

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

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**CONSERVATIVE START FOR BRICKER PROBE:** Staff investigators for the Senate Commerce Committee's TV-radio-network investigation thus far have confined their study to the basic problems of station operation, network affiliation, uhf & vhf. They have shown no intention to enter areas of programming, commentators' opinions, network control of shows, network spot sales practices, patents, manufacturers' ownership of networks and stations, etc. -- despite constant speculation that they might.

It's too early to call the turn on Chairman Bricker (R-Ohio) or his majority counsel, ex-FCC Comr. Robert F. Jones. Certainly a lot depends on outcome of the Congressional elections -- not only which party wins control, but by what majority.

Investigation so far has been marked by harmony among staff -- Jones, minority counsel Harry Plotkin and communications counsel Nick Zapple. One of its first moves will be to ask FCC for voluminous data on networks and their practices, station economics, allocations, etc. -- probably early next week. Networks and stations are not yet being solicited for information.

Sen. Bricker isn't due to return to Washington until Nov. 8, when Senate convenes for special session. By that time, post-election, the direction TV-radio probe is to take will be considerably clearer. Meanwhile, Bricker hasn't been in close contact with investigatory staff during his absence from capital.

In its deliberations on uhf problems, Committee already has great mass of testimony gathered in the Potter communications subcommittee hearings -- which Sen. Bricker has said will be used as starting point. The 1177-p. record of the Potter hearings was released this week by subcommittee -- a comprehensive document on the plight of uhf, containing every help-uhf proposal suggested to date.

**COMMISSIONERS SUM UP HOME COLOR VIEWING:** FCC members' experience with color sets in their homes is particularly interesting -- not only because of the role they had in establishing color but because they've watched more color than any group except the manufacturing and network personnel and newsmen.

Commissioners have had RCA 15-in. sets on loan some 6 months, and when we polled them this week they produced an intriguing variety of reactions. We talked to 6 of the 7, Webster being out of town. Here are their responses:

Chairman Rosel H. Hyde: "We like it very much -- but it all depends on the show. Our guests are always very much impressed. There's no difficulty at all in tuning; my wife and the younger members of the family handle it as well as black-&-white. We watch a lot of monochrome on it, too; we use whichever set is convenient. It holds up very well -- very dependable."

George E. Sterling: "I haven't had the opportunity to watch all the shows, but we are very much impressed. The Firestone Hour was particularly good; our guests would have run out and bought sets if they had the money. They're all waiting for larger pictures -- but I noticed that everyone watches the color set even though

I have my 21-in. black-&-white in the same room. We've had no trouble tuning -- and never any servicing problems.

"As for kinds of programs, I'm not so sure about sports. A football game might be good, with the brightly-dressed crowds, the colorful uniforms, etc., but I remember when CBS put on a fight and they had to put ribbons on the ropes to add some color. But then you get into sponsorships. Color has to come for stores -- food, gowns and the like. Then imagine Ford using color; Dodge must have it, too."

Frieda B. Hennock: "Love it. It's gorgeous. I like anything in color. I want more of it, can't get enough of it. The set holds up very well."

Robert T. Bartley: "Very good reception and quality, though I think you need some sort of key or color bar to know whether you've got it tuned right. I'm still anxious to see some sports. Small size doesn't bother me -- I like small screens. We have it across the room rather than lengthwise. I think it's somewhat critical where you sit; the colors are better when you're more directly in front of it.

"Our guests are impressed with color, but sales resistance is still big. The black-&-white isn't as good as it is on my black-&-white set. There has been no trouble as far as servicing is concerned."

John C. Doerfer: "I haven't seen too many shows, but the little I've seen looked good. It's a little trickier to adjust than black-&-white but not too difficult for the average person. The colors are pretty faithful, stimulating, giving you an entirely different reaction than black-&-white."

Robert E. Lee: "We're delighted with it. We've had a lot of people in and no one has complained about size. I guess it's because they're so dazzled with color they have a feeling it's larger. I'd say the panel shows were pretty dull. I saw the Hutton show and thought the colors were awfully good, but the show itself was corny, beneath Betty Hutton. The black-&-white is good, and we use it for black-&-white a lot. The set has certainly been stable -- no repairs or adjustments. The family has watched every show. It's here to stay."

White House also has RCA 15-in. set in President Eisenhower's private quarters. President hasn't said anything publicly about watching color but it's known that set gets plenty of use. RCA is planning to present him with 21-in. set soon. RCA set in Blair House also gets regular use.

**McCONNAUGHEY IN OCT. 4, NO 1-YEAR LIMIT:** New FCC chairman George C. McConnaughey has job cut out for him, to learn ropes fast, after he's sworn in Oct. 4, because he's first chairman in many years to take over Commission "cold" -- i.e., without FCC or TV-radio industry experience. Others have become members without such background, but they've been able to stand by quietly, guided by chairman or others.

New chairman will be sworn in 10:30 a.m. in offices of Presidential assistant Sherman Adams at White House, with Supreme Court Justice and fellow Ohioan Harold Burton administering oath. McConnaughey then meets press at noon.

New chairman says no one-year limit was placed on his designation as chairman despite White House press statement to that effect. Acting chairman Rosel Hyde now reverts to regular membership, his term running until July 1, 1959 if he chooses to remain with Commission. McConnaughey's term runs until July 1, 1957 -- the remainder of retiring George E. Sterling's tenure.

Confirmation of McConnaughey is up to Senate, which could act either when it meets to vote on McCarthy censure Nov. 8 or when new Congress convenes in January. Action this year is unlikely, but much depends on way election goes.

One important job McConnaughey inherits is that of liaison with Sen. Bricker and staff working on network investigation (see p. 1). He has running start, however, because he's a friend not only of Bricker but of Robert Jones, Ohioan and ex-FCC member who heads Senate investigatory staff.

Sterling left Commission Sept. 30, showered with well wishes of staff and friends, luncheons in his honor, gifts, etc. Fellow commissioners presented him with scroll reading in part: "His warmth, sincerity and fundamental sense of fairness have earned him the respect and affection of all, and his distinguished career long will be an inspiration and example to the organization he served."

**HEARINGS ON TV 'CRIME, HORROR & VIOLENCE':** Another Congressional investigation of TV -- this one in field of programming -- erupts into full-scale hearings Oct. 19-20 after months of exhaustive study at staff level.

Senate Judiciary subcommittee on juvenile delinquency under Sen. Hendrickson (R-N.J.) this week announced forthcoming public hearings "to determine what effect the scenes of crime, horror and violence have upon the minds of the youth of America." These will be the first TV hearings by the group except for about 2 hours of testimony taken last June in New York -- and they're bound to make headlines.

Representatives of the 4 networks have been invited to testify, and the subcommittee's announcement says witnesses will also include "psychologists, sociologists, TV producers, actors, sponsors and station managers."

Spectre of censorship always lurks in this type of investigation. And the subcommittee says its four members are "adamant on one point -- they are strongly opposed to censorship." Nevertheless, official release adds: "If after full hearings it is determined that remedial steps should be taken, the blueprint for action will be included in the subcommittee's report."

"The content of TV programs will be examined" at hearings, which subcommittee says are result of "complaints from thousands of parents across the nation." Intensive pre-hearing study focused on "the portrayal of crime, horror and violence."

Subcommittee's last project, probe of comic book industry, was big force in mobilizing public opinion, though group hasn't yet issued its report. As result of hearings, comic book industry has organized clean-up campaign under new industry "czar". One publisher, who refused to join new self-censoring trade group, voluntarily discontinued publication of all "crime and horror" titles.

Subcommittee's membership, besides Hendrickson, is composed of Sens. Langer (R-N.D.), Kefauver (D-Tenn.), Hennings (D-Mo.). Chief counsel is Herbert W. Beaser.

**FCC GRANTS 3, REVERSES EXAMINERS TWICE:** Commission is giving its examiners a rough time lately, reversing them more often than not -- twice this week, when it gave final decisions to WANE, Ft. Wayne, Ind. (Ch. 69) and Petersburg TV Corp. (WLEE, Richmond), Petersburg, Va. (Ch. 8). A third CP was granted this week, Commission finalizing initial decision in favor of WINR, Binghamton, N.Y. (Ch. 40), after WENE declined to contest initial decision.

There were 3 uhf CPs cancelled at request of grantees: WECT, Elmira, N.Y. (Ch. 18); WFRB, Utica, N.Y. (Ch. 19); WCOG-TV, Greensboro, N.C. (Ch. 57).

In Ft. Wayne case, Commission said that examiner Annie Neal Hunting erred in not deploring business practices of Journal-Gazette, controlled by Anthony Wayne Broadcasting's principals James R. Fleming and Paul V. McNutt.

FCC noted that newspaper has joint ad rate with other paper in town, News-Sentinel, refusing classified or national ads unless advertiser takes both papers. This practice, FCC said, overweighs the fact that "Anthony Wayne can be more fully relied upon to provide a service adequately meeting the programming needs of the Ft. Wayne area than can [WANE]." There were no dissents.

In Petersburg case, the FCC concluded that examiner Claire Hardy should have given Petersburg TV the nod because it proposes to attend to program needs of its entire service area, whereas WSSV confined itself to more immediate area. Commission also felt that Petersburg TV proposed superior agricultural programs and provided for superior remote facilities.

Though FCC gave WSSV "clear-cut" advantage on local ownership-management, it decided that Petersburg TV is more responsive to needs of whole area. WSSV is controlled by local resident-manager Louis Peterson, while major stockholder of competitor is Tom Tinsley, who lives in Baltimore where he owns WITH and holds CP for WITH-TV (Ch. 72). Comrs. Bartley and Hennock dissented.

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Educators continued getting favorable break from the FCC, which this week rejected petition of WVOK, Birmingham, Ala., to make Ch. 10 there available for commercial use. WVOK argued that Ch. 7 educational station, now under construction atop Mt. Cheaha, 57 mi. away, would put Grade A signal into Birmingham; that overlap

between it and Birmingham station would constitute "duopoly"; that gift of equipment from Storer's WBRC-TV would give him "influence" over educators.

Commission dismissed all the arguments, made additional statement that "the deletion of the reservation on Ch. 10 would mean that the city would be without the facilities of an educational station," and that Mt. Cheaha educational outlet cannot be considered a Birmingham station.

In another allocations action, Commission proposed to add Ch. 19 to North Adams, Mass. -- requested by WMGT, which has been bedeviled by technical troubles with Ch. 74 (Vol. 10:38) -- by substituting Ch. 54 for Ch. 19 in Utica-Rome, N.Y.; Ch. 15 for Ch. 19 in Portsmouth, N.H.; Ch. 74 for Ch. 33 in Bennington, Vt.

Petition for "de-intermixture" in Peoria through deletion of Ch. 8, filed by uhf stations WEEK-TV & WTVH-TV last week (Vol. 10:39), was opposed this week by Ch. 8 applicant WIRL which is awaiting decision. WIRL said that 938 sq. mi. of its proposed Grade B contour would get no Grade B service from any other existing or proposed station. Applicant also said Ch. 8 commercial grant would counteract "news monopoly" of WTVH-TV and its associated Journal and Star.

**ONE NEW STARTER AS NORFOLK UHF QUILTS:** Another uhf economic casualty is Norfolk's WTOV-TV (Ch. 23), while sole new U.S. station brought TV to Cape Girardeau, Mo. area for first time and new Canadian station was poised to begin Oct. 3 -- making total of 408 operating stations in U.S. (122 of them uhf) and 16 in Canada.

WTOV-TV goes off air Oct. 3, just 19 days short of its first birthday, blaming "disappointing results" of its efforts to attract new network business. Station hopes to apply for Ch. 13, which FCC has proposed to assign to area (Vol. 10:38). One of 3 uhf stations in 4-station Norfolk area, WTOV-TV carried some ABC & DuMont programs. Another uhf in area, independent WACH-TV left air last March, returned in August (Vol. 10:14,31). To date 25 uhf stations have left air (not counting WACH-TV) as against 6 vhf (2 were results of mergers). This week's starters:

KFVS-TV, Cape Girardeau, Mo. (Ch. 12) goes commercial Oct. 3 as CBS primary interconnected, reports "clear signal as far as 150 mi." after week of test patterns. Opening up virtually new small-city market area bordering Illinois & Kentucky, its only TV competition within 100 mi. is uhf WSLI-TV, Harrisburg, Ill., 62 mi. away. It has 10-kw Federal transmitter, 808-ft. Truscon tower, 12-bay RCA antenna. Owner-gen. mgr. is radio pioneer Oscar Hirsch, who controls 4 AMs in Missouri & Illinois; his son Robert is TV operations mgr.; brother Ralph L. Hirsch, station mgr.; Jack Ramey, commercial mgr. Base hour rate is \$250. Rep is Pearson.

