1 (Vol. 10:21), preceded by CBS-Nielsen's massive study of last November (Vol. 10:9).

Purpose of survey was to determine number of TV and radio sets in working order in U.S. households, rooms in which they are located, and number of auto radios. Federal Civil Defense Administration cooperated in survey, in which 11,020 interviews were conducted between May 3 and May 28 by Alfred Politz Inc., N.Y. research firm which is now conducting extensive pre-tests of NARTB's projected TV set audit

(Vol. 10:26-27). Sets-in-use total does not take into account receivers located in public places, bars, institutions, etc.

TV ownership is highest in northeast section, where 71.6% of all households have set, and lowest in south, with 44.4%. Some 72.1% of homes in the metropolitan areas have TV, 35.6% in rural areas. Of upper income households surveyed, 72.8% own TV, while 35.9% of lower income groups have sets. Survey also shows that 77.7% of all persons living alone do not have TV, whereas percentage of all households which lack TV is 41.9%. Living room was location for 17 out of every 20 TVs.

Some 100,920,000 radios in working order were owned by 45,020,000 households -- 94.7% of all U.S. homes. They include 26,180,000 auto radios. Of total radio homes, 26,800,000 also have TV. Of the households equipped with TV & radio, 75.6% have 2 or more radios and 42.8% have 3 or more. Among radio homes without TV, 52.5% have 2 or more radios, 20% have 3 or more. Summary didn't indicate number of homes with 2 or more TV receivers. Of 67,870,000 radio sets in TV homes, 53,920,000 (80%) are not in same room with TV set. Only 25% of radio sets are in living room, as contrasted to TV. Radio ownership was highest in the north central area (96.9% of total homes), lowest in south (90.8%).

Survey reveals 96.4% of all U.S. households have TV or radio set in working order. For purposes of survey, any radio or TV set which was incapable of receiving at least one station or channel at time of interview was ruled out. TV sets which could receive a picture but no sound, or vice versa, were counted in working order. In addition to the 28,450,000 TV sets in working order, 810,000 were found to be inoperable, as well as 16,740,000 radios.

Committee supervising project was composed of Harper Carraine, CBS, chairman; G.S. Brady, General Foods; E.L. Deckinger, Biow; Kevin Sweeney, BAB. Scope and design of study were approved by ARF technical committee headed by Arno H. Johnson, v.p. & research director of J. Walter Thompson Co.

RCA INSTALLING MILLION-WATT UHF STATION: Big things are going on in Wilkes-Barre, in the heart of uhf country, where not one -- but two -- TV stations are being souped up to effective radiated power of one megawatt, highest in world.

General Electric is installing first of its 45-kw transmitters for WILK-TV (Ch. 34), as we've already reported (Vol. 10:33, 37), hopes to have station's output boosted to FCC's maximum of 1,000,000 watts before end of year.

Though it's been given no publicity, RCA also is readying megawatt installation for Wilkes-Barre -- for uhf pioneer WBRE-TV (Ch. 28). RCA officials refuse to comment, but it's assumed that the 2 stations will go to full power at about same time. RCA will achieve megawatt power by hooking up 2 of its 12½-kw transmitters in parallel and feeding output to 46-gain antenna. Method is similar to that used by GE, which employs three 12-kw units and 25-gain antenna.

RCA and WBRE-TV prefer to play it "close to the chest" -- won't reveal any details or target dates. "We won't enter into a race," says WBRE-TV mgr. David Baltimore. Nevertheless, it's pretty safe bet that one of the 2 Wilkes-Barre stations will be able to call itself "the world's first million-watt TV station," heralding arrival of a new era for uhf -- availability of the power which FCC considers to be the equivalent of 100-kw on Ch. 2-6 or 316-kw on Ch. 7-13.

2 LOUISIANA STARTERS, ONE IN IOWA: In time for World Series, new TV stations with interlocking ownership began test patterns this week in Alexandria and Lake Charles, La., and Sioux City, Ia., got its second outlet. There are now 408 TV stations in United States, of which 123 are uhf. This week's starters:

KTIV, Sioux City (Ch. 4) begins programming Sept. 29 as NBC affiliate, started test patterns Sept. 23, using 25-kw DuMont transmitter and 633-ft. Wincharger tower with 6-bay RCA antenna. It's the first competitor of KVTM (Ch. 9), which began in March 1953. It's owned by Dietrich Dirks group, which will dispose of its radio KCOM to permit Perkins Bros. Co. (KSCJ & Sioux City Journal-Tribune) to buy 50% of the TV station. Dietrich Dirks is pres.-gen. mgr.; Gene Flaherty (KSCJ), v.p.; Douglas Hough, sales mgr.; Al Smith, chief engineer. Base rate is \$250. Rep is Hollingbery.

KALB-TV, Alexandria, La. (Ch. 5) opens up first new TV market since early July, has no competition within 80 mi. It started test patterns Sept. 22, begins interconnected NBC programming Sept. 29, with 5-kw GE transmitter and 6-bay antenna atop 500-ft. Phillips tower. It's owned by W.H. Allen & T.B. Lanford. Latter also has interest in WSLI-TV, Jackson, Miss.; KSLA (TV), Shreveport, La., and new KPLC-TV, Lake Charles (below), as well as several southern AMs. Principals of local KSYL hold option to buy 49% of KALB-TV after selling their AM. Willard Cobb is gen. mgr.; Walter Melson, sales mgr.; Jesse Sexton, chief engineer. Base rate is \$200, Weed rep.

KPLC-TV, Lake Charles, La. (Ch. 7) turned on first test pattern Sept. 21 and starts NBC programming by Oct. 1. It's second outlet there, KTAG-TV (Ch. 25) having started last Nov. With 5-kw GE transmitter, 406-ft. Lehigh tower and 12-bay antenna, it's controlled by T.B. Lanford and R.M. Dean. David Wilson is gen. mgr.; Pelham Mills Jr., sales mgr.; A.B. Craft, chief engineer. Base rate is \$200. Rep is Weed.

CPs SPARSE, ALLOCATIONS ACTIONS HEAVY: "Grantable" applications have become quite rare at FCC -- there were no CPs this week -- simply because the most desirable channels are locked in competitive hearings.

Spirit of compromise, of mergers and dropouts which precipitate CPs, seems to have dissipated. Actually, staff tells us, there are about 40 non-competitive applications, mostly uhf, which they'd love to grant -- except that CPs are the last thing the applicants want, and they're busy devising ingenious reasons why they can't quite complete applications so they'd be ripe for CPs.

Commission is obviously understanding about situation, else it would be dismissing laggards right and left. Reasoning is that if no one else wants the channels, why get worked up about it?

FCC also continues to be gentle with uhf CP-holders who haven't built, giving almost automatic 6-month extensions, but it hasn't let up on vhf laggards. Comr. Hennock is now championing small-city vhf grantees, as well as uhf stations, dissenting from majority's tough attitude towards CP-holders KLYN-TV, Amarillo, Tex. and KHTV, Hibbing, Minn. (Vol. 10:38). She noted that grantees' failure to obtain good network affiliations was a reason for their delays, urged majority to hold off until Bricker network investigation is over.

* * * *

On allocations front, Commission has really begun to move, shaking off the "Potter effect," i.e., fear of acting during Sen. Potter's uhf hearings. It tackled one of the most controversial petitions, starting rule-making on old requests of WBEN-TV, Buffalo, and WSAZ-TV, Huntington, to let vhf stations in Zone I (northeastern U.S.) go to 2000-ft. above average terrain with full power, same as in the other zones. Rules now require power cutbacks above 1000 ft.

Another hot allocations subject, which Commission will probably take up soon, is "selective de-intermixture" of vhf and uhf channels. It has several petitions from uhf stations asking that vhf channels in their cities, not yet granted, be deleted or given educational status. It received another this week, from Peoria -- WEEK-TV and WTVH-TV getting together and requesting that Ch. 8 there be turned over to educators or moved to another city.

FCC showed it still has some hopes for educational TV by reserving Ch. 2 for educators in Andalusia, Ala. and rejecting petition of John H. Phipps asking it be assigned to Havana, Fla., near Tallahassee. Only Comr. Webster dissented, saying he'd deny both petitions, didn't indicate why. Commission also finalized substitution of Ch. 38 for Ch. 65 in Sunbury, Pa. by substituting Ch. 74 for Ch. 38 in Lewiston, adding Ch. 65 to Shamokin.

Clarifying its multiple ownership rules this week, acting on various petitions in Buffalo Ch. 7 hearing, Commission said that where several principals in an applicant own AM stations, the stations should not be lumped together in determining whether the 7-station limit has been violated. Commission stated: "The last sentence of Sec. 3.35(2) imposes the 7-station limitation on 'any party or any of its stockholders, officers or directors,' clearly indicating that the interests of each are to be considered separately rather than added together."

UHF CONVERSION GAINING—BUT SLOWLY: Ratio of uhf sets to total sets-in-use continues to increase in mixed vhf-uhf markets, but the rate of increase is relatively small in most cases -- particularly where viewers have choice of several vhf channels.

Biggest push to uhf conversion usually comes within first 3 months after the station goes on air; after that, it's slow process in mixed markets. A second or a third uhf station usually gives conversion big boost, and a power or height increase by a vhf station in a neighboring city sometimes has the opposite effect.

We draw these conclusions after close study of latest survey of uhf-vhf set circulation by American Research Bureau, comparing it with previous surveys in the series. New report covers 29 markets, nearly all of them considered to be "mixed" vhf-uhf areas. It gives percentage figures for TV saturation, uhf saturation, reception of stations in neighboring cities, etc. for each individual community covered. Since it is compiled for ARB's clients, we are not permitted to mention specific cities, but comparison with earlier surveys -- particularly the last previous one, conducted in April -- shows this general pattern of uhf's growth:

Very few markets are at complete standstill in uhf conversion. Vast majority showed not only an increase in total TV saturation since April, but an increased ratio of uhf sets to total TV sets. Counting only those cities measured by ARB in both April and September, average city's total TV saturation increased from 62.7% in April to 66.9% in September. Fourteen of the 18 cities measured by ARB during both months showed increase in ratio of uhf to total TV sets.

Looking at uhf markets in terms of numbers of vhf signals receivable, this picture emerges, comparing April and September figures:

Uhf cities 60 mi. or more from nearest vhf (8 covered in September survey): Average conversion, 82.1% of sets-in-use. April survey, covering 14 cities in similar category (but including only 3 of the same cities measured in Sept.) showed average conversion of 90%.

Uhf cities within 60 mi. of one vhf station (11): Average conversion, 66.3%, compared to average of 61.4% for 24 cities in same category measured last April.

Uhf cities within 60 mi. of 2 or more vhf (10): Average conversion, 49.2%, compared to 32.7% for 22 cities in this category in April survey.

THEATRE TV—A FACTOR TO RECKON WITH? The on-again-off-again medium with the 30-ft. screen has reached a benchmark in its sporadic career -- and once again theatre-TV's future seems to look bright.

Marciano-Charles heavyweight title bout grossed more in theatres than at the Yankee Stadium turnstiles, despite 2 postponements and an 11 p.m. starting bell. The Sept. 17 fight, carried by 70 theatres in 50 cities, drew an estimated 175,000 to the movie houses, took in about \$500,000 at the theatre boxoffice, compared to some \$350,000 at the gate.

The significance is easy to spot -- and it also hints at a corollary in subscription TV: People will pay to see a top-notch sports event not carried on free TV. If a 70-theatre hookup (there are only a few over 100 theatre-TV installations) can gross a half-million, theatre-TV can become important as a medium in its own right and as a competitor with free TV for big sports and showmanship events.

There are still plenty of ifs and buts. Theatre-TV's mass appeal has yet to be proven in fields other than top-flight championship sports events. Exhibitors hesitate to install expensive projection TV equipment on basis of current sporadic programming -- and because of uncertainties about color. Leading producer of projection TV equipment for theatres, RCA, has discontinued manufacture of the units.

Another roadblock in path of frequent evening theatre-TV performances is the networking problem. Circuits must be leased from AT&T, and are same lines used by TV networks -- and AT&T's home-TV commitments often make line clearances difficult or impossible during prime hours. New York Philharmonic's first theatre-telecast, originally scheduled for Oct. 7 by newly formed Dor Theatre TV (Edmund Dorfmann) was canceled this week due to "unavailability of long-line network facilities to the planned cities at the time and date required."

The idea of theatre TV is as old as home TV. In the early postwar years, the theatre owners and movie producers dreamed of their own networks beamed exclusively at theatres, and they bombarded FCC with petitions to set up exclusive channels.

Their ardor had begun to cool by the time they got their hearing in 1952-53. After an abortive and aimless proceeding, FCC ruled in mid-1953 that theatre interests could apply for common carrier channels. No one ever applied -- and theatre TV appeared virtually dead in 1953, while exhibitors concentrated on changing the size of their movie screens, handing out goggles and promoting Marilyn Monroe.

Theatre-TV's 1954 comeback is based strictly on use of AT&T's networking circuits -- and we hear of no serious plans by any group to take advantage of FCC's open-door policy on theatre-carrier channels. Nevertheless, 1954 has been theatre-TV's biggest year to date -- thanks to the salesmanship and showmanship of 2 hard-driving theatre-TV promoting and producing firms.

If sports and entertainment extravaganzas are destined to become theatre-TV's champagne and caviar, the inter-city business meeting may well be its bread & butter. This latter use has come into prominence this year, and numbered among its satisfied users are some of America's leading corporations.

The business meeting has even brought theatre-TV out of the theatre -- using TV studios and hotels as well as theatres for viewing-points (Sheraton hotel chain has 5 theatre-TV units for this purpose, also uses regular 21-in. sets). Among this year's users of closed-circuit TV for business and sales "conventions" covering a number of cities: Ford (twice), Chrysler (twice), Pan American Airlines (twice), Dodge, Sealtest, Dow Chemical Co., American Management Assn., Sheraton Hotels.

Step-up in closed-circuit "meetings" is in sight for rest of year. Two were held this week, both Sept. 23. Frankfort Distillers Co. outlined new retail program to 25,000 liquor dealers in theatres in 27 cities, through Theatre Network TV. And Wyeth Laboratories (pharmaceuticals) presented American College of Physicians and Surgeons' post-graduate symposium on hypertension to some 5000 doctors in 23 cities, through Box Office TV. The world's biggest corporation, General Motors, reportedly will use closed-circuit medium for first time Nov. 23 to show new models to dealers gathered in hotels in 49 cities.

Color may become significant factor in business sessions, now that NBC has indicated it's prepared to handle nation-wide meetings in color.

Theatre Network TV (TNT), sparked by pres. Nathan L. Halpern, was first in field, pioneered sports and presented all of the theatre-TV boxing bouts to date.

Box Office TV (BOTV), steered by exec. v.p. Wm. Rosensohn, has presented most of the multi-city closed-circuit business meetings.

Both groups hope to make bigger pitch for entertainment features. BOTV has agreement with Actors Equity for theatre-televising Broadway plays, but still must deal with electricians' and stagehands' unions, the play producers and the holders of film rights (which generally also include TV rights). TNT's next public project is opera season's opening night direct from the "Met" Nov. 8 -- a repeat on grander scale of its opera telecast in Dec. 1952.

As to sports -- theatre-TV's proven mass-audience field -- the only announced program is BOTV's series of Notre Dame football games, beginning Oct. 16 with Michigan State contest. BOTV televised Notre Dame games last season to a few theatres.

Other uses are being explored. BOTV's Rosensohn has announced plans to pipe floor shows to cabarets all over country via closed-circuit bigscreen. And from time to time there's talk of equipping boxing arenas and ballparks with projection TV to accommodate huge audiences for televised sports events "where they naturally belong -- in the sporting arena."

Theatre TV is still groping its way. If its comeback this year is prelude to a real "click" in 1955, it could become a full-fledged industry, and -- not so incidentally -- a formidable competitor to home TV for sports and entertainment events. For example: When Gillette-NBC World Series pact expires in 3 years, will theatre TV be in a position to put in a bid no sponsor can match?

WHITHER NETWORK RADIO?—that topic of hot debate, fanned to white heat by pessimistic statement of RCA-NBC chairman David Sarnoff and optimistic riposte by CBS pres. Frank Stanton (Vol. 10:36)—continues at accelerated rate.

Thrown into the controversy this week was a careful study titled "What's Ahead for Radio," an 8-page analysis by Richard P. Doherty, former NARTB v.p., now a TV-radio management consultant. His basic conclusion is that while radio revenues will be about 3% less than last year—dropping from \$498,000,000 to \$480,000,000—it has settled down to be a "normal" industry such as chemicals, autos, steel, etc., and will show a regular increase of 3-3.5% annually, which, he says, "is the average annual trend for the economy as a whole."

Doherty is optimistic about networks, stating: "Network revenues will, contrary to the thinking of some, begin to show a turnaround trend by 1955-56. It is absurd to conclude that networks do not serve a definite purpose in the scheme of American radio broadcasting . . . It is our opinion that network broadcast income will turn the corner, during the next year or two, and subsequently show modest upward gains."

Much of radio's losses is attributed to TV. Whereas radio reaped 13% of all advertising dollars in 1947, it had only 8.3% in 1953, and Doherty concludes that radio would have retained about 12% had it not been for TV and that TV took away some \$270,000,000 radio would have had in 1953.

Meanwhile, there were these developments on other radio fronts—notably about network operations:

(1) CBS announced its expected nighttime rate cut, amounting to average of 20%, through changes in discount structure. NBC has indicated it will take similar step soon, and ABC starts its single-rate system next week.

(2) NBC hailed its salesmen's summer efforts by stating: "Growing momentum of the NBC Radio network was further accelerated today with the announcement of \$8,126,348 in new and renewal business signed during the

months of July & August," bringing 8-month total to \$33,325,348. NBC said 75% of sales were of conventional type, 25% in new "magazine concept" purchases.

(3) Westinghouse reported that its 5 AMs increased June-July-August local sales 51% over previous year.

(4) An unidentified "leading advertising agency" has predicted, according to *Billboard*, that all networks—or perhaps all except one—will be "liquidated" by 1956. Theory, according to the report, is that some networks are waiting for 600-700 TV stations so there will be enough to go around. Argument is that if a radio network folds now, its affiliates may jump over to rival networks, taking TV stations along. (If there are to be 600-700 TV stations by 1956, quite a few will have to be uhf or there will have to be a drastic change in vhf allocations, because there just aren't that many vhf assignments in cities where anyone is likely to build.)

Agency analysis, *Billboard* goes on, expects 6 p.m.-midnight radio sets-in-use figure to drop from current 13.6 to 9.7 in 1956, more and more of it among families of lower buying power. Sets-in-use for the Mon.-Fri. noon-6 p.m. period is expected to drop from this year's 16.3 to 12.8 in 1956, but prediction is that 9 a.m.-noon will hold up well, dipping from 1954's 18 to 15.5—keeping morning radio a "good cost-per-thousand buy" if the networks maintain "realistic" rates.

(5) Mutual pres. Thomas F. O'Neil, facing trade press panel on MBS's *State of the Nation* last week, said he sees no reason why "all the 4 radio networks shouldn't survive," stating that current controversy has been magnified by "false generalizations." He indicated, further, that even though network ownership itself may become unprofitable, value of programs to network-owned stations can justify continued operations. O'Neil was skeptical about future of such organizations as Quality Radio Group, which plans to exchange taped programs, saying, "I think you'd find the cost to the stations prohibitive" and questioning practicality of having as many "program directors" as there are stations in the group.

New Television Bureau of Advertising (TvB), seeking to expand recruitment among stations, this week broadened its membership committee under chairman Lawrence (Bud) Rogers, WSAZ-TV, Huntington, W. Va. Members appointed this week were Charles Crutchfield, WBTB, Charlotte; John Esau, KTVQ, Oklahoma City; Frank Fogarty, WOW-TV, Omaha; Gordon Gray, WOR-TV, N. Y.; Gaines Kelley, WFMY-TV, Greensboro, N. C.; G. Bennett Larson, KTVT, Salt Lake City; Robert Lemon, WTTV, Bloomington, Ind.; Ralph W. Nimmons, WFAA-TV, Dallas; Frank P. Schreiber, WGN-TV, Chicago; Don Searle, KOA-TV, Denver; Colin M. Selph, KEYT, Santa Barbara.

Community Broadcasters' Assn., not to be confused with National Community TV Assn., is new group of 250-watt full-time AM stations seeking increase to 1000 watts for all 960 such outlets. Pilot group which discussed possibility in Washington meeting Sept. 21-22 comprised: F. Ernest Lackey, WHOP, Hopkinsville, Ky.; Fred Weber, WFPG, Atlantic City, N. J.; Robert Mason, WMRN, Marion, O.; Sherman Marshall, WOLF, Syracuse, N. Y.; Merrill Lindsay, WSOY, Decatur, Ill. Counsel is Howard Schellenberg, consulting engineer T. A. M. Craven.

MBS's 20th anniversary will be noted by the network with week-long celebration starting Oct. 3. Started as "Quality Group" Sept. 25, 1934—by WOR, New York, WXYZ, Detroit and WLW, Cincinnati — network was named Mutual Broadcasting System Oct. 5, and following officers were elected: Alfred J. McCosker, chairman; W. E. MacFarlane, pres.; T. C. Streibert, treas.; E. M. Antrim, secy.

NARTB district meetings this week in Virginia Beach, Va. and Daytona Beach, Fla. adopted resolutions urging reduction in frequency and variety of district meetings in future. The resolutions followed remark by NARTB pres. Harold Fellows that broadcasters were so busy attending meetings they had no time to apply the lessons learned. Virginia Beach meeting also supported NARTB project for so-called "yardstick" sampling of 100 or so representative broadcasters for questionnaires on outstanding industry problems, rather than survey complete membership. Daytona Beach meeting urged NARTB to reconsider ban on attendance of non-members at district meetings in view of their value as recruitment inducements.

"Multi-million dollar" damage suit against major baseball leagues will be filed by group of minor league clubs charging "invasion" of minor league territory by TV-radio broadcasts of big-league ball games. Frank D. Lawrence, owner of Portsmouth, Va., baseball club, said he had contacted 83 independent baseball owners "and a majority are with me." Naming baseball commissioner Ford Frick and the 16 major league clubs as defendants, Lawrence says suit probably will be filed during World Series, which begins Sept. 29.