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CFRN-TV, Edmonton, Alta. (Ch. 3) is all set for Oct. 3 test patterns, wires owner-gen. mgr. G.R.A. (Dick) Rice. Tenth privately owned Canadian outlet, it plans to supplement CBC programs with U.S. network kines. It has 5-kw Canadian GE transmitter, 488-ft. tower with GE 6-bay antenna. Chief engineer is F.G.A. Makepeace. Base rate is \$200. Reps are Radio Representatives Ltd. (Canada), Adam Young (U.S.) and Harlan Oakes & Assoc. (Los Angeles & San Francisco).

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Big \$500,000 expansion announced by uhf WFTL-TV, Ft. Lauderdale, Fla., in conjunction with signing as primary NBC affiliate. Owned by *Ft. Lauderdale Daily News* (79%) and Noran E. (Nick) Kersta (21%), station plans to build new 1000-ft. tower at Miami "antenna farm" and add new RCA 12½-kw amplifier to boost ERP to 250-kw by year's end. "And as soon as additional equipment is available from RCA," writes Kersta, "we'll have 1000 kw-- which will give us FCC maximum height and power."

New "RCA" call letters for NBC stations (Vol. 10:36) were authorized by FCC this week, and changeover is scheduled for midnight Oct. 17. New calls: New York, WRCA-TV, WRCA & WRCA-FM (ex-WNBT, WNBC & WNBC-FM); Los Angeles, KRCA (ex-KNBH); Washington, WRC-TV (ex-WNBW), with WRC and WRC-FM staying same. No changes were requested for Chicago or Cleveland stations.

Community TV tower being built in Greenville, Miss. by Delta Video Corp. collapsed this week, killing 2 workers. Some 300 ft. of 420-ft. structure had been built, began to weave, and workers were trying to steady it. Town had been partially wired up by Delta, a subsidiary of Mid-West Video Corp., Little Rock, Ark. A second system for Greenville has been under construction by Greenville TV Cable Corp., employing Jerrold equipment and using 380-ft. Army tower. Jerrold rushed equipment and erected tent to seat 1000, to show World Series.

New community antenna projects reported by Jerrold Electronics, equipment manufacturer: Petoskey, Mich.; Tupelo, Miss.; Farmington, N. M.; Horseheads, N. Y.; Wausau, Wis. Jerrold is also rewiring systems in Franklin, Pa., and Breckenridge, Tex. In Green River, Wyo., group headed by E. J. Vehar is seeking state permission to go ahead with construction.

**Personal Notes:** Slocum (Buzz) Chapin, ABC-TV v.p. & director of networks, takes over sales functions of Alexander Stronach Jr., who resigned last week in drastic reorganization (Vol. 10:39). Stronach's successor, an executive outside network, is due to be named next week. Charles Mortimer has been placed in charge of program production, Richard DePew program operations, both reporting to new program director Robert F. Lewine . . . Jack Gould returned to *New York Times* this week as TV-radio editor after 2 months with CBS as information advisor, saying situation is "amicable all the way around" . . . Dale Ackers assumes duties of gen. mgr. of KBRC-TV, Abilene, Tex., of which he is also pres., succeeding Howard Barrett, resigned; Barrett owns 20% of recent grantee KBST-TV, Big Spring, Tex. . . . Ernest Lee Jahncke Jr., v.p. & asst. to pres., designated ABC-TV rep on NARTB board . . . Harry LeBrun resigns as asst. gen. mgr. of WCPO-TV, Cincinnati, to become asst. to Robert Boulware, mgr. of WLWT, Cincinnati, in charge of sales dept. . . . Jim Eskilson appointed production mgr., Ray Dietrich film & public events mgr., KEYT, Santa Barbara, Cal. . . . Charles Norwood, ex-WNHC-TV, named news & special events director, WGTH-TV, Hartford . . . Gerald Marens, ex-WEWS, Cleveland, named production mgr. of educational KQED, San Francisco; Robert Katz, ex-film workshop director of California School of Fine Arts, named film director . . . Glenn Nickell, ex-KFIR, North Bend, Ore., named commercial mgr., KVAL-TV, Eugene, Ore. . . . John H. Battison, ex-WGLV, Easton, Pa. and the Voice of America, appointed gen. mgr. of upcoming CHCT-TV, Calgary . . . Donald G. LeBlanc, ex-radio CHNS, Halifax, N.S., appointed commercial mgr. of CBC's CBHT, same city, due on air by Xmas . . . Garrett E. Hollihan, ex-KGO, San Francisco & onetime TV-radio director of Brisacher, Wheeler & Staff, named to new post of ABC Radio west coast sales mgr., San Francisco . . . James L. Howe, WCTC, New Brunswick, N. J. & WIRA, Ft. Pierce, Fla., named

chairman of NARTB's AM committee; Ben Strouse, WWDC-FM, Washington, named chairman of FM committee . . . Joseph A. Jenkins, ex-NBC & RCA, named program director, WTVN-TV, Columbus, O. . . . Wayne Oliver, of AP New York staff, will devote full time to TV-radio coverage starting next month when Charles E. Butterfield retires after covering broadcasting industry for 27 years . . . Ellison Stambaugh, ex-KCBD-TV, Lubbock, named production mgr. of new KTVX, Muskogee, Okla.; Albert A. (Bus) Dory, ex-KCBD-TV, film mgr.; Jack Morris promoted from radio KTUL, Tulsa, to news director . . . Lyle B. Hill named TV-radio mgr., Dancer-Fitzgerald-Sample, replacing David B. Graham, resigned . . . Storrs Haynes rejoins Compton Adv. as TV-radio v.p. after 6 years in McCann-Erickson TV-radio dept. . . . Frank L. North, ex-CBS Spot Sales, named asst. mgr. of Campbell-Ewald TV-radio dept. . . . Havis Medwick, ex-Foote, Cone & Belding, named business mgr. of Ruthrauff & Ryan TV-radio dept. . . . Lawrence E. Sisson, ex-ABC-TV, and Virginia Anne Tardy, ex-WVEC-TV, Hampton, Va., join TV-radio dept., N. W. Ayer, N. Y. . . . Harry Wayne McMahan, McCann-Erickson TV-radio v.p., is author of new book, *The Television Commercial*, published by Hastings House.

Ben S. Fisher, 64, partner in Washington communications law firm of Fisher, Wayland, Duvall & Southmayd, died of cancer Sept. 30 at Doctors Hospital, Washington. A native of Portland, Ore., where he was district attorney from 1920 to 1924, he served as FCC asst. gen. counsel from 1930 to 1935, when he entered private practice. He was chairman of American Bar Assn. communications committee at time of death, and was past pres. of Federal Communications Bar Assn.

Bert Lytell, 69, veteran actor of all dramatic media, died in N. Y. Sept. 28 after series of operations.

Communists in TV-radio and the press are "still dangerously active," writes FBI director J. Edgar Hoover in Oct. *American Magazine*, citing this case: "All the programs broadcast by a big TV station in a southern city are under the direction of a man with a record of communist activity stretching back for more than 10 years. A former labor agitator in the north, a leader in red-front organizations and political campaigns, this individual gave up his open party affiliations when he moved south and went to work for the TV station. To most of his fellow townsmen he appears to be a patriotic citizen. But the front he puts up is a sham. He still has secret ties with the Party, and a small communist club comprised of local professional people meets regularly in his home. He is too cagey to put any outright red propaganda on the air, but [he] is in a position where, by the mere choice of the material he uses, and the emphasis or lack of emphasis he places on it, he can subtly shape attitudes in a large audience." FCC officials said they hadn't read the article, and FBI hadn't called case to their attention.

Subscription TV is still insignificant as far as RCA is concerned, pres. Frank Folsom told Investment Analysts Society during question period after talk last week (Vol. 10:39). "I don't believe it's a development that has any importance as far as we're concerned," he said, though he noted that company had done technical research on it. Folsom took same attitude expressed at some length by RCA chairman David L. Arnoff in NARTB convention speech last year (Vol. 9:18).

Signs of the times: It's TV-radio dept. at Kenyon & Eckhardt—no longer radio-TV dept.

A witness testified he saw Edward Lamb give contributions totaling \$7 to Communist Party in 1938 & 1940—and Russell Brown, attorney for the Toledo broadcaster-publisher promised to prove the witness was "paid and inspired to come down here and perjure himself." Witness was Ernest Courey, Mercer, Wis. resort owner, 5th to appear for Govt. at FCC hearing on renewal of Lamb's license for WICU, Erie, Pa. Courey said he joined Communist Party in Toledo as undercover agent for private detective agency, and accompanied party official to Lamb's office to collect contributions of \$5 & \$2. Under cross-examination, Courey testified that he had served 5 years of a life sentence in Ohio for second-degree murder, that he had no documents to prove he was ever party member, that he couldn't recall names of any person other than Lamb he had solicited for funds. Hearings were held Sept. 27 & 28, then recessed to Oct. 1 at request of FCC attorneys because of illness of next witness. Courey was on stand all 3 days, will return to stand Oct. 4 when Lamb attorneys resume cross-examination.

Responses to Bryson Bill questionnaires have come from only one-third of nation's TV-radio stations, which have been asked to return data to NARTB by Oct. 10 on length, character and program description of beer & wine advertisers. NARTB pres. Harold Fellows requested stations to provide data as quickly as possible, declaring "the urgency attending this particular survey is obvious—inasmuch as we can anticipate government intervention if the industry itself cannot supply the answer sought by the [House Interstate and Foreign Commerce] Committee."

Theatre Network Television Inc. moved Oct. 1 to new offices at 575 Madison Ave., N. Y., Murray Hill 8-3220.

FOUR TRANSMITTER shipments to upcoming and existing stations were reported this week by RCA: 10-kw transmitter was shipped Sept. 24 to WTVW, Milwaukee (Ch. 12), which has Oct. target; 12½-kw amplifiers went Sept. 27 to WTPA, Harrisburg, Pa. (Ch. 71) and Sept. 30 to WARM-TV, Scranton (Ch. 16); 25-kw transmitter Sept. 27 to WATE, Knoxville (Ch. 7). GE shipped antenna Sept. 27 to upcoming KVOO-TV, Tulsa (Ch. 2); 35-kw transmitter follows later.

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

KVOO-TV, Tulsa (Ch. 2), its 35-kw GE transmitter due to arrive about Oct. 5, plans late Nov. tests, programming in early Dec., reports gen. mgr. C. B. (Brownie) Akers. Principals are oilmen Wm. Skelly and Sen. Robert S. Kerr (D-Okla.), latter with family also controlling WEEK-TV, Peoria, Ill. Self-supporting 200-ft. Blaw-Knox tower will be used while 1052-ft. tower, scheduled to be ready by next March, is being built. Studios will be in remodeled former Akdar Shrine Building at 311½ South Denver St. Rep not yet chosen.

WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), now plans Oct. 15-20 test patterns, programming late in Oct., writes TV director Robert F. Schenckan. It has begun installation of 25-kw RCA transmitter, has 800-ft. tower and 6-bay antenna ready. Grantee U of North Carolina plans to have mobile unit and studios at Chapel Hill, State College, Raleigh and N. C. Women's College, Greensboro — each with 2 cameras and film chain — linked by microwave to Chapel Hill transmitter.

WKDN-TV, Camden, N. J. (Ch. 17, allocated to Philadelphia), which planned operation as low-cost community station making it possible for "local industrial, retail and service establishments to buy TV advertising" (Vol. 10:7), is now in "indefinite" status, reports gen. mgr. Gordon Giffen. It recently got CP extension to March. Rep not chosen.

WPTR-TV, Albany, N. Y. (Ch. 23), and WRNY-TV, Rochester, N. Y. (Ch. 27), recently got CP extensions to next Feb. and "present indications are that we will go ahead with our TV permit at Albany as well as Rochester," writes J. Meyer Schine of Schine chain theatres, holding 55% of WPTR-TV & 50% of WRNY-TV. Orders for equipment haven't been reported, nor have reps been chosen.