Conelrad plan for all stations under 890 mc, other than AM, FM, TV, amateur and aviation, was approved by FCC this week. It's temporary and voluntary, differs between types of stations, generally provides that they go off air or confine transmissions to emergency traffic during alert. Copies of plan, which will eventually be modified and made mandatory, will be available from Commission next week.

Personal Notes: Norman Knight resigns as mgr. of DuMont's WABD, N. Y., to accept unidentified station mgr. post "outside New York City"; he'll be replaced Nov. 15 by George L. BarenBregge, currently sales mgr. of WDTV, Pittsburgh . . . Harold G. Cowgill, ex-v.p.-gen. mgr. of WTVP, Decatur, Ill., one-time member of Washington law firm of Segal, Smith & Hennessey, is leading contender for job as chief of FCC common carrier bureau, vacant since Jan. 1953 . . . John Derr, CBS Radio sports director, takes over for TV as well in combined unit, reporting to Sig Mickelson, v.p. of news & public affairs . . . Eugene Muriaty, who as Navy officer was adviser on NBC-TV's *Victory at Sea* series, named adv. mgr., WBZ-TV, Boston . . . Law Epps, ex-WJBF-TV, Augusta, Ga., named sales mgr. of WIS-TV, Columbia, S. C., succeeding Tom F. Daisley, who has resigned to form adv. & consulting service in Columbia . . . Wm. T. Stubblefield, from Washington office, named west coast mgr. of brokers Blackburn-Hamilton, San Francisco . . . F. E. Fitzsimonds, KFYP, Bismarck, N. D., elected director of NARTB district 11, replacing John F. Meagher, now NARTB radio v.p.; by virtue of title, Fitzsimonds also becomes member of NARTB radio board . . . Ted Cramer promoted from program director of new KTVX, Muskogee, Okla. to station mgr.; John Devine, ex-KCBD, Lubbock, Tex., replaces him . . . Jaek Hurford named operations mgr., John Lee studio mgr. of WXYZ-TV, Detroit . . . Claude Ratliff promoted to station mgr. of U of Missouri's commercial KOMU-TV, Columbia, replacing George Kapel, resigned; Charles D. Sigsbee, production mgr., succeeds Ratliff as program mgr. . . . Brent Kirk, ex-*Washington Post & Times-Herald*, named sales director, KUTV, Salt Lake City . . . Elden Anspach, ex-WREX-TV, Rockford, & WOW-TV, Omaha, named program director of upcoming WTVW, Milwaukee; Carl Zimmermann, ex-radio WEMP, named film director . . . Louis F. Allen, ex-WCPO-TV, Cincinnati, named asst. gen. mgr. of WMUR-TV, Manchester, N. H. . . . Edward Rosenheim Jr. appointed director of U of Chicago Round Table, replacing George E. Probst, now asst. gen. mgr. of upcoming educational WGBH-TV, Boston . . . David B. Graham resigns as TV-radio operations mgr., Daneer-Fitzgerald-Sample . . . Lois Winston resigns as TV-radio publicity director, Fuller & Smith & Ross, N. Y., to enter TV ad field in Mexico City . . . Joe Csida, one-time *Billboard* editor who now runs 2 music publish-

ing houses and a talent management operation—Trinity Music, Towne Music and Csida-Grean, respectively, began "Sponsor Backstage" column in Sept. 20 *Sponsor Magazine*, will specialize in TV film . . . James McCormick named mgr. of new CBS-TV Film Sales office in Memphis . . . Geo. W. Clark affiliates his rep firm with Walker Co., takes position at Walker N. Y. headquarters . . . Robert S. Jones named TV-radio mgr., Sidney Garfield & Assoc., San Francisco . . . Richard M. Brown, KPOJ, Portland, Ore., named chairman of NARTB membership committee, succeeding Henry B. Clay, KWKH, Shreveport . . . Dr. Alfred N. Goldsmith to be honored as "father of TV" at N. Y. testimonial luncheon by National TV Film Council Sept. 30, with Milton Berle as toastmaster and Hazeltine research v.p. Arthur V. Loughren as guest speaker.

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Clem J. Randau, 59, long active in broadcasting and publishing, committed suicide Sept. 21 by taking overdose of sleeping pills at his home in Litchfield, Conn. He had suffered stroke several weeks ago. He formerly owned 54% of KXOB, Stockton, Cal. and 4.12% of WNEW, N. Y. when both were TV applicants. He had also served with WJJD, Chicago; KOIN, Portland, Ore.; KFBI, Wichita; KJR, Seattle; old WSAI, Cincinnati. He was a former v.p. of United Press and business mgr. of old *Chicago Sun* and recently purchased weekly *Litchfield Enquirer*.

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Edward Klauber, 67, retired CBS exec. v.p. and chairman of its exec. committee who was instrumental in formulating program standards which led to adoption of NAB code in 1938, died Sept. 23 of heart ailment in N. Y. Hospital. A former night city editor of *New York Times*, he joined CBS in 1930 as v.p. & asst. to then pres. Wm. S. Paley, was promoted to exec. v.p. following year, was elected a director in 1937 and chairman of its exec. committee in 1942. He retired because of ill health in 1943 but shortly thereafter joined Office of War Information as assoc. director under Elmer Davis, whom he previously brought into CBS, as well as many other outstanding newsmen, such as Edward R. Murrow. He was also a founder of BMI.

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James M. Cecil, 63, chairman of Cecil & Presbrey, died Sept. 17 at his home in Mill Neck, Long Island, after brief illness.

Sweeping shake-up at ABC-TV this week resulted in resignations of 9 officials and consolidation of TV-radio functions in news & special events, sales development & research, and adv. & publicity depts. Alexander Stronach Jr., v.p. in charge of TV network, resigned, along with TV program v.p. Charles Underhill and his asst. Charles Holden; TV public affairs director John Pacey; TV adv. director Mitchell DeGroot; station relations mgr. William Wylie; asst. national sales mgr. William Materne; Donald G. Buck, operations director of sales & station traffic; chief accountant Walter C. Tepper. Pres. Robert Kintner offered no explanation of wholesale shifts, other than to say that consolidation had been under discussion for some time and that "certain people were found more qualified than others." John Daly, v.p., heads combined TV-radio news & special events dept.; Thomas Velotta is promoted to v.p. & administrative officer under Daly; Don Durgin promoted to director of combined sales development & research dept., Gene Accas to head new adv. & publicity dept. Robert F. Lewine, eastern program director for TV, promoted to director of TV program dept. Stronach's replacement hasn't been chosen. In addition, combined station relations dept. is split up, with Alfred Beckman handling TV and Charles W. Godwin radio, both reporting to v.p. Ernest Lee Jahneke.

Lease of WILS-TV, Lansing, Mich. (Ch. 54) to Inland TV Co., headed by Thomas B. Shull, NBC film div., Chicago (Vol. 10:36), was approved by FCC Sept. 22. Under terms of assignment, Shull group leases station from Pomeroy family for \$5000 a month, has option to buy for \$166,254 at end of two years. WILS-TV holds 40% of Ch. 10 application for Parma-Onondaga, Mich., recently amended to share time with Mich. State College. Also approved this week was General Teleradio's \$260,000 sale of WEAN, Providence (5-kw 790 kc, MBS) to Providence Journal Co.

Preliminary study for Bricker probe of networks and vhf-uhf problems swung into high gear this week as Harry Plotkin officially took post as minority counsel. Majority counsel Robert F. Jones took office Sept. 1. Staff level work will be coordinated by Commerce Committee communications counsel Nick Zapple. One of staff's first actions will be to request large amount of basic data and information from FCC. Letter to Commission has already been prepared, now awaits signature of Committee Chairman Bricker (R-O.).

Eric A. Johnston signs new contract to continue as pres. of Motion Picture Assn. of America through Oct. 15, 1961, with an added \$50,000 for expenses to his reputed salary of \$100,000 a year, scotching rumors that post might go to Gov. Thomas A. Dewey.

NINE CANADIAN grantees hope to get on air by end of this year, out of total of 14 station authorizations now outstanding. Another 15 are on the air already, of which 9 are privately owned, 6 govt.-owned through CBC. Of the 14 CPs, only 2 are held by CBC—for CBIIT, Halifax, with Christmas target date, and for new Ottawa French-language station, for which no date or call letters have yet been announced. These are latest reports from Canadian CP-holders:

CKCW-TV, Moncton, N.B. (Ch. 2), plans early Nov. test patterns, Dec. 1 programming, writes pres.-gen. mgr. F. A. Lynds. It has 2-kw RCA transmitter on hand, expects to have it installed early in Oct. Base rate will be \$200. Rep will be Adam Young.

CJIC-TV, Sault Ste. Marie, Ont. (Ch. 2) has its 2-kw RCA transmitter, expects to be on the air Dec. 1, reports pres.-gen. mgr. J. G. Hyland. It will use RCA 200-ft. self-supporting tower with 3-bay antenna. Base rate will be \$150. Reps will be Weed and All-Canada.

CFRN-TV, Edmonton, Alta. (Ch. 3), now expects to start test patterns Oct. 1, begin programming 10-15 days later, writes mgr. G. R. A. Rice. It's installing 5-kw GE transmitter, 6-bay antenna, has 488-ft. Canadian GE tower. It will be CBC basic, get some U.S. network kines. Base rate will be \$200. Reps are Radio Representatives Ltd., Adam Young and Harlan Oakes & Assoc. (for Los Angeles & San Francisco).

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Shipments to U.S. stations reported by GE: 20-kw amplifier next week to KWVL-TV, Waterloo, Ia. (Ch. 7); antennas shipped this week were 3-bay Sept. 20 to WBZ-TV, Boston (Ch. 4), 12-bay Sept. 21 to WLVA-TV, Lynchburg, Va. (Ch. 13), 6-bay Sept. 22 to KELP-TV, El Paso (Ch. 13).

RCA shipped 12½-kw amplifier Sept. 22 to WSUN-TV, St. Petersburg, Fla. (Ch. 38); another 12½-kw amplifier Sept. 24 to WTVP, Decatur, Ill. (Ch. 17); 50-kw transmitter Sept. 23 to WXEL, Cleveland (Ch. 8).

DuMont reports 5-kw transmitter order for Oct. 10 delivery to WIRI, Bloomingdale, N. Y. (Ch. 5), which has Nov. target. Also ordered were 2 monochrome film scanners, complete studio gear and 6-bay antenna. Construction has already begun at new site on Terry Mt., recently approved by FCC.

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In our continuing survey of upcoming U. S. stations, these are latest reports received from principals:

KCKT, Great Bend, Kan. (Ch. 2), began installing 35-kw GE transmitter Sept. 21, now doesn't expect to get going with test patterns until shortly before Nov. 1 commercial start, reports v.p.-gen. mgr. Les Ware, ex-KXLW, St. Louis, and owner of new radio KLPW, Washington, Mo. Emsco 1019-ft. tower with 6-bay antenna is scheduled to be ready about Oct. 1. It's 50-mi. from Hutchinson, where KTVH (Ch. 12) started over year ago, 91 mi. from Wichita. Bolling will be rep.

KFYO-TV, Lubbock, Tex. (Ch. 5) won't get on the air this year—and gen. mgr. Gordon Thompson writes, "We do not know when it will be built." Previously it reported order for 25-kw DuMont transmitter, 785-ft. tower with 6-bay RCA antenna. It would be third vhf in Lubbock. Grantee Globe News Publishing Co. (Parker F. Prouty) publishes *Amarillo Globe News* and operates KGNC-TV there. Rep will be Katz.

WHCU-TV, Ithaca, N. Y. (Ch. 20), now doesn't plan to get on the air this year, according to gen. mgr. Michael R. Hanna. "The only available network agreements," he says, "are far from sufficient or desirable to justify construction." Recently it got CP extension to next March 7. Equipment & rep not reported.

KLTV, Tyler, Tex. (Ch. 7), due in Oct. has signed affiliation agreements with NBC & ABC, reports gen. mgr. Marshall H. Pengra, ex-KSTM-TV, St. Louis. It's building 420-ft. Andrews tower, and its 10-kw RCA transmitter is due to arrive in next few days. Hangar of former airport on edge of town is being remodeled for TV-radio. Base hour will be \$200. Rep will be Pearson.

WEDM, Munford, Ala. (Ch. 7, educational), now without specific target, plans test patterns with 2-kw GE transmitter and 500-ft. tower with 12-bay antenna already on hand, according to consultant Thad Holt. It has 50-kw GE due later. Microwave will connect studios in Munford with mountain-top transmitter; station will also have studios at Birmingham, Tuscaloosa and Auburn, connected by microwave. Grantee Alabama Educational TV Commission plans 25 hours of sporadic program tests before year's end.

WTVW, Milwaukee (Ch. 12), now plans Oct. 25 test patterns and Oct. 27 commercial start with ABC *Disneyland* show, reports station mgr. Soren H. Munkhof, ex-WREX-TV, Rockford, Ill. RCA 50-kw transmitter is due early in Oct. at new site near WTMJ-TV. It will begin with 217-kw ERP, using interim 300-ft. self-supporting Blaw-Knox tower with 6-bay antenna. It plans hike to 316-kw about Dec. 1 after permanent 1105-ft. Blaw-Knox tower and 12-bay antenna are ready. New corporation is being formed under merger agreement whereby 3 competitors for Ch. 12 withdrew, clearing way for grant to Milwaukee Area Telecasting. Base hour will be \$950. Rep will be Petry.

WWLA, Lancaster, Pa. (Ch. 21), which recently got CP extension to March, 1955, expects to be on air then, reports owner Harold C. Burke. RCA equipment has been ordered. Rep not yet chosen.

WJLB-TV, Detroit, Mich. (Ch. 50), granted Sept. 8 to Booth Radio & TV Stations, has ordered RCA equipment, plans Sept. 1, 1956 start, according to owner John L. Booth. It's working on construction plans, will use 575-ft. Truscon tower. Booth also holds permit for WBKZ-TV, Battle Creek (Ch. 64), now off air (Vol. 10:21), has CP for WSBM-TV, Saginaw (Ch. 51), is applicant for Ch. 10 in Parma-Onondaga, Mich., and operates AMs in Saginaw, Flint & Jackson, Mich. Rep will be Forjoe.

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First sale of a video tape recorder was announced this week by Bing Crosby Enterprises, Hollywood, which said that Westinghouse has contracted to purchase the device first demonstrated in 1951 (Vol. 7:46; 9:1; 10:13) for use in airborne testing program. To be delivered in Nov., the machine will record radar as well as TV signals on magnetic tape. Hailing the contract, Frank C. Healey, director of Crosby electronics div., said: "Having won govt. acceptance of our black-&-white recorder, we can now hasten perfection of our color tape machine."

Britain's Independent TV Authority (commercial) has ordered 3 complete 10-kw transmitters from British Marconi and 3 others from Pye, Ltd. (power unannounced), to operate in newly opened Band III (179-211 mc). To help commercial TV get started in London before end of 1955, Marconi will lend ITA the developmental model of its Band III transmitter.

RCA's 20th seminar for broadcast engineers—covering both color and monochrome—is scheduled for Sept. 27-Oct. 1 at Camden. Among the 100 engineers expected to attend will be representatives from Brazil, Canada, Cuba, Mexico, Panama, Thailand, Venezuela.

"Eurovision"—the 8-nation European TV hookup which operated during June and July—will be resumed Oct. 3 for series of Sunday afternoon test programs to be continued for rest of year.

Telecasting Notes: "Farm TV is on the rise," says Sept. 25 *Tide Magazine* on basis of own "farm county" set count projected from NBC & CBS-Nielsen receiver censuses. Best farm TV bets, according to *Tide*: Midwest—Ohio, where 38 of the 53 farm counties have TV saturation of 60% or more; Indiana, where 29 of 67 farm counties have at least 60% and another 25 have 40-60%. Southeast—Delaware's 2 farm counties and 13 of Maryland's 17 have saturation of more than 60%; 46 of Virginia's 82 have better than 40% . . . When do farm families watch TV? *Tide* quotes subscriber survey by *Farm & Ranch* of TV-owning farm families, showing that of those who do have TV, 48% watch in morning, 68% in afternoon, 98% at night. Of all subscribers responding to survey, 75% didn't have TV and 68% didn't plan to buy one within year . . . Hollywood is booming as network TV center, notes roundup story in *Hollywood Daily Variety*: NBC-TV's Hollywood originations this season will increase 125% over last, or 25 more broadcasts per week, with number of filmed shows rising from 12 to 17; CBS-TV will originate 16 filmed shows and 10 live from Hollywood weekly, as opposed to 11 & 10 last season; ABC-TV will be same as last season with 7 film, 2 live . . . How big is TV film? Pres. Milton Gordon of Television Programs of America Inc. says his company has produced and sold 6 program series in aggregate total of 880 markets during its first year, or total of 70,000 half-hours of programming—for gross of \$9,000,000 by end of 1954—"and just one year ago we didn't have a pencil or a desk" . . . Looking to TV, both political parties in New York state chose convention cities where there were plenty of TV facilities—the Demo-

crats New York, Republicans Syracuse—but when conventions were held this week, no stations carried them live . . . Walt Disney, producer of *Disneyland* for ABC-TV, ending theatrical film ties with RKO, to distribute all future films in U. S. and abroad through wholly owned subsidiaries . . . Mrs. Oveta Culp Hobby, Secretary of Health, Education & Welfare, named a judge for 4th annual *McCall's* awards to women in radio & TV, along with Mrs. Doris Corwith, ABC supervisor of public affairs programs; Sigurd S. Larmon, pres., Young & Rubicam; Mrs. Marguerite Rawalt, pres., National Federation of Business & Professional Women's Clubs; Otis Lee Wiese, *McCall's* editor & publisher . . . Andy Devine takes over for the late "Smilin' Ed" McConnell in continuation of popular 5-year-old children's film series produced by Frank Ferrin on ABC-TV for Buster Brown shoes, format unchanged . . . No kidding—*Reading to Read By* is name of new WNBT early morning program Mon.-Fri. 1-1:15 a.m. beginning Sept. 27, comprising selections from works of world's great writers read by Tex Antoine while text of selection is shown on screen . . . Teleprompter National Sales Corp. moves N. Y. office to 300 W. 43rd St., Judson 2-3800 . . . U.N. General Assembly meetings being carried live by CBC-TV daily Mon.-Fri. . . Rate Increases: WTOP-TV, Washington, raises Class A Group I hour from \$1250 to \$1500, 20 sec. from \$225 to \$300; WGN-TV, Chicago, base hour from \$1320 to \$1500, min. \$200 to \$310; WTWO, Bangor, from \$200 to \$250 & \$40 to \$50; WFIE, Evansville, Ind., \$200 to \$250 & \$40 to \$50; KVTV, Sioux City, \$260 to \$300 & \$52 to \$60; KID-TV, Idaho Falls, \$150 to \$175; KOPO-TV, Tucson, \$225 to \$250; CBLT, Toronto, Ont., \$800 to \$900.

Network Accounts: Gillette's sponsorship of *World Series* on NBC-TV starting Sept. 29, beginning at 12:45 p.m., will be on 155 stations in 150 cities in all 48 states, plus 8 cities in Canada. It represents investment of \$1,750,000 for rights and time. Five states and 50 cities will see series for first time on TV. Agency is Maxon . . . NBC-TV discloses time sales of \$450,000 for Steve Allen's upcoming *Tonight* starting Sept. 27, Mon.-thru-Fri. 11:30 p.m.-1 a.m., latest sponsors being Peerless Electric (Broilquik), 39 partic., thru Hicks & Greist; Helene Curtis (cosmetics), 39 partic., thru Earl Ludgin Inc., Chicago . . . Corning Glass, in network debut, buys 13 partic. on NBC-TV's *Home*, 11 a.m.-noon, thru Maxon Inc.; Cameo Curtains buys 6 partic., thru Friend-Reiss-McGlone, N. Y. . . . L&M cigarettes to sponsor *Perry Como Show* on CBS-TV starting Sept. 27, Mon.-Wed.-Fri. 7:45-8 p.m., thru Cunningham & Walsh . . . Borden's Instant Coffee buys Mon.-Wed.-Fri. segments of *Time to Live* on NBC-TV, Mon.-thru-Fri. 10:30-10:45 a.m., thru Young & Rubicam . . . AC Spark Plugs to be alt. sponsor (with Lever Bros.) of *Big Town* on NBC-TV starting Oct. 6, Wed. 10:30-11 p.m., thru D. P. Brother Co., Detroit . . . Pharmaceuticals Inc., which sponsored *One Minute Please* on DuMont during summer, Fri. 9-9:30 p.m., continues sponsorship on year-round basis, thru Edward Kletter Assoc. . . . Speedway Petroleum Corp., Detroit (Speedway 79 gasoline) to co-sponsor (with Goebel Brewing Co.) Detroit Lions' road games (except with Green Bay) on DuMont, thru W. B. Doner & Co.

Religious programs on TV-radio can be improved to attract "the millions who remain outside the life of the church," som 60 Protestant ministers were told recently by Marilyn Kaemmerle, NBC Radio supervisor of religious programs, at NBC-sponsored clinic. She suggested more original drama with religious themes; use of religious humorists; commissioning of composers to write religious music; more extensive placement of clergymen on panel shows and other secular programs.

Angry slap at TV set makers for the quality, quantity and servicing of uhf converters and receivers was administered this week by pres. Walter Reade Jr. of uhf WRTV, Asbury Park, in letter to 13 top receiver manufacturers. In Asbury Park area, Reade wrote, he found "a very, very definite sparsity of sets equipped to receive uhf . . . As a matter of fact, most of your dealers have no uhf sets and tell their customers (and our potential listeners) that it will be many months before they can serve them." As to converters supplied by the set makers, Reade charged they are "admittedly inefficient, and in many cases inoperative." He added: "This equipment, which in theory is to receive our signal under all normal conditions, is so badly engineered that it takes the optimum conditions of installation to bring in a satisfactory signal." He lashed out, too, at manufacturers' service organizations as "badly trained, ill-prepared, disinterested and generally lethargic."

Chapter X bankruptcy hearing for Ozark TV Corp., permittee of KACY, Festus-St. Louis, has been scheduled for Sept. 30 at St. Louis Federal court. KACY is one of 2 St. Louis area uhf outlets to leave air because of financial troubles, a third—WTVI, Belleville, Ill.—remaining. Ozark trustee James E. Darst, in report filed with court, said efforts to formulate reorganization plan met with failure because he "found no active interest on the part of qualified businessmen or investors in undertaking the operation of a TV station on an ultra high frequency channel."