Long-pending merger of Pocatello, Ida. TV grantees was approved Sept. 29 by FCC. Reporting no consideration involved, Tribune-Journal Co. (Robert S. Howard), holding Ch. 6 CP with CBS affiliation, and Eastern Idaho Bestg. & TV Co. (James M. Brady-Frank Carman-Grant Wrathall group), holding Ch. 10 CP with ABC affiliation, will be equal owners of new Pocatello Television Corp. Ch. 10 CP will be dropped, with KWIK-TV call letters retained. Eastern's license for radio KWIK (1-kw, 1440 kc, ABC-MBS) also will be turned in, but KWIK call letters will be retained for use by Tribune-Journal's KJRL facilities (250-w, 1240 kc, CBS).

AP Radio & TV Assn. was formed this week by Associated Press as outgrowth of its old Radio Member Committee. Nationwide organization of AP's more than 1300 member stations was announced by Les Mawhinney, KHJ-TV & KHJ, Los Angeles, ex-chairman of Radio Member Committee, who was elected pres. of new assn. by committee members. Each member station will appoint one member, according to new bylaws, which provide for 4 regional districts to be represented on board of directors. The 7 Radio Committee members will serve on first board, vacancies to be filled by elections to be held within the next 11 months.

WTLC, Urbana, Ill. (Ch. 12, educational), expects GE 12-bay antenna about Nov. 20, won't set target dates until it's on hand, writes director Frank E. Schooley. It already has demonstrator 5-kw transmitter donated by GE, plans temporary installation of antenna atop U of Illinois stadium in Champaign. Blaw-Knox tower it bought from WTMJ, Milwaukee, has been erected at Robert Allerton Park near Monticello, Ill.; it will be used first for University's FM operation, later may also be used for TV.

KCOR-TV, San Antonio, Tex. (Ch. 41), hasn't specified delivery date for 1-kw RCA transmitter and other equipment, but now expects to start programming about Feb. 1. Emsco 406-ft. tower with RCA antenna is scheduled to be ready early in Dec. It will be all-Spanish outlet, using films and kines from Mexico and other Latin-American countries, as well as U. S. KCOR-TV base hour is tentatively set at \$300. Rep will be Richard O'Connell.

KMIV, Miami, Okla. (Ch. 58), is in "indefinite status," waiting developments on uhf & satellites, writes 25% owner Kenyon Brown, who operates KWFT-TV, Wichita Falls (Ch. 6), and has interest in KMBY-TV, Monterey, Cal. (Ch. 8). Equipment order hasn't been reported, nor has rep.

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CHEX-TV, Peterborough, Ont. (Ch. 12), building foundation and footings ready, is due to receive 10-kw RCA transmitter Jan. 1. Canadian Bridge Ltd. promises completion of 400-ft. tower with 12-slot wavestack antenna Jan. 15. Station now plans Feb. 15 test patterns, according to H. S. Freeman, station supervisor for Northern Bestg. Co. Ltd., which operates radio properties for owners Sen. W. R. Davies and R. H. Thompson. For same owners, Northern also is building CKWS-TV, Kingston, Ont. (Ch. 11), which has Oct. target. Sen. Davies publishes *Peterborough Examiner* and *Kingston Whig-Standard*; Mr. Thompson is chain newspaper publisher. Reps will be Weed and All-Canada.

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First Canadian small-town TV grant was recommended by CBC Board of Governors for radio CKBB, Barrie, Ont., 55 mi. north of Toronto—13th Canadian station authorization outstanding. An additional 16 stations are on air. Ralph T. Snelgrove, owner-mgr. of CKBB, reports he plans new studio-transmitter building on 1027-ft. hill, 1 mi. south of Barrie. Equipment hasn't been ordered. Canadian rep will be Paul Mulvihill & Co.

Control of KSCJ-TV, Pueblo, Colo. (Ch. 5), with KSCJ (1-kw, 590 kc, MBS) passed from Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%) to Bankers Life & Casualty Co., Chicago, with FCC approval of transfer Sept. 29. Bankers Life will take over all assets, holds secured bonds worth \$323,000, Kahle remaining as mgr. with option to buy back 25% if managerial contract is extended for 5 years after first year (Vol. 10:35). Big insurance company bought KGA, Spokane, last year from Louis Wasmer, who holds CP for KREM-TV there (Ch. 2). Other FCC action this week was approval of Campbell-Trendle's sale of radio WTAC, Flint, Mich. for \$287,000 to Radio Hawaii Inc., after turning in CP for WTAC-TV (Ch. 16), which left air April 16, 1954 (Vol. 10:31-32).

N. L. Bentson's WMIN-TV, St. Paul-Minneapolis (Ch. 11), which shares time with WTCN-TV, is selling independent WMIN (250-w, 1400 kc), together with WMIN-FM, for \$75,000 to Franklin Bestg. Co., according to papers filed with FCC this week. Price is for license, transmitter equipment and fixtures; land and building are to be leased at \$6000 annually, with proviso to buy at end of 5 years. Papers report WMIN grossing \$165,000 for year ending July 31. Franklin Bestg. is controlled by Wm. F. Johns family.

**Network Accounts:** Financial loss on NCAA football sponsorships is cited by Oct. 2 *Billboard* as major reason for ABC-TV's consolidation and reorganization last week, which resulted in more than 50 resignations (Vol. 10:39). Though network maintained discreet silence, article reports "the blow-off was fused by ABC's anticipated loss of an estimated \$1,800,000 on the NCAA tilts, with the web believed realizing only some \$700,000 from the cut-rate deals it has made on the games, which cost it about \$2,500,000. This loss, falling almost entirely on the fourth quarter, would wreak havoc upon the balance sheet, inasmuch as ABC is on a calendar fiscal year which ends Dec. 31, and would make the network's position for the full year seem far worse than it actually is. The result is that fast action was needed to counter this loss, and the axe has been falling in a broadcasting equivalent of the French terror." Only few days before start of season Sept. 18, ABC-TV signed Zenith, Maytag and Amana Refrigerating Co. as national sponsors of NCAA, after Carnation Milk had previously signed for west coast, Humble Oil for Texas . . . Ralston Purina to sponsor *Name's the Same* on ABC-TV starting Oct. 11, Mon. 7:30-8 p.m., thru Guild, Bascom & Bonfigli, San Francisco . . . Colgate-Palmolive to sponsor Mon.-Wed.-Fri. portions one week, Tue. & Thu. segments following week, of *Feather Your Nest* on NBC-TV start-

ing Oct. 4, Mon.-thru-Fri. 12:30-1 p.m., thru Wm. Esty Co. . . . Roto-Broil Corp. buys half of NBC-TV's election night coverage Nov. 2, 9:30 p.m.-1 a.m., thru Product Services Inc., N. Y. . . . Northam Warren Corp., Stamford, Conn., (deodorant) buys 117 participations on *Today, Home & Tonight* on NBC-TV, thru J. M. Mathes Inc., N. Y. . . . Procter & Gamble (Gleem tooth paste) to be alt. sponsor (with Hazel Bishop) of *This Is Your Life* on NBC-TV starting Oct. 6, Wed. 10-10:30 p.m., thru Compton Adv. . . . Paper-Mate Pens to be alt. sponsor (with Toni) of *People Are Funny* on NBC-TV starting Oct. 17, Sun. 7-7:30 p.m., thru Foote, Cone & Belding . . . Canadian GE to sponsor *CGE Showtime* on CBC-TV starting Oct. 3, Sun. 9:30-10 p.m. . . . Procter & Gamble of Canada to sponsor *On Camera* on CBC starting Oct. 2, Sat. 9-9:30 p.m.

"Re-evaluation" of DuMont programming will result in dropping of several sustainers, including the highly regarded *Author Meets the Critics*, Ernie Kovacs' quizzier *Time Will Tell* and possibly *The Goldbergs*, whose sponsor Vitamin Corp. of America won't renew after pact expires Oct. 19. As explained by DuMont spokesman: "The fall selling season is behind us now, and we think it's better to conserve money on sustaining programs and try to build new ones that might be more salable after first of year."

**Station Accounts:** Banks' use of TV is increasing steadily, even though newspapers continue to be dominant medium for them, panel of bankers agreed at convention of Financial Public Relations Assn. this week in Washington. Panelists said they recognize value of TV and main consideration was merely how to use it most advantageously. David E. Detrick, v.p. of Gem City Building & Loan Assn., Dayton, said his bank used TV-radio spots extensively, with times carefully selected. "Make sure your advertising messages appear when and where your customers are likely to be looking and listening," he said. Frank C. Helper, Gardner Adv., St. Louis, said bank's objective must be kept squarely in mind in selecting program. "If you are trying to sell prestige, you won't do it with animated spots. Savings deposits won't be built up with longhair programs. If you schedule whodunits, you may lose community esteem," he said . . . Park & Tilford, barred from advertising liquor, makes TV debut this month with heavy spot campaign for its Tintex fabric dyes and Winx eye cosmetics, thru Storm & Klein Adv., N. Y. . . . U. S. Filter Products Corp., Newark, buys 5 spots a day on WOR-TV for 26 weeks to test effectiveness of its Aquafilter cigarette holder before national distribution, thru Adolf F. Gottesmann Adv., Newark . . . "TV's oldest continuously sponsored program," *Midwestern Hayride*, Oct. 2 celebrated 6th anniversary with its original sponsor, Bavarian Brewing Co. over WLWT, Cincinnati, WLWC, Columbus and WLWD, Dayton . . . Seabrook Farms (frozen foods), following reorganization completed this week, plans heavy TV-radio spot campaign, thru N. W. Ayer . . . RCA buys large block of one-min. spots for 52 weeks on WNBQ, Chicago, on 5 programs: *Close-up, Let's Look at Sports, But Not Forgotten, Sports Star Time, Hawkins Falls* . . . Among advertisers currently reported using or preparing to use TV: Campbell Chemicals Inc., St. Louis (Camicide insect spray), thru The Ridgway Co., St. Louis; Destroy Laboratories Inc., Allentown, Pa. (De-Nic-Lets stops smoking habit, De-Stroy pest control), thru Mackes & Taylor, Allentown, Pa.; Sinclair Refining Co., N. Y. (Power-X premium gasoline), thru Morey, Humm & Johnstone, N. Y.; Williamson Candy Co., sub. of General Candy Corp., Chicago (Oh Henry candy bar), thru Aubrey, Finky, Marley & Hodgson, Chicago; Chatham Health Products, N. Y. (Appedrim weight-reducer), thru Duane Jones Co., N. Y.

**Telecasting Notes:** World Series was carried live by 179 stations in 173 cities, according to AT&T's long lines dept.—in addition to unspecified number picking it up via private links and off-air—vs. 113 stations in 108 cities last year & 69 stations in 66 cities in 1952 . . . On radio (MBS) it's on 675 U. S. stations, 225 in Canada and other foreign countries . . . Hooperating of first game Series telecast was 28 in New York, home of the winning Giants, 37 in the Indians' Cleveland; second game rated 20 in New York, 33 in Cleveland . . . Second run for *I Love Lucy* films definitely planned by CBS-TV next year, probably Sun. 6-6:30 p.m., first runs to continue simultaneously in usual time slot. Producer Jess Oppenheimer plans to continue shooting new *Lucy* episodes for 3 more years at most . . . Film clips from new and forthcoming Hollywood productions, along with guest appearance of stars, make up new weekly *Hollywood Preview*, produced by Bruce Balaban & Dave Sanders on WOR-TV, N. Y. . . . Course in time buying & selling, organized by Radio & TV Executives Society, will present leaders in TV, radio, advertising and station rep field for 13 luncheon sessions Tuesdays starting Oct. 26 in Toots Shor's Restaurant, N. Y. . . . Live telecast of Caesarian-section birth climaxed series of 10 medical programs, *Let There Be Life*, Sept. 22 on WLWT, Cincinnati and WLWD, Dayton . . . University-owned commercial WOI-TV, Ames, Ia., has "placed approximately 40 people in the industry one way and another—networks, stations and in some cases other colleges," writes director Richard B. Hull. More than 100 of its productions have been aired on nation's educational stations . . . Covering field from Ozark folk songs to robot machines, ambitious new CBS-TV weekly educational program, *The Search*, more than 2 years in preparation and based on research projects at leading universities, makes debut Oct. 17, Sun. 4:30-5 p.m. . . . Canadian TV talent search, conducted this summer by CBC, in which more than 1500 performers were auditioned, bears fruit in new CBC-TV show, *Pick the Stars*, 39-week series which began this week . . . Biow Co. becomes Biow, Beirn & Toigo Jan. 1, when pres. Kenneth Beirn and v.p. John Toigo assume partnership, joining chairman Milton Biow . . . H-R Reps opens Dallas office, under Clarke Brown, former Blair southwestern mgr. . . . WSAZ-TV, Huntington, W. Va., to open Charleston studios at 208 Dickinson St. . . . WTOM-TV are new call letters for WILS-TV, Lansing, Mich., transferred last week to Inland Bestg. Co. (Vol. 10:39).