Are Communist candidates barred from broadcasting? FCC isnt sure, has asked Justice Dept. for interpretation, FCC Comr. Robert E. Lee told meeting of public relations men in Washington this week. He said recent outlawing of Communist Party leaves question clouded but that he's personally satisfied Communists have "lost the right to broadcast time."

Raytheon donated microwave relay equipment last week to grantee Lowell Institute for upcoming educational WGBH-TV, Boston.

COMR. ROBERT E. LEE, in speech this week titled "Comments of a Commissioner—One Year Old," showed he has developed some very strong ideas about his job, most of them quite encouraging to audience of broadcasters at NARTB district meeting in Virginia Beach, Va. Essence of his remarks:

(1) Role of FCC in station economics: "There are those in the broadcast industry today who believe that the Commission should attach guarantees of financial success to authorizations which are issued . . . Govt. intervention into purely economic problems is repugnant to me. If to save a few citizens from financial loss we get another govt. nose under another tent, I say the price we pay is too high."

(2) Bricker network investigation: There is "unwarranted uneasiness [in the industry]. I believe that this inquiry will clearly demonstrate that legislation is not required and at the same time may bring to light and correct some practices inconsistent with the public interest. . . . It is my opinion that there is no form of network dominance in the industry today."

(3) Broadcasting of public events: "The broadcaster is not a second class medium [and] his recognition as such will actually stimulate a full and free press by providing a double check on the printed word. . . . I recognize, however, that in some instances this might require special precautions on the part of the newer media of communication in order not to disturb either the dignity of Govt. or due process of law."

(4) Station ownership: "I feel that no interests should be discriminated against—and I include newspaper applicants." There are many advantages in joint newspaper-station operations, but "I want to make clear that I think that such advantages have to be balanced against the desirability of diversification of control of communications facilities."

(5) Abuses of commercial quantity and quality: On basis of "my private monitoring," he found some "chronic offenders" have broadcast over 40% of time with commercials, and some stations increase volume during commercials. Attacking excessive commercialization, he stated: "A practice may be legal and still opposed to the public interest and as far as I am concerned the pitchman and the gandy dancer do not belong on the air." As for good taste, he added: "I do not think that a sweating armpit in obvious need of deodorant or a hairy leg in need of depilatory meets the public interest, convenience or necessity. . . . Unless the industry finds a way to clean its own house, they may expect corrective legislation and restrictive regulations."

Station Accounts: National advertisers predominate in list of sponsors which have used successful "4-Minute Plan" of KBTB, Denver (Joe Herold, mgr.), since its inception last summer. Plan calls for advertiser to get one-min. spot in each of four 30-min. evening film shows a week for as little as 3 Class A station breaks. For 4 mystery shows a week, cost of one-min. spot is \$250; comedy shows or dramas, \$280; adventure-western, \$160; sports, \$150. Advertiser also has option of buying into any combination of shows at one-fourth the weekly rate. Different costs are assigned to various categories of shows on basis of their audience ratings. Plan had average sponsorship of 75% during summer. Among national advertisers which are using or have used plan are Oldsmobile, Seven-Up Bottling Co., M&M Candies, RKO Pictures, Red Heart Dog Food, Safeway Stores, Charles Antell, Pepsi-Cola, Fox Theatres . . . American Dairy Assn. plans to devote biggest part of \$1,000,000 budget next year to TV-radio in campaign to increase butter consumption, thru Campbell-Mithun . . . Eversharp-Schick Inc. (pens & razors) to sponsor *Tales of Tomorrow* in 41 markets for 78 weeks, thru Biow . . . Unusual bilingual program, *Spanish Show*, makes debut on WATV, Newark, Sept. 26, Sun. 9:30-11 p.m., with 4 local sponsors signed thus far for 15-min. each; show features night club talent, interviews with Spanish sports and film stars, and commercials in both languages . . . National Oil Heat Council is new promotional group formed by Oil Heat Institute of America, 500 Fifth Ave., N. Y., to use all media in campaign for more extensive use of oil heat in low-cost homes . . . Among advertisers currently reported using or preparing to use TV: Breakstone Bros., N. Y. (dairy products), thru Paris & Peart, N. Y.; Best Foods, N. Y. (Nucoa margarine), thru Dancer-Fitzgerald-Sample, N. Y.; J. H. Filbert Co., Baltimore (Mrs. Filbert's margarine), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Hood Chemical Co., Ardmore, Pa. (Zero cleanser), thru Pritchard, Daniels & Dreher, Ardmore; Guatemala Tourist Bureau, thru Wm. Reede Assoc., N. Y.; Fino Food Processing Co., Burbank, Cal. (Buisman's Famous Dutch flavoring), thru Hixson & Jorgenson, Los Angeles; Jayme Products Inc., Jersey City (Dryve anti-sleep tablets), thru Franklin Bruck, N. Y.; Hoffman-Hayman Coffee Co., San Antonio, Tex. (JAV-O Coffee-Time coffee mix), thru Thomas F. Conroy, San Antonio; Rad Products Inc., N. Y. (Rad White Crystal bleach), thru Duane Jones, N. Y.; Detecto Scales Inc., Brooklyn, N. Y. (Cabinette scales), thru Doyle, Dane, Bernbach, N. Y.; Mastic Tile Corp. of America, Newburgh, N. Y. (Mastic Confetti tile), thru S. R. Leon Co., N. Y.

LAMB HEARING ran through second week and 3 more witnesses, marked by continued acrimony and repeated squabbles between counsel for FCC and Toledo broadcaster-publisher Edward O. Lamb. After conclusion of testimony Sept. 20 by Wm. G. Cummings (Vol. 10:38), another self-described ex-Communist was called to stand—Lowell Watson, Kansas dairy farmer who said he was a party member in Toledo from late 1929 to late 1933.

Under questioning Sept. 21 by FCC attorneys he said he and another Communist official had collected contributions from Lamb in his law office "in the Edison building" after telling him part of the money would go to the Communist Party. At Thursday session, Lamb attorney Russell Brown drew from Watson the admission that Sept. 21 lunch hour visit with FCC broadcast bureau attorneys Walter Powell Jr. and Thomas Fitzpatrick "may have contributed" to refreshing his memory about conversations with Lamb. He also conceded that he couldn't remember having asked Lamb for contributions to the "Communist Party," but only for other projects such as labor defense, aid for Scottsboro defendants, etc. Brown also brought out that Lamb's office wasn't in Edison bldg. at the time.

Other witnesses this week were executive editor Mark Warren of Cleveland (Tenn.) *Daily Banner*, all of whose testimony was stricken from record by examiner Herbert Sharfman as irrelevant on motion of Lamb's attorneys, & Clark Wideman, Columbus, Ohio, real estate dealer who testified that Lamb suggested in 1934 that he form "Young Friends of Soviet Russia" group of fellow high-school students. Typical of clashes between opposing attorneys was occasion Friday when Brown charged that Watson's testimony was memorized from a "script" prepared by Powell and Fitzpatrick, whom he called "traitors to the bar." Powell denied that he and Fitzpatrick had "put words in anybody's mouth," accused Brown of trying to divert hearing from the issues to an attack on counsel.

End of an era: Adman Milton Biow and watch maker Arde Bulova, who together originated famous Bulova radio time signals, conclude 30 years of association Dec. 31, when Bulova switches \$4,000,000 annual account to undisclosed agency. On that date, Biow takes over Benrus account, to be handled by Jack D. Tarcher, who has handled it at Cecil & Presbrey.

OUTPUT AT NEW HIGH, FUTURE BOOM SEEN: RCA pres. Frank Folsom predicted excellent future for entire electronics industry, projecting dollar volume to 1957 for each class of products, in Chicago speech this week -- and TV manufacturers showed the present is first-rate, too, by producing 194,284 TV sets the week ended Sept. 17, a 21-month record. It compared with 151,544 preceding week and 178,224 week ended Sept. 3 -- brought 36-week total to 4,100,000 vs. 5,040,000 same period of 1953.

Continuing good TV business was clearly reflected also this week in RETMA fall meetings in N.Y. and in NARDA profit clinic in San Francisco -- but both sessions voiced common complaints of low profits though neither manufacturers nor retailers were sure that raising prices provided the answer.

Set makers saw urgent need to raise prices on some models as a trial balloon but some, like H. Leslie Hoffman, openly expressed fear that the high unit volume would be thereby sacrificed. Judging from informal comments, there seemed little doubt most manufacturers would risk that possibility in next few weeks. Emerson's Ben Abrams, for one, told us he still planned to raise prices shortly -- even though this week he introduced a 21-in. ebony metal table model at \$160, or \$20 under his lowest 21-in. table. He said lower price was possible because of metal cabinet.

Harried by discount house competition, retailers generally felt that raising prices on fast-selling low-end models would aggravate, not alleviate, their problem. They felt that attack on discounting must be a joint responsibility of manufacturer, distributor and retailer. The week saw an example of such interdependence when the Philco factory branch in Chicago summarily cancelled franchise of Alan-Garrick-Terman 6-store retail chain because of ad headlined "I Can Get It For You Wholesale," even though body of ad was anti-discount house. It was explained by distributor that "we thought people would only be impressed by the headline and would not read down."

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Folsom's speech to Chicago Investment Analysts Society Sept. 23 was a report on 12-year survey of major electronic items, covering 1946-57, and was a detailed elaboration of his speech last week on color to N.Y. Board of Trade (Vol. 10:38). He presented a glowing picture of future, predicting sales of \$12 billion annually for electronics by 1957, called the industry "utterly amazing."

"Total annual sales of the electronics industry," he said, "grew from \$1.6 billion in 1946 to \$8.4 billion in 1953. Further growth is projected, as follows: 1954--\$8.8 billion; 1955--\$9.5 billion; 1956--\$10.9 billion; 1957--\$11.8 billion." Based on survey, he broke down outlook for each electronic product:

Black-&-White TV: "Postwar growth was spectacular, with sales increasing from \$1,000,000 in 1946 to \$1.4 billion in 1950. Sales in 1953 totaled \$1.2 billion and nearly \$1 billion is expected in 1954. A drop to \$388,000,000 is projected by 1957, due to the shifting of the mass market from black-&-white TV to color."

Color TV: "Following commercial introduction in 1954, increased volume is expected to more than offset reduced sales of black-&-white TV, reaching \$264,000,000 in 1955, \$767,000,000 in 1956, and \$952,000,000 in 1957. This would mean a total of nearly \$2 billion at factory prices during color TV's first 3 years."

Home and Portable Radios: "This field once represented the chief source of revenue in our business. Today, because of TV and changing habits of the people, sales are declining gradually -- from a postwar peak of \$600,000,000 in 1947 to an estimated \$109,000,000 in 1956."

Auto Radios: "Relatively stable sales somewhat over \$100,000,000 annually."

Repair Parts (chiefly renewal tubes): "Steady growth is expected to continue in support of increased receivers in service. Volume amounted to \$217,000,000 in 1953, and is estimated at \$454,000,000 by 1957."

Servicing and Installation: "This important element has grown from \$145,000,-

000 in 1946 to \$1.4 billion in 1953. Continued growth to \$2.7 billion by 1957 is indicated."

Industrial and Commercial Equipment: "Steady growth is also indicated here, from \$50,000,000 in 1946 to \$267,000,000 in 1953, and \$520,000,000 by 1957."

Govt. electronics expenditures will rise from \$2.5 billion in 1953 (30% of all electronics industry sales) to \$2.7-\$2.8 billion annually in 1954-57. He figured electricity costs to operate TV & radio receivers at \$634,000,000 in 1957, compared to \$354,000,000 last year. Broadcasting and communications revenues are seen going up from \$1.1 billion in 1953 to \$1.5 billion by 1957 -- nearly all increase due to TV.

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Radio production totaled 195,405 (64,438 auto) week ended Sept. 17, compared to 154,593 preceding week and 197,126 week before. For 36 weeks, output was about 6,450,000, compared to approximately 8,850,000 same period of 1953.

Topics & Trends of TV Trade: Fight on TV-radio excise tax was renewed this week at RETMA's fall meeting in N. Y., which authorized pres. Glen McDaniel to work for removal of 10% excise tax on color sets and reduction from 10 to 5% on black-&-white. Though industry was denied any excise tax relief by last session of Congress (Vol. 10:13), McDaniel says he has high hopes of doing better next year.

Strategy will be basically same as last year's effort-- with McDaniel trying to convince Congress that color tax should be waived for few years in conformance with policy on new industries and products and that reduction in black-&-white tax will place it on competitive basis with household appliances on which tax was reduced last spring.

In other actions, RETMA board endorsed participation of member companies in test of electronic equipment and components during atomic blast at Nevada proving grounds next spring. Board also approved proposal of technical products div. to add military engineering specialist to engineering dept. It also voted to change status of west coast branch of engineering dept. to full-fledged regional office directed from Washington headquarters.

Sales mgrs. committee, under DuMont's Dan Halpin, recommended that RETMA make annual award to manufacturer, dealer and distributor for outstanding achievement in sales, merchandising and advertising of TV-radio. Subcommittee headed by Motorola's Edward R. Taylor will draw up plans, with manufacturers to nominate candidates for awards. First award would be presented at annual RETMA industry banquet in June 1956. Service committee disclosed that RETMA lecture package on color receivers, designed for service technicians, will be distributed next month. It consists of 48-p. booklet and film strips or slides.

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Always good for vigorous arguments, annual "guesstimate" of Chicago financial consultant Edgar N. Greenebaum Jr., in Sept. 20 *Retailing Daily*, foresees production of 6,700,000 TVs this year, compared to 7,214,827 year ago. He lists these top 10 manufacturers, with estimated unit production for 1954: Admiral, 800,000; RCA, 800,000; Philco, 700,000; Motorola, 575,000; Zenith, 475,000; Crosley, 400,000; GE, 325,000; Emerson, 300,000; Westinghouse, 300,000; DuMont, 250,000. Admiral and RCA totals include their Canadian set production. He calls Admiral "dominant producer" of TVs in Canada, accounting for 25% of Dominion's total production.

Canadian TV sales of \$200,000,000 this year were predicted by A. Davidson Dunton, chairman of CBC board of governors. Speaking at opening of Philco Corp. of Canada plant in Toronto, he foresaw 1,000,000 TV homes in Canada by year's end. The 72,000-sq. ft. plant has capacity of 500,000 TVs and radios a year, is also expected to turn out Philco's first Canadian-manufactured appliances shortly.

TV-radio firms spent \$26,975,000 on national newspaper advertising during 1953, up 43.6% from 1952, according to ANPA Bureau of Advertising's newly issued *Expenditures of National Advertisers in Newspapers, 1953*. Advertising of TV-radio sets accounted for \$15,779,000, up 46.5% from the \$10,770,000 of 1952 (figures do not include cooperative expenditures through dealers). Broadcasting stations & networks accounted for \$10,185,000, up 38.9% from \$7,335,000 in 1952. Among major 1953 newspaper accounts listed: Admiral, \$1,468,370; Avco, \$2,205,774; Bendix TV, \$24,460; CBS, \$347,581; DuMont, \$361,057; Emerson, \$252,683; GE-TV, \$781,076; Hallicrafters, \$122,330; Hoffman, \$245,902; Magnavox, \$33,013; Motorola, \$979,999; Philco, \$2,602,374; RCA, \$2,014,300; Raytheon, \$119,889; Stromberg-Carlson, \$305,517; Sylvania, \$1,467,435; Webster-Chicago, \$39,183; Westinghouse TV, \$224,560; Zenith, \$1,436,904.

Tele King's amended Chapter XI plan (Vol. 9:7, 13-14) was confirmed Sept. 21 by Referee Herbert Loewenthal. It provides for payment of 35% to creditors. Of that total, 2% is payable immediately, and 18% in 1% payments spread over 27 months. Remaining 15% is to be paid out of 50% of profits of company after Aug. 1, 1957. Charles Bornstein of American Credit Indemnity Co., N. Y., is chairman of creditors' committee.

Pacific Mercury, partly owned by Sears, Roebuck & Co., and manufacturer of its Silvertone line for 11 western states, Sept. 17 opened new plant at 8345 Hayvenhurst Ave., Van Nuys, Cal. Sears chairman Theodore V. Houser and Los Angeles Mayor Norris Poulsen assisted in dedication ceremonies. It's Pacific Mercury's second plant, with third planned in Joplin, Mo., according to pres. Joseph Benaron.

Clever promotion by Admiral and Shulton Inc., makers of Old Spice shaving lotion, will put TV sets in drugstore windows for World Series. Admiral dealers will provide 21-in. sets in return for which druggists will give TV dealers a \$10 gift certificate for Shulton products and put a sign in window telling who supplied set. Admiral v.p. Edmond I. Eger estimated \$50,000 in merchandise certificates will be issued.

Report to FCC on spurious radiation is still under preparation by RETMA (Vol. 10:11, 34) which awaits results of task forces' work, and it will request extension of FCC's deadline on comments from Oct. 15 to Feb. 1. Most TV set makers have already adopted 41-mc IF or have promised to do so by next year, but RETMA is studying other devices which it had not previously investigated.

DuMont distributes 14-min. promotional film, *A Story of Television*, tracing early efforts of Dr. DuMont to develop picture tube and first experimental telecasting by DuMont. It's available from J. Calvin Affleck, adv. & sales promotion mgr., receiver div., E. Paterson, N. J.

Trade Personals: Parker H. Ericksen, Avco v.p. & gen. mgr. of Crosley-Bendix appliances, promoted to exec. v.p. of newly merged TV & appliance divs.; Donald Berguson, ex-Coolerator Corp., named asst. to gen. mgr. for distribution & merchandising . . . L. W. Teegarden, RCA v.p., elected to RETMA board, representing set div., succeeding J. B. Elliott, ex-RCA . . . Richard J. McCusker, Westinghouse radio sales mgr., named TV-radio eastern regional mgr., N. Y., replacing A. Earle Fisher, resigned . . . H. Leslie Hoffman, pres. of Hoffman Radio, elected a director of Clary Multiplier Corp., San Gabriel, Cal. . . . Arnold E. Linton promoted to mgr. of RCA tube plant, Woodbridge, N. J. . . . J. W. Guilfoyle promoted to Capehart-Farnsworth personnel mgr., succeeding C. A. McNeill, who becomes industrial relations director of new Farnsworth Electronics Co., both IT&T divs. . . . William H. Kelley, DuMont, named chairman of RETMA sports committee, succeeding J. B. Elliott, ex-RCA; Douglas H. Carpenter, JFD Mfg. Co., named chairman of antenna committee, succeeding Larry H. Kline, Ward Products Corp. . . . Alvin C. Stewart, ex-Hallicrafters, named CBS-Columbia controller . . . Thomas B. Friedman, chief TV engineer of Empire Coil Co. who worked on planning and construction of WXEL, Cleveland, KPTV, Portland (Ore.) & KCTY, Kansas City, joins Adler Communications Labs, New Rochelle, N. Y., as asst. to pres. Ben Adler in developing satellite systems . . . Dr. James Hillier, director of research for Melpar Inc., Alexandria, Va., govt. contract subsidiary of Westinghouse Air Brake, returns to RCA Princeton Labs Oct. 1 after serving a year at Melpar . . . Maynard H. Moore, ex-Magnavox, named New England sales mgr. for Westinghouse major appliances, Boston, replacing Kevin Sullivan, transferred to Mansfield, O. plant . . . Harold T. Bickford promoted to DuMont credit mgr. . . . John Muntain, sales mgr. of Pacific Wholesale Co., Arvin's San Francisco distributor, named far western district mgr. of parent company . . . Abner G. Budelman named spare parts sales mgr., DuMont mobile communications dept. . . . Oliver S. Aikman named New England mgr., International Resistance Co. . . . Leonard North resigns as Sentinel north central district mgr., with territory divided between Chicago mgr. Jack Chichester & Cleveland mgr. Crane Brennan . . . Carroll W. Hoshour, ex-Raytheon, named products mgr. of Magnecord Inc. . . . Herbert E. Young named N. Y. rep, Lion Mfg. Co. . . . Norman A. Koepke named promotion mgr., Jack Kull research mgr., Gramer-Haldorson Transformer Corp., Chicago.

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 Cute gag was pulled on Joe Elliott, ex-RCA consumer products v.p., now Schick pres., when some 35 manufacturer friends threw party for him in New York Sept. 22, each ceremoniously presenting him with a Gillette razor.

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 TV shipments to dealers totaled 2,997,177 in first 7 months, when production was 3,152,132, according to RETMA state-by-state and county-by-county report released this week and available on request. They compared with shipments of 3,335,262, production of 4,150,525, in first 7 months of 1953. New York led, with 286,487; California second, 215,449; Pennsylvania, 185,733. July shipments were 329,574, compared to 297,505 in June and 313,012 in July 1953.

Benrus Watch Co. broke into radio field this week with 5-tube clock radio in gold-plated metal cabinet, retailing at \$60 & \$70. It's made by Sentinel, marketed through jewelry stores. More clock radios will be introduced in Jan., said pres. S. Ralph Lazarus.

Emerson .cts up Paris company, Emerson-France, to produce TV-radios bearing Emerson brand starting next year. TV sets will operate on 819 and 625 lines. Georges Salmon is pres. of new company.

DISTRIBUTOR NOTES: RCA Victor Distributing Corp. elects Clarence A. Malin v.p. & mgr. of Detroit branch, succeeding Ned A. Corbett, now v.p. & mgr. of Chicago branch; L. E. Starkweather resigns as v.p. & mgr. of Los Angeles branch, replaced by Hadley C. Chapman, from Chicago . . . DuMont appoints C. Robert Ingram Inc., 1740 W. Main St., Oklahoma City (C. Robert Ingram, pres.) . . . Hoffman: Rock Smith Co., 1111 East River Drive, Davenport, Ia. (Rock Smith, John Rexford, Carl Schau, partners) . . . Stromberg-Carlson: Kelvinator Sales Corp., Cincinnati, replacing Oberrecht Distributing Co. . . . Raytheon: Mid-Continent Distributing Co., 204 E. 10th St., Sioux Falls, S. D. (Paul J. Modica, owner) . . . Arvin: Stuart C. Irby Co., Jackson, Miss. . . . August J. Krisch Co., San Antonio, relinquishes Admiral franchise . . . Northeastern Distributors, Boston (Zenith) appoints N. K. Blake adv. & sales promotion mgr. . . . CBS-Columbia establishes factory branch at 1093 Columbus Ave., Boston (Robert S. Kadets, gen. mgr.) . . . Canadian Admiral Sales Ltd. appoints Andrew Hause TV sales mgr. of Toronto branch.