**COLOR INTRODUCTION—A STUDY IN CONTRASTS:** First 19-in. color sets hit the big N.Y. consumer market this week -- Motorola with a big advertising splash, CBS-Columbia very quietly. Both were keyed to "Shower of Stars" colorcast on CBS-TV Sept. 30. In black-&-white, Philco made the biggest news by increasing prices on 15 out of 32 models by \$10 and \$20 (for details, see Topics & Trends).

Whole industry watched contrasting color introduction techniques, for their own plans of presentation may hinge on which approach proves more successful. RCA and Admiral both say they will have sets to consumers "by the end of the year," but neither would comment on the method of introduction. Both said inclination now is to be very modest in promotions until mass production can meet mass demand.

Westinghouse says it plans "relatively big splash" when its 19-in. color goes before public around Thanksgiving Day. One of first in consumer market with 15-in. in bid for "identification" with color (Vol. 10:11), Westinghouse said it regarded 19-in. as "interim" size, wasn't committed too heavily to it in expectation that 21-in. would be available in considerable quantities at start of year and would make its big promotional push at that time. Spokesman said company's introduction of 19-in. sets won't be piecemeal but will be presented simultaneously in many cities.

\* \* \* \*

Motorola's color sets came on crest of full-page ads in daily newspapers, plus trade ads in Retailing Daily. Ads stressed 205-sq.-in. picture and compatibility. Price of \$895 was rather played down, though text said "here at last is color TV not for the few, but for you and you and you." Then it listed some of announced upcoming color shows, and the 89 dealers in New York area where sets would be available.

Distributor Motorola-New York said it was difficult to state the number of sets sold but that it was "substantial". Edward R. Taylor, marketing v.p., now says Motorola will make 20,000 color sets this year, down 5000 from his earlier estimate, with lower figure attributed to delays in getting started. This, company contends, will be sufficient to cover demand this year. Its upcoming color schedule calls for introductions in Detroit, Philadelphia and Los Angeles week of Oct. 4, Oklahoma City by Oct. 10. It plans to be in all markets with colorcasts by year's end.

CBS-Columbia sent out no advance publicity, took no ads for its color presentation. It placed sets with 10 dealers in area and the dealers in turn invited 200 prospective customers to see color in CBS studios. Pres. Seymour Mintz stated that those invited were "red hot prospects" for sales, not merely the curious. It will open up Chicago and Los Angeles markets by Oct. 13 in similar hush-hush manner.

Mintz said color isn't a mass market item yet, and there's no point in trying to advertise it as such. When color tubes become available in substantial quantity, he said, CBS-Columbia is prepared to go all-out in promotional push.

When tubes will be available for mass production is a moot question, though CBS-Hytron reports steady increase. Pres. Charles F. Stromeyer says that company is now shipping "CBS-Colortron 205" 19-in. tubes in "freight car" lots, sticks to his prediction CBS-Hytron will build 30,000 or more this year. He says company now has an inventory in color tubes for first time, adding that "the most encouraging thing is the improvement in rejection rate -- it's much better than we anticipated." He has no plans for 21-in. round metal tube, like RCA's, but expects to turn out rectangular tube eventually -- he's not saying when.

\* \* \* \*

Philco's price increases resulted from "higher manufacturing costs, including wage hikes," said v.p. Fred Ogilby. Increases were in middle and upper ends of the line, with leader prices remaining intact. That may well set the pattern for other manufacturers seeking ways of increasing prices (and profits) without lowering sales.



World Series fanned an already high TV sales volume this week, with very good sales reported from Cleveland and New York, whose teams were playing. But there was also a substantial pickup generally throughout country, abetted by Series and full-scale inauguration of fall network programming.

\* \* \* \*

TV production zoomed to 197,502 week ended Sept. 24, up from 194,284 units in preceding week and 151,544 week ended Sept. 10. It was highest weekly production in 21 months. Also, it was first time in nearly 2 years that TV exceeded radio output. For 37 weeks to date, TV output was 4,300,000 vs. 5,200,000 same period of 1953.

Radio production totaled 196,258 (62,031 auto), compared to 195,405 in week ended Sept. 17 and 154,593 week before. For 37 weeks, radio production was 6,650,000 compared to approximately 9,100,000 in corresponding period year ago.

**Topics & Trends of TV Trade:** Philco didn't lose a distributor in the disfranchising process at its Aug. convention (Vol. 10:32). Each of its approximately 125 outlets signed new agreement under substantially stiffer terms in effort to hit back at discount houses. Important aspect of policy strikes at trans-shipping by requiring distributor to buy back goods trans-shipped from his own territory at cost plus freight.

Speaking to International Assn. of Electrical Leagues convention in Philadelphia Sept. 29, exec. v.p. John M. Otter said new controlled distribution policy has been "more successful than we hoped for, and has exceeded our expectations." Saying some in industry had contended Philco would lose business as result of tougher terms, he declared:

"We'll pick up more business from dealers who like to sell and merchandise appliances and TV-radio aggressively. We're not mad at anyone and hope other manufacturers will join with us in the effort to strengthen the appliance industry."

He said conditions forced Philco to use a "shock" method in trying to "bring back leadership into the appliance industry. Dealers and distributors need a leader, the same as a working man needs a boss."

Otter criticized what he called practice of selling TVs & appliances "on price alone," said it was fault of entire industry. He said manufacturer, distributor and dealer had been too busy selling merchandise in short supply to realize need for salesmanship and service.

"Then the demand slowed up and people began to shop, resulting in dealers and dealer salesmen selling a product on price alone. There is no end to the price situation once it gets rolling, and it can result in the dealer or distributor going out of business."

In another speech to same group, W. G. Peirce Jr., pres. of Admiral Philadelphia distributor Peirce-Phelps, sharply criticized TV manufacturers for introducing price leaders with big advertising splash, and then failing to produce them in quantities sufficient to meet demand. He said in many cases it was impossible for dealers, much less the consumers, to buy such models.

\* \* \* \*

Philco's price increases announced this week (see p. 8), effective Oct. 4, were on following 15 models: 21-in. mahogany table, from \$260 to \$270, blonde \$280 to \$290; 21-in. open-face mahogany console, \$230 to \$240; 21-in. open-face mahogany console \$260 to \$270, blonde \$280 to \$290; 21-in. open-face mahogany console \$280 to \$290; 21-in. open-face mahogany console \$310 to \$330, blonde \$320 to \$340; 21-in. open-face mahogany console \$340 to \$350, blonde \$360 to \$370; 21-in. open-face white oak console \$400 to \$420; 21-in. full-door mahogany console \$330 to \$340, blonde \$350 to \$360; 24-in. open-face mahogany console \$370 to \$380, blonde \$390 to \$400.

**DISTRIBUTOR NOTES:** Bendix Radio appoints Northwest Associated Distributors Inc., Seattle (Ward Davison, pres.), new group formed by 40 leading retailers in move to forestall discount house operations . . . DuMont appoints newly formed Stewart & Stevens Inc., Los Angeles (Fred Stevens and Allen Stewart, partners), replacing Quality Distributors Inc., now CBS-Columbia outlet . . . Capehart-Farnsworth: Midwest Appliance Distributing Corp., 2305 Olive St., St. Louis (Norwood Veatch, pres.) . . . Sylvania: Erskine-Healy Inc., Rochester, N. Y. . . . Stromberg-Carlson: Houseman Distributing Co., 1749 Walker Rd., NW, Grand Rapids (Weldon K. Houseman, pres.) . . . Raytheon: Associates of Hawaii, Honolulu (Robert R. Hill, pres.) . . . Harry Alter Co., Chicago (Crosley-Bendix) appoints James M. Alter as TV-radio gen. mgr., replacing H. C. Huebner, resigned . . . Wyatt-Cornick Inc., Richmond (RCA) elects John M. Wyatt Jr. chairman, John M. Wyatt III pres. . . . Canadian Admiral Sales Ltd. appoints Karl W. Hall as Ontario sales mgr. . . . Capehart-Farnsworth: Appliance Distributors Inc., 415 Massachusetts Ave., Indianapolis (Wm. J. Helt, ex-Raytheon, pres.) . . . RCA Victor Distributing Corp. elects E. L. Dodelin sales v.p., headquartering in Chicago.

— E —

Edward C. Adleta, 76, pres. of Adleta Co., RCA's Dallas distributor, died Sept. 28 in Dallas.

— M —

DuMont introduced new series of deluxe "wide horizon" sets this week, employing more powerful chassis. The 21-in. receivers in series will have 267-sq.-in. screens, using 90-degree tubes. Prices and discounts are \$10-\$20 higher than on standard line, which remains intact. Marketing v.p. Wm. H. Kelley told distributors new series was being introduced "in the teeth of a disturbing trend in some sections of the industry toward what we feel is dangerously lower quality. We felt that now is the time to bring out a high quality receiver to fill the certain demand for a lot more set for a little more money." Details of new series: Bradley, 21-in. walnut table model \$210, mahogany \$220, blonde \$230; Baylor, 21-in. mahogany table \$250, blonde \$260; Winsted, 21-in. open-face walnut console \$290, mahogany \$300, blonde \$310; Clifford, 21-in. open-face mahogany console \$340, blonde \$350; Allenby, 21-in. open-face mahogany console \$380; Hamilton, 21-in. open-face mahogany console \$380, provincial maple \$390; Dellwood, 21-in. half-door mahogany console \$400; Richfield, 21-in. full-door console \$420, blonde \$440; Belvidere, 21-in. full-door mahogany console \$440; Glendale, 24-in. open-face mahogany console \$445, blonde \$475; Royal Sovereign, 30-in. full-door mahogany custom console \$1795.

Winter market dates for Los Angeles and San Francisco marts have been advanced one week, new dates being Jan. 17-21 for Los Angeles Furniture Mart, Jan. 24-28 for Western Merchandise Mart, San Francisco. Chicago market dates remain Jan. 3-14.

**Trade Personals:** Dr. Elmer W. Engstrom, RCA exec. v.p., research & engineering, elected to RCA board, filling vacancy caused by retirement from board of Adm. Walter A. Buck, operating services v.p. . . . O. O. Schreiber, asst. to Philco pres. James H. Carmine, named a v.p., will act as secy. to policy & management operations committees . . . Nathaniel B. Nichols, Raytheon research mgr., appointed assistant v.p. . . . Ray D. Kell, RCA Laboratories, has been named recipient of SMPTE's David Sarnoff Gold Medal Award for 1954, for work on all-electronic TV and contributions to color TV, award to be presented at convention in Los Angeles Oct. 18 . . . M. Barry Carlton, from office of Defense Secy., named gen. mgr. of Magnavox defense products div., reporting to v.p. Richard A. Wilson . . . Robert J. Stein, ex-Acme Aluminum Alloys, named Dayton office mgr. of DuMont govt. contract div. . . . Ronald E. Vedder promoted to Sylvania TV-radio sales training supervisor, succeeding John O. Painter, now Philadelphia district sales mgr. . . . Edgar Messing, v.p. of General Instrument's F. W. Sickles div., appointed asst. to pres. Monte Cohen; Howard Benner, engineering director, named technical asst. to pres.; Robert Blodget, production mgr., adds duties of engineering mgr. . . . H. G. Cheney appointed midwestern sales mgr., Westinghouse tube div., headquartering in Merchandise Mart, Chicago . . . Douglas M. Considine, ex-Minneapolis-Honeywell, named merchandise mgr., P. R. Mallory & Co. . . . Inwood Smith, sales v.p. of RCA Estate Appliance Corp., named v.p. of its new marketing dept. . . . Ernest F. Leathem, asst. to Raytheon pres. C. F. Adams Jr., elected chairman of National Security Industrial Assn. procurement advisory committee . . . Carl Leserman retires from active management of Paramount subsidiary International Telemeter Corp., remains on board while operations are managed by committee comprising Dr. Louis Ridenour, chairman, Chester I. Lappen and Paul MacNamara . . . Mort Farr, current NARDA chairman, elected to regional board of Small Business Administration . . . Russel L. Krapf promoted to finance mgr. of new laboratories dept., GE electronics div. . . . Albert A. Pully, RCA Victor mgr. of general recording, elected pres. of Audio Engineering Society, succeeding Jerry B. Minter . . . Wm. Blinoff, ex-Philco, RCA & Motorola, named midwestern sales rep, Automatic Mfg. Corp., Newark (transformers) . . . Hugh H. Engelman, ex-GE, named Motorola asst. adv. mgr. . . . Andrew Hause promoted to TV sales mgr., Canadian Admiral Sales Ltd., Port Credit, Ont. . . . Harold L. Bean resigns as RCA southeastern field rep, Winston-Salem, N. C., to join Radio Equipment Co., Norfolk . . . Charles E. Beard appointed sales mgr. of GE's heavy electronics Air Force equipment . . . J. S. Lanahan, ex-DuMont mid-Atlantic regional mgr., joins management consultants Amos Parrish Co., N. Y.