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New clock-radio twist: Go to sleep listening to soft music on one station, wake up to program on different station—with more volume, if you wish. RCA calls it "Slumber King"; it lets user tune to one station and at same time pre-set radio to second station and volume. When radio goes on second time it automatically switches to second station at pre-set volume. List is \$60.

Printed-circuit TV chassis, complete with remote control, now being offered by Walsco Electronics Corp., Los Angeles. Chassis uses 9 printed-circuit units, said to reduce number of hand-soldered connections from 2900 to 56. Known as PC-9, the chassis can accommodate 21, 24 or 27-in. tube with 90° deflection, is sold at user's net cost of \$299 less tubes.

Annual Audio Fair, sponsored by Audio Engineering Society (Jerry Minter, pres.) and featuring latest high-fidelity developments, is scheduled Oct. 14-17 at Hotel New Yorker, with record 30,000 expected. Big banquet, at which awards will be presented for distinguished service by audio engineers, is scheduled Oct. 13.

Symposium on printed circuits, sponsored by RETMA engineering dept., is scheduled Jan. 20-21 at U of Pennsylvania, Philadelphia, under direction of Donald W. Cottle, GE, Syracuse. Program comprises sessions on product design, reliability and serviceability, management, wiring boards, components, production techniques.

Canadian Marconi made virtually no price changes from last year in new line of 9 models introduced this week. Line starts with 17-in. table model at \$220, goes up to 21-in. full-door console at \$1000.

Emerson Radio of Canada introduced new line, comprising 17-in. table model at \$230, 21-in. tables at \$300 & \$350, and 21-in. open-face console at \$400.

East Coast Conference on Airborne & Navigational Electronics, IRE-sponsored, will be held Nov. 4-5 at Baltimore's Sheraton-Belvedere Hotel.

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Consumer uses of industrial TV systems are featured in national advertising by Thompson Products for its Dage vidicon camera, with caption: "New kind of TV by Thompson nabs crooks, may watch baby!" Illustrations show dept. store cops watching shoplifter via closed-circuit and parents viewing baby in crib on TV monitor. Thompson has repriced Dage system at \$1500, camera alone at \$845, is said to be producing about 50 industrial units a month.

Corning Glass Co., Corning, N. Y., has issued new catalog of glass products for electronic industry.

Financial & Trade Notes: RCA business volume in July and Aug. was up more than 5% over same months of 1953, pres. Frank Folsom told Chicago Investment Analysts Society Sept. 23. Its financial statement for first 6 months of 1954 showed record sales of \$444,369,000 (Vol. 10:31). Of this year's estimated total sales volume, he said about 70% will come from manufacturing, 20% from broadcasting, and about 5% each from communications and "the remaining activities." Govt. business this year is expected to account for 25% of total gross income, he said, adding that backlog of govt. orders is now between \$300-400,000,000. Inventories are down from year ago. He said expenditures on plant facilities this year were expected to total over \$30,000,000, bringing outlay on plant expansion and improvement to more than \$200,000,000 since 1946.

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Except for AT&T, ranking No. 1, General Electric (No. 2) and Westinghouse (No. 7), the common stocks of companies in the electronics fields are conspicuously absent from the list of 100 favored investments of insurance companies and investment trusts, as tabulated by Harold Clayton, economist of Hemphill, Noyes & Co. The favorite 50 of investment trusts had value of \$1,380,000,000 at end of 1953 and paralleled closely the portfolios of insurance companies. Even the second 50 contains no TV-radio companies. Study was based on *Corporate Holdings of Insurance Companies: 1954*, published by United Statistical Associates Inc., and Vickers Brothers' latest *Guide to Investment Trust Portfolios*.

DuMont Labs report sales of \$41,590,000, net profit of \$479,000 (18¢ a share) for first 24 weeks of 1954 (to June 20), compared with \$41,395,000 & \$913,000 (36¢) for comparable 1953 period. "Profits have been adversely affected by the extremely competitive prices prevailing in the cathode ray tube and TV receiver markets" as well as by development, research and tooling costs in preparation for color, said DuMont statement, which anticipated "considerably higher profit-to-sales ratio for the remainder of the year."

Avco Mfg. Corp., with no breakdowns for Crosley, Bendix or other products, reports consolidated net income of \$3,002,843 (31¢ a common share) after taxes of \$3,100,000 on sales of \$267,700,333 in 9 months ended Aug. 31, compared to profit of \$3,163,343 (32¢) on sales of \$312,728,859 in similar period year ago. Chairman Victor Emanuel noted upturn in sales of consumer products since early Aug., attributing it to seasonal factors and to "the gratifying response" to new TV and home laundry lines.

Muter Co. earned \$140,270 (20¢ per common share on 694,783 shares outstanding) on sales of \$5,926,825 in first 6 months of 1954, compared to \$261,447 (40¢ on 661,825) on \$8,573,510 in same period of 1953. Pres. Leslie F. Muter attributed earnings and sales declines to lower TV production but anticipated "substantial fall volume" for industry.

Official Films Inc. earned \$317,172 on sales of \$656,401 in year ended June 30, thus reducing deficit in earned surplus to \$400,062. Earnings were \$76,882 in preceding fiscal year.

Arcan Corp., Hamilton, Ont. (formerly Transvision of Canada) reports loss of \$21,027 in fiscal year ended last March 20, compared to profit of \$35,691 in preceding year.

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GE closed-circuit TV systems, both monochrome and field-sequential color, will be distributed by Wilmot Castle Co., Rochester, N. Y. for installation in hospitals and medical teaching institutions. Wilmot Castle makes hospital equipment, such as sterilizers, surgical lights and lab apparatus.

Papers on electronics listed in current *Bibliography of Technical Reports* (OTS, Commerce Dept., Washington, 60¢ a copy, \$6 a year): "Transistor Circuitry for IF and audio amplifiers," by Zenith for Signal Corps; "Synthetic Mica: a Critical Examination of the Literature," by Penn State College for Office of Naval Research; "Protective Coatings for Microwave Antennas," by Signal Corps.

RS Electronics Corp., division of Selective Cam Transmission Co., San Bruno, Cal., has opened new electronic lab and factory at Palo Alto for research and manufacture of radar scanners, automatic production equipment and printed circuit products. G. P. Regan is pres. of RS Electronics.

Litton Industries Inc., Beverly Hills manufacturer of magnetrons, control equipment and other electronic items, has acquired control of West Coast Electronics Co., Los Angeles developer and producer of mobile communications and test equipment and electronic components, which will be operated as Litton subsidiary.

National Symposium on Quality Control & Reliability in Electronics will be held Nov. 12-13 at New York's Statler Hotel under sponsorship of IRE's professional group on quality control and American Society of Quality Control's electronic technical committee.

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Govt. agencies should be unapproachable, just as judges are, in adversary proceedings such as TV hearings, in opinion of Trowbridge vom Baur, Navy Dept. general counsel. Writing in *The Journal of the Bar Association of the District of Columbia*, he observes: "It is common knowledge today that private interviews in administrative litigation have been the rule rather than the exception, even by counsel who would not dare address a similar communication to a judge of the Courts vested with judicial power. Indeed, it is also commonly rumored here in Washington that some personal influence has been exerted by the means of these *ex parte* communications, and reflected in agency decisions; and there are rumors of 'leaks' from agencies via the private communication route. In addition, it is common practice for Congressmen to address private communications and telephone calls to agency members, demanding decision in a particular way or reasons for a decision — communications which they would not dare to address to the judges of the Courts vested with judicial power. But these Congressmen cannot be blamed, when it is expected of them and everyone else is doing it. Nor can the agency members be blamed; we certainly cannot expect an agency member, appointed for a term of years only, and in the face of all this confusion, to tell a Congressman to go jump in the river. The fault lies with the system which permits it."

Facts about summer TV viewing, based on new Advertest survey of 763 TV homes in N. Y. metropolitan area: (1) On average summer day, 69% of adults in TV homes have sets on, compared with newspapers read by 74%, radio listened to by 36%, books read by 23%, magazines read by 22% of adults in TV homes. (2) Summertime viewers spend average of 2½ hours daily watching TV, more time than is devoted to any other medium. (3) Respondents indicated their sets were turned on average of 1½ hours less per day in summer than in winter. (4) Of respondents who had taken vacations away from home, 17% watched TV while away. (5) Of 14 programs which continued through summer, Advertest found summer audience 38% smaller than their winter audience; for 11 replacement programs, summer audience averaged 61% smaller than programs they replaced.

NARTB code review board holds quarterly meeting with network executives Sept. 27-28 at New York's Hotel Ambassador.

Color Trends & Briefs: Faced with competitors reaping promotional windfall from CBS's and NBC's fierce plugging of color—even though quantity of color programming is still minor and number of sets is insignificant—ABC and DuMont affiliates are thinking more and more seriously of counterattacking with local color originations.

Quickest and cheapest way to produce color locally is through slides, then film. KING-TV, Seattle, was first ABC affiliate to employ slide and film gear (Vol. 10:34). This week, WFIL-TV, Philadelphia, began telecasting color slides, using RCA equipment.

Virtually all station breaks and station promotional slides are in color. Then, 6-7 times a day, color bars are put on for set adjustment and servicing. Nine sponsors became color "pioneers" by buying color spots first day; no extra charge is being made for color, unless WFIL-TV prepares slides. Station estimates about 350 color sets in area homes—and it aims to become as well identified with color as its competitors, if not more so. Plans include purchase of color film chain, delivery date unspecified.

Latest shipment of color slide equipment was RCA's delivery to KHQ-TV, Spokane, last week.

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Defending concept of "spectaculars," NBC pres. Sylvester L. Weaver told Louisville Ad Club Sept. 24 he wasn't a bit discouraged by somewhat unfavorable reviews of *Satins & Spurs*, first color extravaganza Sept. 12. He said spectaculars "challenge the robotry of habit viewing" and "restore to TV the aura of newness and freshness which surrounded its debut several years ago." Of *Satins & Spurs*, he said: "Whether you liked or disliked it, whether the sponsor did, or whether I did, is not really important in the over-all scheme of spectaculars. The concept is the important thing—and the concept is what we at NBC are going to maintain and are going to fight for if necessary."

Color sets will require twice as many service calls as black-&-white and each call will take twice as long, Russ Hansen, Motorola's service chief, told NARDA's dealer clinic in San Francisco this week. He estimated that color sets will take 10 calls first year, compared with 4.56 for monochrome, and that each serviceman will complete only 4 color calls per day, as against 8 for black-&-white.

NBC's Oct. 10 "spectacular," produced by Max Liebman, will be an original show, *City Center*, inspired by New York's noted center for opera, drama, ballet, jazz, etc., and starring Judy Holliday, Steve Allen and Dick Shawn. Included will be a complete ballet, "The Filling Station," staged by George Balanchine and danced by New York City Ballet.

"Color TV Film Shooting Practices" is new 14-p. brochure distributed by CBS-TV engineering dept., covering staging, lighting, cameras, film, sound, and concluding with one non-technical note: "Experienced color producers warn against over-emphasis of color merely for color's sake—the use of a riot of color which detracts from the play, the performers or the commercial product."

Special color picture tube dept. for production of 21-in. tube (Vol. 10:38) has been established by RCA at Lancaster, Pa. tube plant, Harry R. Seelen to be manager. RCA reports that samples of tube will be delivered in Nov., "with commercial production expected to begin around the first of the year."

This week's network color schedules: CBS-TV—Sept. 30, *Jane Froman Show*, 7:45-8 p.m., and *Shower of Stars*, 8:30-9:30 p.m., featuring Betty Grable in her TV debut, Harry James, Mario Lanza.

Major opera added to NBC's color schedule is Mozart's *Abduction from the Seraglio*, to be staged in Brooklyn studios Sun. Oct. 31, 3-4:30.

Color commercials inserted in monochrome programs are local first step, Chris Witting, pres. of Westinghouse stations, told press last week during ceremonies attending Westinghouse's assumption of ownership of KPIX, San Francisco. "It is my guess," he said, "that color commercials will be in general use in advance of entertainment programming. The impact of the color sales message and its comparatively low cost are factors that simply cannot be ignored by advertisers." Station manager Phil Lasky estimated there will be 25,000 color sets in area within a year and that expansion will come somewhat faster than in black-&-white.

Acquired solely for color originations, building behind studios of WDSU-TV, New Orleans, is now being altered, with completion due in 2 months. Station is one of first to obtain RCA live cameras (Vol. 10:36).

Leopold Stokowski signed by RCA to do color commercial on *Tonight at 8:30*, 90-minute spectacular Oct. 18; he will plug RCA Victor's "Listener's Digest" package of 45rpm hi-fi records.

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A 210-mi. \$211,265 microwave to serve proposed community antenna system in Rapid City, S. D., was sought this week in application filed with FCC by Bartlett & Reed Management, 615½ Main St., Rapid City, amid reports others were planning to do the same. Seven-station Philco link would pick Denver TV signals out of air at Granite Canyon, Wyo., near Cheyenne, relay them to Rapid City, charging community operator \$8500 a month. Applicant says it has verbal permission of KOA-TV principals to use its signals. Relay would have common carrier status, same as that of Belknap Assoc., first to receive such grant (Vol. 10:19). City has 35,000 pop., and applicant estimates 4000 subscribers can be obtained. Rapid City had CP for KTLV (Ch. 7), held by principals of WMIN-TV, St. Paul and KELO-TV, Sioux Falls (N. L. Bentson, pres.) but it was canceled 2 weeks ago.

Skiatron's fee-TV petition, filed with FCC last week (Vol. 10:38), was endorsed this week by WTVI, Belleville-St. Louis (Ch. 54) and WGMS, Washington, which is due for CP on Ch. 20 shortly. WTVI exec. v.p. John D. Scheuer Jr. wrote FCC that proposal is "everything its proponents explain that it is—the means of stabilizing the future of uhf during this critical period . . ." WGMS pres. M. Robert Rogers told Commission that adoption of pay system "would insure quicker commercial success in Washington where we have to compete with 4 network vhf stations." Official of Paramount's International Telemeter, proponent of coinbox method of pay-as-you-look, said this week: "Of course we'll file with the FCC—but it's a question of timing. I can't say whether it will be next week or 6 months from now."

Transmitters and antennas for Denmark's three TV stations will be supplied by British Marconi, whose bid won out over American, German and Dutch firms. First installation, at Copenhagen, is scheduled for completion early next year, will use 5-kw transmitter and 6-bay superturnstile antenna. Six months later, second station, at Odense, is due to begin operations with 5-kw transmitter and 3-bay superturnstile antenna. Third station will be at Aarhus, with 2.5-kw. Low-power unit is on air at Copenhagen.

Austria begins experimental TV service in latter 1954, with studios and low-power transmitter in British sector of Vienna. Govt.-owned facilities reportedly have been ordered from Philips for summer delivery.

No TV for India in near future, a govt. committee ruled recently after long, study, announcing it would be too expensive a luxury for the present.

Licensed TV sets in Britain totaled 3,411,046 June 31, up 454,200 first 6 months of 1954 and 31,680 in June.

Network TV-Radio Billings

August 1954 and January-August 1954
 (For July report see *Television Digest*, Vol. 10:35)
 (For preceding years, see *TV Factbook No. 19*, p. 15)

C LIMBING AGAIN after year's low in July, network TV billings rose to \$23,664,931, network radio to \$9,629,232, according to Publishers Information Bureau computations. TV total compares with \$16,336,312 in Aug. 1953, radio with \$11,707,225 year ago. Eight-month total for TV this year is \$196,622,788 vs. \$137,526,534 same period last year, while radio reached \$93,755,875 vs. \$106,708,365 for 8 months of 1953.

CBS-TV continued breaking TV records, reaching \$12,275,908 in Aug., also leading in radio with \$3,917,293, but all TV networks showed healthy increases. ABC was sole radio network to show improvement in Aug. over Aug. 1953—\$2,160,025 vs. \$1,958,683—and it passed NBC Radio which had \$2,075,531 in Aug. The complete PIB tables:

NETWORK TELEVISION

	August 1954	August 1953	Jan.-Aug. 1954	Jan.-Aug. 1953
CBS	\$12,275,908	\$ 7,783,813	\$90,053,871	\$59,442,901
NBC	8,053,575	6,564,841	78,497,134	58,837,021
ABC	2,514,815	1,244,993	20,032,760	12,420,736
DuMont	820,633	742,665	8,039,023	6,825,876
Total	\$23,664,931	\$16,336,312	\$196,622,788	\$137,526,534

NETWORK RADIO

	August 1954	August 1953	Jan.-Aug. 1954	Jan.-Aug. 1953
CBS	\$ 3,917,293	\$ 4,791,044	\$37,521,649	\$40,954,016
ABC	2,160,025	1,958,683	19,429,445	19,345,513
NBC	2,075,531	3,219,250	22,772,901	31,446,369
MBS	1,476,383	1,738,248	14,031,880	14,962,467
Total	\$ 9,629,232	\$11,707,225	\$93,755,875	\$106,708,365

NETWORK TELEVISION—January-August 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar.	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr.	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,053,575	23,664,931
Tot.	\$20,032,760	\$90,053,871	\$8,039,023	\$78,497,134	\$196,622,788

NETWORK RADIO—January-August 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174	\$1,896,925	\$ 3,391,873	\$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr.	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152*	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196*	2,618,614	10,764,481*
July	2,098,823	3,889,547	1,481,767*	2,127,192	9,597,329*
Aug.	2,160,025	3,917,293	1,476,383	2,075,531	9,629,232
Tot.	\$19,429,445	\$37,521,649	\$14,031,880	\$22,772,901	\$93,755,875

* Revised as of September 24, 1954.

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

Exceptional tribute to TV was paid by Democratic National Committee in campaign handbook to candidates calling it a "spectacular political weapon." Devoting 22 pages to TV, handbook says: "On TV you can visit more families in their living rooms in 15 minutes than you could see in a month of personal calls. TV offers an unknown candidate the quickest route to becoming a live flesh-and-blood personality in the minds of the voters. . . . Good use of TV can give your campaign a tremendous lift [and] mediocre use of TV can do a candidate tremendous harm." Handbook also gives tips on how to be most effective before camera. Also on political note, CBS-TV will start series of 4 "Hall-Mitchell Debates" Oct. 10, 2:30-3 p.m. Republican National Chairman Leonard Hall and his Democratic counterpart, Stephen Mitchell, will debate major issues on 4 successive Sundays. They will also be on CBS Radio same evenings 10:30-11 p.m.

Live TV program exchange with Cuba may become a reality, as result of 2 developments this week. AT&T petitioned FCC for rule-making to permit use of 680-890-mc band, used by uhf stations, to beam signals to and from Cuba—starting with phone messages, experimenting with TV. AT&T says research indicates transmission up to 150 mi. is feasible with high power, large antennas. It seeks 20-mc channels, would locate transmitter south of 25 degrees, 30 min., says engineering would protect uhf reception in U.S. With same expenditure, AT&T stated, it could provide 36 message channels via cable or hundreds via radio. Ultimate goal, it added, was to use frequencies over 1000 mc, but sufficient power isn't available yet. Meanwhile, plans are being made by CMQ to pick up World Series from WTVJ, Miami, at Matanzas, relay signals to Havana and Santa Clara. Similar pickup was attempted unsuccessfully for 1953 Series, but WTVJ has since upped power to 100-kw from new 1000-ft. tower, said to deliver "adequate signal" to Matanzas, 200 mi. away. CMQ will also kinescope Series for Santiago & Camaguey, and WTVJ will fly own kines to Puerto Rico, Mexico, Venezuela & Dominican Republic.

AT&T will interconnect 15 TV stations to network circuits this week, bringing first live network service to 9 cities in time for World Series. Included on list is Albuquerque, last pre-freeze TV city to be tied to network lines, where KOB-TV & KGGM-TV will be hooked to new microwave from Amarillo, Tex. (Vol. 10:38). Other stations being interconnected: WINT, Waterloo-Ft. Wayne, Ind.; KALB-TV, Alexandria, La.; WUSN-TV, Charleston, S. C.; WDAY-TV, Fargo, N. D.; WGTH-TV, Hartford, Conn.; WKBT, La Crosse, Wis.; WALA-TV, Mobile, Ala.; WPFA-TV & WEAR-TV, Pensacola, Fla.; KOAM-TV, Pittsburg, Kan.; KFMB-TV, San Diego (replacing private link); KTIV, Sioux City, Ia.; KXJB-TV, Valley City, N. D.

WCOV-TV, Montgomery, Ala. (Ch. 20), owned by Oscar Covington family, is buying radio WJXX there (10-kw, 1170 kc, MBS) for \$95,000 from Joseph G. & E. Judkin Mathews. Application filed with FCC this week specifies that sellers get \$36,550 in cash, remainder in 22 quarterly installments. They are selling it because they "cannot successfully compete with TV and do not desire to go into TV." If FCC approves sale, license for current WCOV facilities (250-w, 1240 kc, CBS) will be turned in, station retaining CBS affiliation.

Two TV applications were filed with FCC this week, bringing total pending to 190 (22 uhf). Applications were for Toledo, Ch. 79, by Woodward Bestg. Co., which has CP for Detroit Ch. 62, acquired last July from UAW-CIO (Vol. 10:26, 29), and for Jonesboro, Ark., Ch. 8, by local KBTM. [For further details about these applications, see *TV Addenda 19-K* herewith; for complete listings of all grants, new stations, applications, etc., see fall *TV Factbook* with Addenda to date.]

FCC's new "5-&-2" multiple ownership rule, adopted last week (Vol. 10:38), was endorsed this week by DuMont, network director Ted Bergmann stating: "We will take full advantage of it—establishing as many stations as we are permitted under the law. Currently we are studying the market situation to determine just where these stations should be located."

Private microwave link business is picking up at FCC, a 3-hop grant going out this week to KQTV, Ft. Dodge, Ia. (Ch. 21), which plans to bring signals from Des Moines. With Commission showing its willingness to consider private links when stations feel that AT&T service is too expensive (Vol. 10:38), activity in private facilities is due for substantial increase.

Not all viewers are passive. AP reports that an Oklahoma City woman unintentionally choked pet cat to death in her lap while watching TV wrestling.