Federal Trade Commission this week dismissed old complaint against Sylvania charging price discrimination in sale of radio receiving tubes to Philco in 1949 for 7-9¢ less than to its own distributors (Vol. 6:2, 8:46, 9:52, 10:1). In so doing, FTC reversed its hearing examiner's initial decision ordering Sylvania to halt "discriminatory pricing practices." Sylvania's appeal was based on defense that Robinson-Patman amendment to Clayton Anti-Trust Act permits varying prices to different customers "where differences are justified by differences in cost of manufacturing, sale or delivery." Opinion written by Comr. Albert A. Caretta held that if a "weighted average" price is used, price differential between Sylvania distributors and Philco "appears to be substantially cost justified," and added: "There is no showing in this case that the lack of uniformity in the price spread has any competitive significance." Copies of opinion (Docket 5728) are available from FTC, or we'll get one for you.

**Financial & Trade Notes:** Magnavox sales soared to record high in fiscal year ended June 30, but earnings were slightly lower than record set in preceding fiscal year. Profit was \$2,012,530 (\$2.77 per common share) after taxes and renegotiation of \$3,230,000 on sales of \$62,974,430, compared to earnings of \$2,238,337 (\$2.93) after \$2,310,000 on sales of \$57,979,669 in preceding fiscal year. Company attributed decline in earnings to an increase in reserve for renegotiation of govt. contracts. "The company's financial position is the strongest in its history," pres. Frank Freimann told stockholders. "Inventories were reduced by \$3,500,000 and at the end of the [fiscal] year amounted to approximately \$11,000,000, including \$4,000,000 applicable to military contracts." He predicted this fall's monochrome TV market probably would be one of largest in industry's history, declaring: "The unsold market for black-&-white TV is still very large—in fact, there will continue to be a large market for black-&-white receivers for many years after color becomes established. . . . New orders are being received at a rate substantially higher than this time last year, and our production facilities are operating at full capacity to meet the increased demand." As to color, he said "we are not planning the introduction of a color TV receiver this fall—and not before dependable TV tubes of acceptable 21-in. size are in production."

Sparks-Withington Co. had net loss of \$304,975 in fiscal year ended June 30, though sales jumped to highest peacetime record in company's history. Sales were \$30,440,062, compared to \$27,556,494 preceding fiscal year, loss comparing with profit of \$951,895. Backlog of defense orders totaled \$6,000,000 on June 30. Pres. John J. Smith blamed loss on TV overproduction in last half of 1953 and resulting price-cutting and dumping. Another factor, he told stockholders, was initial starting expense of WWTV, Cadillac, Mich., which went on air in May. He anticipated sale of black-&-white TVs "will remain exceedingly competitive" rest of 1954. He said "limited number" of Spartan color sets had been produced and output will be increased as "satisfactory" large-screen color tubes become available.

Magnecord Inc., Chicago tape recorder manufacturer, plans to acquire all outstanding stock of Davies Laboratories Inc., Riverdale, Md. electronics manufacturer, by exchanging one share of Magnecord stock for every 6 shares of Davies.

Dividends: RCA, 25¢ payable Nov. 22 to stockholders of record Oct. 15; Emerson, 10¢ quarterly plus 5¢ extra, Oct. 15 to holders Oct. 5; General Instrument, 12½¢ Oct. 15 to holders Oct. 8; Avco, 10¢ Nov. 20 to holders Oct. 29; Howard W. Sams, 10¢ Oct. 25 to holders Oct. 15.

First conviction for violation of an FCC cease and desist order came this week when U. S. District Court Judge Lawrence E. Walsh gave 30-day jail sentence to Harry I. Green, pres. of National Plastikwear Fashions Inc., New York, and fined company \$2500. Company had failed to comply with FCC orders that it stop use of industrial heating equipment (to make plastic raincoats) which interfered with Army communications. Commission was given power to issue cease and desist orders by amendment of Communications Act in 1952.

Radio shipments to dealers, excluding auto radios, totaled 2,662,346 in first 7 months of 1954, according to RETMA's state-by-state report released this week and available on request. July shipments were 338,572, compared with 548,235 in June.

Admiral expands accessory line to include portable electric hand tools, to be handled through regular Admiral distribution channels in time for Xmas season.

**Color Trends & Briefs:** "Hit of the Fair" is way crowds characterized RCA's color caravan at Mid-South Fair in Memphis, its first stop on nation-wide tour (Vol. 10:37). It's estimated hundreds of thousands saw week-long series of demonstrations which started Sept. 25.

A 150x50-ft. tent, accommodating 500, was set up with stage at one end. Six 15-in. color sets were placed about tent, while 16 more were distributed among other buildings on fairgrounds. Two cameras were employed and 20-min. closed-circuit shows were put on every hour from 10 a.m. to 10 p.m.—plus half-hour show 6-6:30 p.m. which was colorcast by WMCT.

WMCT shared cost of setup with Fair, recouped some of costs by selling time on closed-circuit medium—including among 8 sponsors RCA and Motorola distributors and local ad agency Simon & Gwynn. Cost of caravan for week ran some \$20-\$30,000. Project is under Julius Haber, RCA director of community relations, and crew of 18 was supervised by Richard H. Hooper, mgr. of shows & exhibits. Next stop is Chicago Nov. 5-6 at Lithographical Technical Foundation meeting.

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Latest color "spectaculars" and "extravaganzas" began to hearten NBC and CBS as they climbed both in ratings and in critical appraisals, up from *Satins & Spurs* which disappointed on both counts (Vol. 10:38). Max Liebman's second effort in the "blockbuster" field was 90-min. *Lady in the Dark* on NBC Sept. 25, starring Ann Sothern. It achieved Trendex of 26, 25.9 & 25.4 for successive half hours, and TV columnists were generally delighted to cheer Liebman's home run his second time at bat. CBS's *Shower of Stars* did even better in ratings, getting 28 Trendex, with critical consensus generally placing it above *Satins & Spurs*, under *Lady in the Dark*. CBS's next *Shower of Stars* Oct. 28 is musical comedy *Lend an Ear* with Edgar Bergen & Charlie McCarthy, Sheree North, Gene Nelson. NBC has chosen Gloria Vanderbilt for Noel Coward's *Tonight at 8:30* on Oct. 18, cast Maurice Evans and Judith Anderson for 2-hour *Macbeth* Nov. 28.

"The TV show was the crowning blow," said comedienne Betty Hutton this week in announcing her retirement from show business. Referring to Sept. 12 NBC-TV color spectacular, *Satins & Spurs*, which drew unfavorable reviews and middling audience ratings (Vol. 10:36), she remarked, "It could have been much better." She is retiring because of her children and "because I just can't take the heartbreak any more."

Deploing tiny color TV audiences and screens for huge and expensive "spectaculars," *Variety* editor Abel Green urges industry to go all-out in producing big-screen color sets. He writes: "Spectacular TV calls for spectacular dimensions, and at the moment the chicken-&-the-egg axiom sees spectrum entertainment hatched before the public can fully appreciate the show . . . The fact that the early-season spectaculars have been somewhat lacking is beside the point. There's nothing like a big league audience to bring out the best performance in any rookie. Not to mention the boys with the checkbooks who certainly rate a better audience razzle-dazzle commensurate with their spectacular investments. Nor does this mean any pulling-in on the budgets; the medium has matured and merits going forward."

This week's network color schedules: CBS-TV Oct. 4-7, 10-10:30 a.m. and Oct. 8, 10-11:30 a.m., *Garry Moore Show*, CBS's first week-long series; Oct. 4, 8-8:30 p.m., *Burns & Allen Show*. NBC-TV—Oct. 8, 11:50-11:58 a.m., segment of *Home*; Oct. 10, 7:30-9 p.m., *City Center* spectacular.

Opening color service school at new headquarters building in Long Island City, CBS-Columbia product service director Harold J. Schulman stated that none of company's distributors gets color sets until it has put at least one serviceman through the 5-day 50-hour course.

"How Color TV Will Affect Tomorrow's Advertising" is title of address to be delivered by Barry Wood, NBC executive producer in charge of color, at Ohio State U Advertising Conference in Columbus Oct. 15.

Technical classes on color servicing were started by WTVJ, Miami, some 150 technicians attending. Instructors are from Radio-TV Technician's Guild of South Florida and station staff. Course runs 2½ hours each Thursday for 10 weeks.

Keyed to color—both TV and film—SMPTE's 76th semi-annual convention at Los Angeles' Ambassador Hotel Oct. 18-22 will feature 2 days (Oct. 18-19) devoted entirely to color TV, including technical papers and tours of NBC & CBS studios.

GPL shows new 3-vidicon color film chain for first time Oct. 18 at SMPTE convention in Los Angeles' Ambassador Hotel.

New studio switcher, engineered for color requirements as well as monochrome, is being offered by RCA.

Latest camera shipment by RCA is this week's delivery to WBAL-TV, Baltimore.

**Electronics Reports:** Successful testing of new radar system devised by Western Electric as result of studies at Lincoln Laboratory of MIT was believed to be basis for this week's joint U. S.-Canadian announcement of projected "distant early warning" (DEW) radar barrier well within the Arctic Circle. Although no details were announced, it was presumed that the Western Electric-MIT system may be used. One unit of this system was tested last summer at Barter Island, off North Alaska coast. It sounds alarm when aircraft approach, need not be constantly watched, could be manned by civilians in same manner as are lighthouses.

New radar screen will be third radio warning barrier across northern America. The first, or pine tree chain, across Canada near U. S. border, is virtually complete and in operation. Second, mid-Canada line, a Canadian-financed project, is under construction.

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Stanford Research Institute is opening a project office in Honolulu, Wm. E. Hosken to head staff comprising economist, chemist, research assistant and secretary.

New Signal Corps Engineering Laboratory, which will soon become nation's largest scientific and research center, was dedicated at Eatontown, N. J. Sept. 30 by Asst. Defense Secy. Donald A. Quarles. Four buildings in the center have been completed—2 of them 2 city blocks long each—and 5th & 6th structures are to be finished by 1958. Center will have 496 laboratories and will house research projects formerly carried on in 400 different buildings, many at nearby Ft. Monmouth.

Magnavox Research Lab, Los Angeles, is new div. formed to specialize on electronic computing devices for military and industrial use, headed by Dr. Ragnar Thorensen, ex-Bureau of Standards. David M. Goodman, ex-Hughes Aircraft, was named administrative head of lab and Magnavox west coast regional director of industrial & defense products divisions.

Electronic truck scales that weigh vehicles in motion has been developed by Cox & Stevens Aircraft Corp., Mineola, N. Y. Trucks pass over platform connected to equipment which relays information to remote indicator. Wheels are on platform for 1/30 second.

MAGAZINE CONCEPT of TV sponsorship, as represented by NBC-TV's 3 participation-type shows, *Today*, *Home* and *Tonight*, will gross the network an estimated \$17,250,000 in 1955, *New York Herald Tribune* business & financial editor Donald I. Rogers reported in Sept. 29 column, quoting memo from NBC pres. Sylvester L. Weaver to exec. v.p. Robert Sarnoff.

Memo gave these past and projected grosses for the 3 "magazine" shows: *Tonight* went on air this week with gross billings of \$500,000; projected gross through end of year, \$1,000,000; for next year, \$2,000,000. *Today* grossed \$1,300,000 in 1952, its first year, \$5,000,000 in 1953, \$6,250,000 so far this year, is expected to gross \$9,500,000 for all of 1954, \$10,000,000 for 1955. *Home* has booked gross billings of \$2,700,000 from its March 15 start through end of 1954, with anticipated gross next year of \$5,250,000.

Bringing network TV within the budgets of smaller advertisers, the "magazine" shows have helped broaden NBC-TV's sponsorship base, as compared with its primary competitor, CBS-TV. This is Rogers' analysis: In 1953, NBC had 165 advertisers, compared to 95 for CBS; in first 5 months this year, NBC has 131, CBS 90. "NBC has brought 25 new advertisers into network TV this year, compared to 12 brought in by CBS." Last year NBC had 18 TV advertisers who spent less than \$100,000 in all media, while CBS had 2. Two out of 3 of NBC-TV's advertisers last year—total of 106—used only NBC network for TV shows, while more than half of CBS's advertisers—54—also used other TV facilities in addition to CBS.

Application to sell WSFA-TV, Montgomery, Ala. (Ch. 12), now under construction, plus radio WSFA (5-kw, 1440 kc, NBC) for \$562,598 and assumption of obligations—to WKY Radiophone Co., subsidiary of Daily Oklahoman interests—was filed with FCC this week by Montgomery Bestg. Co. (Vol. 10:38). Purchaser, controlled by E. K. Gaylord, operates WKY-TV & WKY, Oklahoma City. Sellers, headed by pres. David E. Dunn, are quitting broadcasting because of illness among principals and pressure of other business. WKY Radiophone's balance sheet shows gross operating profit of \$1,378,451, net after federal and state taxes of \$299,311 in 1952, \$1,605,777 gross and \$414,238 net in 1953. Its capital stock is \$500,000; surplus as of Jan. 1 was \$1,562,692 and Jan.-Aug. operating gain was \$280,215. Grantee reports tower now being erected, transmitter building completed with all equipment in place and being wired, studio building 85% done, with all equipment on hand. Manager is to be Hoyt Andres, now WKY-TV asst. mgr.

Solid backing of TV code was expressed by networks this week following meeting of NARTB code review board with NBC pres. Sylvester (Pat) Weaver, CBS pres. Dr. Frank Stanton, ABC v.p. Ernest L. Jahncke Jr., and Dumont managing director Ted Bergmann. Networks pledged renewed adherence to provisions of Code as best possible defense against criticism by Congress, according to announcement by code board chairman John E. Fetzer, WKZO-TV, Kalamazoo.

TV helps fight juvenile delinquency in Britain, reported Sen. Hennings (D-Mo.) on his return from London—quoting a "top Scotland Yard official" as saying, "it keeps them off the streets." Hennings is member of Senate subcommittee investigating juvenile delinquency in U. S., which holds TV hearings Oct. 19-20 (see p. 3).

Interconnected by AT&T to network circuits, in addition to stations listed last week (Vol. 10:39), in time for World Series: KTVX, Muskogee, Okla.; WINT, Waterloofort, Wayne, Ind. Also in time for Series, John Boler put into service his private Federal-built microwave connecting his KXJB-TV, Valley City, N. D. and KCJB-TV, Minot.

Educational TV is a reality for 15,000,000 who live within range of 7 operating non-commercial stations—and 30-40,000,000 will be added to potential audience when 13 stations already financed and building are on the air. That's from second annual report by National Citizens Committee for Educational TV to its governing board. Station construction is strongly influenced by population, along with availability of vhf channel, says report, giving this progress: "In all instances where 1,000,000 or more people are within broadcast range of a reserved vhf channel, stations are either on the air or well advanced with plans and building, with 2 exceptions: Minneapolis-St. Paul and Milwaukee. In 3 cities of 700,000 or more, this is the situation: Houston is on the air, Seattle is building and New Orleans is well advanced with fund raising. In areas of less than 500,000: Memphis has funds and assets on hand to build a station; so have Oklahoma City and Tulsa, which will be part of a state network; Alabama is nearly ready to serve a wide area with state-financed stations; 3 stations in North Carolina are almost on the air." Report signed by exec. director Robert Mullen concludes: "We felt that this is most encouraging progress even though at times it has seemed slow, and despite some setbacks."

Cubans saw first live TV from U. S. this week, thanks to "relay plane" circling 8000 ft. over water between Florida and Cuba. Novel World Series relay worked this way: Cuban Airlines DC-3 plane equipped with power generating equipment, 3 TV receivers and transmitting equipment, cruising in 5-mi. circle about 55-mi. north of Cuba coast, picked up signals from Miami's WTVJ, relayed them to Goar Mestre's CMQ network, which has interconnected outlets at Havana, Matanzas and Santa Clara. "The results obtained by our airborne relay were most satisfactory," said Mestre after first game. "The signal was strong and consistently good, and our sports commentators were able to give play-by-play voice telecast from the shortwave radio report which came in almost simultaneously with our reception of the picture." Relay plane's crew had some anxious moments when first game ran into extra innings—by the time Dusty Rhodes hit his game-winning homer in 10th, plane had been in air 4 hours and 20 minutes and was nearly out of gas.

Back at full power just 27 days after Hurricane Carol toppled its tower and damaged transmitter (Vol. 10:36), WBZ-TV Sept. 28 was operating from WEEL-FM tower with new transmitter and antenna. Since hurricane it had been using standby equipment. Other recent power & height increases: WMAZ-TV, Macon (Ch. 13) Sept. 26, to 250-kw ERP; KHSL-TV, Chico, Cal. (Ch. 12) Sept. 24, to 10-kw transmitter; WHP-TV, Harrisburg, Pa. (Ch. 55) Sept. 17, to 12½-kw transmitter.

TV film for Congressmen, *Report to the People*, featuring President Eisenhower and Cabinet members in a review of Republican achievements, is being offered at cost—\$45 in black-&-white, \$100 in color. Produced by Robert J. Coar, in charge of Congressional TV-radio facility, film runs 27 min., leaving candidate 2 min. for own message. Coar said 98 Republicans have ordered film so far, but he expected some Democrats to buy it, too.

Hemispheric "Broadcasting Day" will be celebrated throughout Latin America Mon. Oct. 4, under auspices of Inter-American Assn. of Broadcasters (IABB), with which NARTB is affiliated. President Eisenhower sent letter to Emilio Azcarraga, owner of XEW-TV, Mexico City, and pres. of IABB, warmly praising radio as an "extraordinarily powerful instrument by which to advance understanding among the peoples of the free world."

Annual outing of Federal Communications Bar Assn. at Horace Lohnes' farm in Vienna, Va. will be Oct. 30.

# Television Digest

with **ELECTRONICS** REPORTS

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**NETWORKS REPORT AFFILIATES' COLOR STATUS:** Color capabilities of network affiliates change so rapidly that they're very difficult to pin down, but since most major stations are now at least able to rebroadcast network color, a recapitulation is in order. NBC-TV research director Hugh Beville has also queried NBC affiliates on plans for originating local slide, film and live color. He gives these findings:

Now capable of carrying network color are 49 of the 51 basic interconnected affiliates, other 2 due before month is out. Of all interconnected stations (basic and optional), 67 can now handle color, 90 expected by Jan. 1955, 98 by July 1955, 109 by Jan. 1956. Which stations actually do carry color for specific shows depends on markets ordered by the sponsor.

Six NBC-TV stations can originate color slides, 2 film, 4 live. By Jan. 1955, respective figures are expected to be 24, 22 and 7; by July 1955, 36, 34 and 15; by Jan. 1956, 47, 46 and 22.

CBS-TV reports that 69 of its affiliates will be able to carry network color as of Oct. 15 and that 18 more would be added by Jan. 1. It has no report on affiliates' plans for slide, film or live equipment.

(For complete list of NBC-TV and CBS-TV affiliates now able to rebroadcast network color feeds, see compilation on p. 13.)

ABC-TV and DuMont haven't indicated plans for nation-wide color, but DuMont is equipping its New York, Washington and Pittsburgh stations for network rebroadcasts, and adding color film chain in New York, while several ABC-TV outlets have installed slide and/or film gear and ordered live cameras (Vol. 10:34,39).

AT&T remains well ahead of network demand for color service, color-correcting its circuits to any city or station as fast as ordered. As of end of August, AT&T could deliver color to 65 cities, was adding 28 by end of year (for list of specific cities, see Vol. 10:35).

**TRENDS IN SET OWNERSHIP & PURCHASES:** Five top TV set manufacturers have built 51% of all sets sold to date...More than 85% of total sets were made by 22 manufacturers...Over one-third of all sets bought in last 15 months went to homes which already had TV sets...More than 1,500,000 of the nation's nearly 29,000,000 TV homes use sets which were bought second-hand...Nearly 1,000,000 homes have 2 or more sets.

New nationwide survey by American Research Bureau Inc. (National Press Bldg., Washington, James Seiler, director) shows these interesting patterns in the distribution of TV receivers. Survey is one of continuing series, based on data secured in course of ARB's TV audience studies in all U.S. TV areas, is sold to set makers.

Using all brand names representing 1% or more of total TV set sales, latest survey tabulates each brand's share of all sets sold, and of sets purchased during 15 months ended July 1. It also gives data on replacement of old sets, age of sets-in-use, multiple-set homes, second-hand sets. Study includes tables on set distri-

bution and other data for U.S. as whole and for 26 selected large cities. Future surveys will include statistics on screen sizes and on color when it becomes factor.

Though we're not permitted to reveal brand-name rankings or percentages on a nationwide basis, ARB has given us considerable latitude in using and interpreting vital information from the July survey.

Figures on age of sets-in-use show 24.1% less than one year old, 23.4% 1-2 years old, 18% 2-3 years old, 34.5% over 3 years old. Only 1.5% of sets now in use were made before July 1948 -- or a little over 400,000.

Comparing the 26 TV areas tabulated individually in survey, these contrasts stand out: City where greatest percentage of homes have second-hand sets is Dayton, where 9.2% -- or almost one out of every 10 homes -- have set which was obtained used. San Francisco has lowest percentage of second-hand sets in use -- a mere 0.8%. Even in post-freeze Denver, 4.7% of homes use second-hand sets. U.S. average is 5.5%.

You're most likely to run into a multiple-set owner in Washington, D. C., where 6.5 families in every 100 have 2 or more sets. But in the Seattle-Tacoma and Dallas areas, only 0.9% of homes have more than one TV.

Chicagoans are the greatest set-replacers -- 78.4% of sets they bought in the last 15 months went to homes which already had a TV set. Cincinnati is next with 77.8%, then Philadelphia & New York with 76.1% & 60.5%. National average is 36.9%.

\* \* \* \*

Listing of brand preferences is most fascinating part of survey. On nationwide basis, what stands out is big jump taken by Zenith and Westinghouse in sales during last 15 months. Also showing noteworthy increases are DuMont and Hoffman.

Regional brand-name tabulations show wide variety -- with local manufacturers almost always registering as strong favorites. Glancing through the 26 cities tabulated individually it's apparent that no big city's brand preferences are typical of U.S. as whole. ARB has permitted us to quote these 3 regional "top 5 brands" tabulations (full survey lists all brands with 1% share of market or more):

Chicago: Total sets sold to date -- RCA 14.8%, Admiral 14.6%, Motorola 11%, Philco 8%, Zenith 6.8%. Sets sold during 15 months ended July 1 -- Admiral 14.1%, RCA & Motorola, 11.9% each; Philco & Zenith 6.5% each.

Detroit: Total sets sold to date -- RCA 15.9%, Admiral 13.7%, Motorola 13.6%, Philco 7.5%, Muntz 6.6%. Purchases during 15 months ended July 1 -- Motorola 18.7%, Muntz 15.5%, RCA 14.2%, Admiral 9.7%, GE 5.8%.

San Francisco: Total sets -- RCA 15%, Packard-Bell 11.2%, Admiral 10.4%, Hoffman 7.2%, Motorola 7%. Purchases during 15 months ended July 1 -- RCA 15%, Admiral 12.4%, Packard-Bell 7.3%, Motorola & Silvertone 6.2% each.

Dept. store selling of private brands is reflected in many cities -- including these where individual private labels constitute at least 1% of total sets: Atlanta (AMC & Rich's), Boston (Jordan Marsh), Cincinnati (AMC, Cromwell), Cleveland (AMC, Ambassador), Columbus (AMC, Ambassador), Dayton (AMC), Detroit (Hudson), Houston (AMC), Kansas City (Artone), Minneapolis-St. Paul (Coronado, Ambassador), New York (Hyde Park), Pittsburgh (AMC, Artone). Private brands with highest percentage ratings generally were Silvertone (Sears, Roebuck), AMC (Associated Merchandising Corp.), Truetone (Western Auto) and Airline (Montgomery Ward), although most of these didn't sell as much as 1% of national total.

Note: Sets-in-use totaled 31,274,000 as of Sept. 1, NBC research department reported this week -- 238,000 having been added during Aug., 3,462,000 during first 8 months of 1954, growth nearly equal to similar period in TV's boom year of 1950.

**ONE U.S., 2 CANADIAN OUTLETS GO ON AIR:** First local TV for Florence, S.C., was the week's only new U.S. starter, bringing on-air total to 409 (of which 122 are uhf), while 17th & 18th Canadian stations -- both privately owned -- also began operation.

WBTW, Florence (Ch. 8) started test patterns Oct. 5 in community 75 mi. from nearest TV in Columbia, S.C. Using 50-kw RCA transmitter, 750-ft. Kimco tower and 12-bay antenna, it starts right out with full 316-kw ERP. Owner is Jefferson Standard Bcstg. Co., subsidiary of Standard Life Insurance Co. and licensee of pre-freeze

WBTB, Charlotte, and part owner of WFMY-TV, Greensboro, N.C. Primary CBS affiliate, it will also carry WBTB originations. Until AT&T microwave is completed, it will get network programs via WBTB, 94 mi. away. Charles H. Crutchfield is exec. v.p. & gen. mgr.; J. Wm. Quinn, managing director; Melvin Purvis, station mgr.; Wallace J. Jorgenson, gen. sales mgr. Base rate is \$250. Rep is CBS-TV Spot Sales.

CJCB-TV, Sydney, N.S. (Ch. 4), easternmost TV station in North America, began regular test patterns Oct. 5. It has 10-kw RCA transmitter, 400-ft. tower with 12-slot wavestack antenna. Owner is N. Nathanson, whose sons J. Marven and Norris Nathanson are gen. mgr. & business mgr.; Robert J. Norton is chief engineer. Station is CBS secondary and CBC outlet. Base rate is \$200. Reps are Weed & All-Canada.

CHCT-TV, Calgary, Alta. (Ch. 2) started programs Oct. 8. "Picture and sound reported 120 miles," wired gen. mgr. J.H. Battison after first test patterns went on air Oct. 2. Using GE transmitter, 4-bay antenna and 670-ft. tower, it's owned by local AMs CFCN, CKXL & CFAC, the latter affiliated with Calgary Herald (Southam newspapers). Officers are H.G. Love, pres.; H.R. Carson, managing director; A.M. Cairns, secy.-treas. Base rate is \$200. Reps are Weed & All-Canada.

**'DIVERSIFICATION' BIG FACTOR IN DECISIONS:** Ownership of TV-radio-newspaper interests continues a serious handicap to those seeking additional stations in hearings, this week's decisions emphasizing the point. In the one final and two initial decisions issued, applicants preferred were chosen because they had fewer TV-radio or newspaper holdings than the losers. Commission's actions this week:

Final decision granting Ch. 10, Sacramento, to Sacramento Telecasters, turning down McClatchy Bestg. Co. (KFBK). Uncontested grant on Ch. 43, Visalia, Cal., to Sequoia Telecasting. Initial decision recommending grant on Ch. 7, Evansville, Ind., to Evansville TV, turning down WEOA & WGBF. Initial decision favoring Ch. 10 CP in Waco, Tex. for KWTX, rejecting WACO.

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In Sacramento case, examiner Thomas Donahue had found McClatchy's record of community contribution so great that it outweighed fact McClatchy controlled numerous TV-AM-FM stations and newspapers in area, whereas Sacramento Telecasters' only stockholder with radio interests is John H. Schacht -- who proposed to sell his 50% holdings in KMOD, Modesto, if his group won.

Commission conceded quality of McClatchy's record but concluded: "The facts in this case boil down to a comparison of an applicant with an excellent record of past performance with all the attendant advantages that accrue, and on the other hand, an applicant without a record of past performance but affording assurances that its operation will be in the public interest.

"We conclude that under these circumstances the superiority McClatchy has demonstrated with respect to certain factors does not outweigh the comparative advantages adhering to Telecasters because of its freedom from ties with other radio, newspaper and TV interests in Sacramento as well as throughout the Central Valleys."

In Evansville initial decision, examiner Herbert Sharfman said that Bitner family's WEOA "is far and away the superior applicant from the standpoint of preparation and assurance of accomplishment," but he considered Bitners' other TV-radio interests an "overmastering force" requiring denial.

Sharfman found record of WGBF also superior to that of Evansville TV, but he concluded its several radio interests were crippling, though he stated: "Yet we must confess that were it not for the fact of ownership in other media we might very reasonably have preferred WGBF, and it is perhaps unfortunate that the very facilities whose long and successful operation naturally lays claim to our approval should furnish the basis for our ultimate determination against WGBF."

Sharfman's snappish opinions, sometimes satirical and sometimes humorous, give some indication as to language he'll employ in writing initial decision on the Lamb communist-charge case which he's currently hearing (see p. 6).

Evansville TV is headed by Rex Schepp (45% owner), long-time broadcaster whose most recent station ownership was in KPHO-TV, Phoenix, until he sold out in

1950. His wife and brother are also substantial stockholders. Bitners own WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WFDF, Flint. They had previously been denied Ch. 12 grant in Flint (awarded to WJR, Detroit) because of other TV-radio holdings. WGBF is headed by Alvin Q. Eades, managed by Martin L. Leich; same interests own WTMV, East St. Louis, Ill. and WBOW, Terre Haute, Ind.

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In Waco case, examiner John Poindexter favored KWTX over WACO because of local residence, programming proposals and diversification. KWTX owners, headed by Waco attorney W.W. Naman, have no other media interests. Though WACO pres. J.H. Kultgen (30%) and secy.-treas. Lee Glasgow (30%) have no other TV-radio interests, examiner frowned on multiple holdings of 40% stockholder Texas State Network -- which owns TV and/or radio in Ft. Worth, Amarillo, McAllen, Oklahoma City.

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In first of its "selective de-intermixture" decisions, Commission denied the petition of KTVE, Longview, Tex. (Ch. 32) that Ch. 7 be deleted from nearby Tyler. Commission noted that KLTW is all ready to begin on Ch. 7; that petition to delete the channel wasn't filed until 6 months after Ch. 7 grant; that KLTW "proceeded in good faith with construction of the station and residents in the area were led to believe that operation on a vhf channel was imminent." Additionally, FCC said:

"Ch. 7 can be employed only in this general area and no matter where it is assigned within this area it would create an intermixture situation. Furthermore, deleting Ch. 7 from Tyler would delay the establishment of a new TV service in this area. We believe that in view of these circumstances stronger reasons would be required to delete the channel at this late date." There were no dissents.

Commission received another such petition this week -- a request that Ch. 3 in Hartford, Conn. be designated educational. Hearing has been conducted on Ch. 3 and initial decision is awaited. Petition was filed by uhf stations WGTH-TV, Hartford; WKNB-TV, New Britain; WHYN-TV, Holyoke; WWLP, Springfield. Similar petitions pending are for Madison, Wis.; Peoria, Ill.; Durham, N.C.

In other allocations actions, the Commission: (1) Denied waiver of rules to permit WMGT, Adams, Mass. to switch now from Ch. 74 to Ch. 19, while rule-making is in progress to put Ch. 19 in North Adams. (2) Started rule-making to add Ch. 9 to either Elmira, N.Y. or Blossburg, Pa.

Reasons for delays in construction, advanced by educational grantee WTHS-TV, Miami (Ch. 2), satisfied Commission and CP was extended 6 months. Commercial CP-holder KLYN-TV, Amarillo, Tex. (Ch. 7), however, was set down for hearing to start Nov. 5 on its request for more time to build.

**BROADCASTERS' INVESTMENT OVER HALF BILLION:** The really big dollar figures in TV are in set sales -- running \$1-1.5 billion annually, with a cumulative total of about \$7-8 billion -- but telecasters' investment in stations is by no means peanuts.

Though TV station construction started in 1946, building has been going on only for 5-6 years because of freeze's interruption -- yet TV entrepreneurs are now approaching figure reached by AM-FM after 30-odd years.

We estimate about \$225,000,000 has gone into TV station construction so far -- vs. some \$295,000,000 in AM-FM -- for an all-broadcasting total of \$520,000,000.

FCC reports \$124,129,000 as cost of the 108 pre-freeze stations, as of end of 1952, including a whopping \$61,019,000 for the 4 networks and their 15 o-&o stations. Post-freeze, to end of 1953, Commission found 209 more stations had spent \$71,046,964 -- averaging \$376,125 for the 109 vhf, \$300,493 for the 100 uhf. Assuming \$30,000,000 for the 80 stations which have started this year, a conservative total for all TV stations is \$225,000,000.

For combination AM-FM stations, as of end of 1952, last complete year for which figures are available, FCC found 2311 stations had spent \$267,435,433. This was average of \$104,071 per station, excluding network o-&o outlets. Projecting those figures to today's 2592 AMs, adding the 60-odd FM-only and bearing in mind most new stations in last 2 years were small -- we get the \$295,000,000 total.



**THE POTENTIAL OF INDUSTRIAL MICROWAVE:** To an industry that suffered a 4-year freeze because of allocations difficulties and quarrel over color standards, it comes as a bit of a surprise to learn that one element of the electronics industry has been growing nicely under "developmental" label, with no rules or standards yet.

This is the industrial microwave service -- communications over long or short hops via pencil-like beams in the uhf and shf frequencies. It's only recently that problems of congestion have become great enough to move FCC and industry to begin studies looking toward rules and standards. Meanwhile, microwave equipment is being installed at rate of some \$25,000,000 a year for communications alone, excluding TV. Concealed in these figures are govt. military expenditures.

RETMA's first survey of manufacturers shows sales of \$19,548,945 and orders of \$11,501,467 in 1953 for communications microwave. Companies reporting were: Bendix, DuMont, Federal, GE, Hughes Aircraft, Motorola, Philco, RCA, Westinghouse, Wind Turbine Co. These undoubtedly represent great majority of sales.

TV's use of microwave -- for studio-transmitter links, for remote pickups, for inter-city networks (including AT&T facilities) -- involves equipment purchases of \$6,000,000 or more annually.

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Value of microwave is simply that it's a cheaper way to communicate and control industrial processes than buying same service from common carriers. By far the largest user is petroleum industry, pipelines in particular. Pipelines employ 75% of the service. One chain alone runs 1700 mi. from Texas to New York City. Some 8-10 more exceed 1000 mi. Next largest user is power industry. Longest of these is 1000-mi. chain of Bonneville Power Administration. Balance comprises variety of industries, usually those with widespread operations such as mining, railroading, police, fire, turnpike operations.

One of sore spots in the business is that the FCC will not authorize intra-city microwave, only inter-city. Dept. stores are particularly anxious to tie their branch stores together for credit checking, accounting, etc. National Retail Dry Goods Assn. has been campaigning fervently in attempt to change FCC policy. Trucking groups are likewise active; they don't like those long-distance phone bills.

FCC's position is that it wants to be sure there are enough channels for inter-city use -- where economies inherent in microwave are most apparent -- before it considers intra-city. If such service is eventually authorized, it will probably be assigned the higher frequencies, such as 12,000 mc. No equipment has yet been developed for it, however, and there's also question whether rain, fog, etc. might block these signals, even for short intra-city jumps. Bell System sees no need for such use of microwave, asserts phone service is fully adequate.

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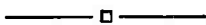
Principal manufacturers of the equipment are Collins, Federal, GE, Motorola, Philco, Raytheon, RCA, Westinghouse. Some have had great success; others have lost heavily, are learning painfully.

FCC has assigned following bands to industrial microwave: 890-940, 952-960, 1850-1990, 2110-2200, 2450-2700, 6575-6875, 9800-9900, 12,200-12,700, 16,000-18,000, 26,000-30,000 mc. By far largest percentage of installations is in 2000 & 6000-mc bands. Without fixed standards, users and manufacturers have been able to tailor equipment to particular needs. Some systems have only couple voice channels; others have as high as 30. Designs are extremely variable.

To assist FCC in parceling out channels most efficiently, a Microwave Users Council has been established to poll industry needs and practices. And RETMA has a questionnaire out to determine equipment capabilities, particularly in regard to interference problems. RETMA is also issuing semi-annual report on equipment sales.

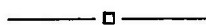
Cost of installations runs some \$1000 to \$2000 a mile, and users seem to be happy with results. Outages (breakdowns) are fraction of 1%. Engineering has been excellent, generally. Up to now, there have been enough channels to go around, but FCC is preparing for the day when greater channel economies will have to be practiced by industry and Commission.

**Personal Notes:** Charles C. Barry resigns as NBC-TV v.p. in charge of program sales . . . Lester Bowman appointed director of physical operations, CBS-TV Hollywood, Theodore Denton for radio, in further divisional realignments; Ed Nathan heads TV editing dept., Samuel Froelick radio; Horace R. Guillote, CBS Radio operations director, moves headquarters to Hollywood to assume overall supervision of radio activities, Charles L. Glett continuing for TV . . . Henry Hede promoted to ABC-TV director of sales service . . . Harry Woodworth promoted to director of ABC Radio western div., Hollywood . . . Ralph N. Harmon, engineering mgr. of Westinghouse Bestg. Co., elected a v.p. . . . Edward J. Noble, chairman of AB-PT finance committee, and TV-radio producer Theodore Granik among 21 businessmen appointed to help attract new industry to New York City . . . Dr. Allen B. DuMont to speak on "Progress in TV" at 13th annual birthday luncheon of Pulse Inc. Oct. 27 at Hotel Roosevelt, N. Y. . . . James Bruce promoted to program mgr., Pete Katz to exec. producer, WLWT, Cincinnati . . . Robert C. Fransen, ex-WEEK-TV, Peoria, named operations & program director of upcoming KEYD-TV, Minneapolis-St. Paul (Ch. 9) . . . G. Brent Kansler named sales promotion mgr., WBAL-TV & WBAL, Baltimore . . . Herbert E. Nelson, ex-KOKX, Keokuk, Ia., named gen. mgr. of WFAM-TV & radio WASK, Lafayette, Ind., succeeding David F. Milligan . . . Kenneth Wynne named production mgr., WNHC-TV, New Haven, succeeding David K. Harris, now independent film producer . . . Barry Barents, ex-WTOP-TV, Washington, named program director of WKNB-TV, New Britain-Hartford . . . John Renshaw, ex-KRBC-TV, Abilene, Tex., named production mgr. of KSLA, Shreveport, La. . . . Lorin S. Myers, ex-Free & Peters, CBS-TV & NBC-TV, named mgr. of American Research Bureau's new adv. service dept. . . . Ralph Hunter, ex-WWJ-TV, Detroit, NBC-TV, and radio director of Voice of America, joins Katz Agency, N. Y. . . . Clifford Marshall, ex-UP sales, Atlanta, joins station brokers Blackburn-Hamilton in Washington headquarters; Phil Jackson, who recently sold his KCWO, Chickasha, Okla., joins Chicago office . . . Alvin King, ex-KSTM-TV, St. Louis & KFMB-TV, San Diego, recently operator of own ad agency, joins NARTB station relations dept. . . . Gene Grant, ex-KBID-TV, Fresno, Cal. (now off air), named sales mgr. of KLIX-TV, Twin Falls, Ida. which has fall-winter target . . . Col. Gustave Ring, noted Washington contractor, elected chairman of National Telefilm Assoc., in which he's big stockholder . . . Carroll McKenna, ex-radio KABC, Los Angeles, joins BAB promotion dept. . . . Edgar Pierce promoted to west coast TV-radio mgr., Geoffrey Wade Adv., succeeding Forrest Owen Jr., transferred to N. Y. . . . Edwin R. Rooney Jr., ex-TV-radio director of Doremus & Co., named TV-radio production supervisor, Ruthrauff & Ryan, New York . . . Joseph Rohrer, negotiating to sell his 58% interest in KRDO-TV, Colorado Springs, Colo., has joined radio KIOA, Des Moines as mgr.



Henry T. Stanton, 67, v.p. & western mgr. of J. Walter Thompson Co., died Oct. 7 at Palo Alto (Cal.) Hospital.

Allen L. Billingsley, 64, pres. of Fuller & Smith & Ross Adv., died of heart attack Oct. 7 in Cleveland. He had served 2 terms as AAAA chairman.



Cecil & Presbrey, beset by fast-dwindling billings and corporate difficulties caused by death of founder-chairman James Cecil Sept. 17 (Vol. 10:39), will go out of business Dec. 31. Billings had reportedly fallen from \$21,500,000 for 1953 to about \$5,000,000 currently.

Cunningham & Walsh merges with Ivan Hill Inc., Chicago, to form Chicago office at 49 E. Superior St., telephone Superior 7-3116. Mr. Hill becomes exec. v.p. of C&W in charge of Chicago office, with Elinor Fahrenholz as TV-radio director.

How closed-circuit TV has enlarged an historic church is recounted by *New York Times* Pulitzer prize-winning reporter Meyer Berger in Oct. 8 column marking centennial of New York's Marble Collegiate Church: "[The church] serves a congregation so large that it uses a complex closed-circuit TV system to carry the Sabbath service to rooms set aside 100 years ago for other functions . . . It was installed in March 1953 by DuMont Laboratories for around \$25,000. Camera and control equipment are placed so the congregation on the main floor is barely aware of them . . . Three lenses in the camera on the rear gallery—normal, wide angle and telephoto—follow every line of the service, picking up image and sound as Dr. Norman Vincent Peale's vibrant voice is heard in sermon. The pictures and the sound go by closed circuit to some 700 worshippers in the great Burrell Hall, to the clubroom, to the chapel. Framed in the chapel altar is a 30-in. DuMont picture tube, the largest type made. Two hundred fifty worshippers easily follow the service on it—give the proper responses as the large congregation does, sings the hymns, makes offering, pray. Two 21-in. screens are in the clubrooms . . . In Burrell Hall the service is projected onto a screen 5 ft. deep and 6 ft. wide for some 400 of the congregation . . ."

A witness against Edward Lamb charged she was offered \$50,000 bribe to "dress up" her testimony or "not testify at all" in headline-producing FCC hearing this week. Mrs. Marie Natvig, who said she was a Communist in 1936, testified she was approached Sept. 24 in Washington and offered bribe by man who gave his name as "Milling Underwood." She said she reported incident to FCC and FBI. FBI declined to comment on her story. In her testimony, she said Lamb spoke at a Communist Party conference in Columbus early in 1936. Under cross-examination she said she had been Lamb's "guest" at a Columbus hotel on one occasion that year. Lamb's attorney Russell M. Brown called Mrs. Natvig "a congenital liar," asked her if she had been arrested for soliciting or robbery. She said she hadn't, but conceded she'd been fined \$10 in Florida 2 years ago on "trumped up" charge. Also testifying this week was Louis Budenz, ex-managing editor of *Daily Worker*, who said Lamb wrote article for that paper in 1936. Hearing goes into 5th week Oct. 11.

Strong believer in syndicated film, ex-NBC film salesman, pres.-gen. mgr. Thomas B. Shull plans to lean heavily on top-notch TV film to revitalize Lansing's uhf WTOM-TV (formerly WILS-TV), leased from Pomeroy family (Vol. 10:36,39). Station has purchased 16 top syndicated properties—8 from NBC film div., 8 from CBS-TV film sales—as well as 117 feature films from Hygo TV. Aiming first at local advertisers, Shull plans to sell each single sponsor one spot in each of 5 TV film shows in same Mon-Fri. time period. To help boost uhf conversion, he says he's negotiating with RCA to sell him at least 5000 converters at cost, plans to have them sold door-to-door for not more than \$10 each.

New consumer marketing research service will result from merger of Archibald Crossley's organization with Stewart, Dougall & Associates and its affiliated S-D Surveys. Merged concern claims to be largest in country, with 1600 permanently employed field interviewers. New organization will consist of Crossley S-D Surveys Inc. and Stewart, Dougall & Assoc. Inc. Crossley will be pres. and Arthur Dougall, pres. of Stewart, Dougall & Assoc., will retain that post and become chairman of new Crossley S-D Surveys Inc. Crossley becomes v.p. of Stewart Dougall.

Animal surgery via closed-circuit TV is new twist used by U of Missouri's KOMU-TV, which demonstrated dozen operations to 200 veterinarians attending course. Operations were performed in laboratory while animal doctors watched in auditorium.

**I**NTENT on getting on air by Oct. 25 target date despite heavy rains, Milwaukee's WTVW (Ch. 12) is proceeding with its transmitter and studio construction in tent. Heavy rainfall stopped work on station for several days—so station this week erected giant tent over 3500-sq. ft. transmitter and studio building foundations so that station construction could continue despite weather. Entire building will be erected under canvas. Installation of RCA 10-kw transmitter began Oct. 7, and temporary 300-ft. tower, now at 200-ft. level, is tentatively due to be completed next week. Work will then begin on permanent 1105-ft. tower. WTVW plans to go to full 316-kw early next year. Base hour rate is \$950. Petry is rep.

Only transmitter shipments reported this week were DuMont 5-kw to WFMZ-TV, Allentown, Pa. (Ch. 67), which has Nov. target, and RCA 12½-kw amplifier to WTVH-TV, Peoria, Ill. (Ch. 19).

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

WAGE-TV, Marquette, Mich. (Ch. 6), which had announced Oct. target, has been having site difficulties, is planning to ask for modification of CP, reports pres.-gen. mgr. Jerome Sill, who also owns 20% of WMIL, Milwaukee, TV applicant for Ch. 6 in Whitefish Bay. It doesn't have definite target now "because of the lateness of the year and the climatic conditions in Upper Michigan." RCA transmitter and Kimco tower have been ordered. Rep not yet chosen.

WDXI-TV, Jackson, Tenn. (Ch. 7), negotiating for network, now hopes to begin early in 1955, according to Washington attorney D. F. Prince, who holds 6.67%. Majority stockholder is Aaron B. Robinson, publisher of *Corinth* (Miss.) *Corinthian* and also majority stockholder in WDXI and 5 other Tennessee AMs. Station now plans to use Federal transmitter with 600-ft. Kimco tower and 12-bay RCA antenna. Rep will be Burn-Smith.

KLIX-TV, Twin Falls, Ida. (Ch. 11) has Nov. as "possible projected date," but hasn't set definite target, writes v.p.-gen. mgr. Frank C. McIntyre. Station is owned by Frank Carman-Grant Wrathall group. Chief engineer C. W. Evans, ex-KULA, Honolulu, & Pacific North-

west radio stations, has custom-built transmitter nearly ready. Its 250-ft. tower, fabricated in Salt Lake City, has been erected on Flat Top Butte. Base rate will be \$120. Rep will be Hollingbery, who may include it under "group market plan" along with KUTV, Salt Lake City, and 4 others with interlocking ownership, all in CP status.

KLIF-TV, Dallas, Tex. (Ch. 29), which had hoped to get on the air this summer (Vol. 9:51), still plans to build but has an "indefinite" target, according to v.p. Gordon McLendon. It's headed by theatreman Barton R. McLendon, pres. of old Liberty Bestg. System. McLendons also holds CP for KOKE, formerly KELP-TV, El Paso (Ch. 13), which has Jan. 1955 target, and KTLG, Corpus Christi (Ch. 43), to be built after KOKE gets going. KLIF-TV rep not reported.

WINR-TV, Binghamton, N. Y. (Ch. 40), which got CP last week, plans construction as soon as possible, but hasn't set target yet, according to gen. mgr. George J. O'Connor. It plans to use GE equipment and existing 480-ft. radio tower. Charles Bishara & Henry Nicholson, WINR program director & sales mgr., will hold same positions in TV operation. Rep will be Hollingbery.

WFMZ-TV, Allentown, Pa. (Ch. 67) now plans Nov. 20 commercial start, will begin as independent outlet, reports pres. Raymond F. Kohn. Kimco 460-ft. tower with Gabriel antenna is ready, and installation of 5-kw DuMont transmitter, due to arrive Oct. 11, is scheduled for completion by Oct. 31. It will be first outlet in Allentown, which has been getting uhf service from WLEV-TV (Ch. 51) in neighboring Bethlehem; also it's only about 10 mi. from Easton, 30-35 mi. from Reading, both with uhf outlets. Other Allentown grantee, WQCY (Ch. 39), is now in "indefinite" status (Vol. 10:38). WFMZ-TV base rate will be \$250. Rep will be Avery-Knodel.

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CFQC-TV, Saskatoon, Sask. (Ch. 8) has been delayed in construction of 650-ft. tower being built by Dominion Bridge Ltd., now doesn't plan to start until Nov. 1, reports station mgr. G. Blair Nelson. It will use 10-kw RCA transmitter and 12-slot wavestack antenna. Base rate will be \$160. Reprs will be Adam Young and Radio Representatives Ltd.

**Station Accounts:** Restrictions on beer and wine commercials were imposed this week on its TV members by Michigan Assn. of Radio & TV Bcstrs. and single-handedly by WNHC-TV, New Haven, in what may be forerunner to similar voluntary actions elsewhere to head off legislation such as Bryson bill, which would ban all beer & wine ads (Vol. 10:17, 38, 40). In Michigan and New Haven, ban extends to commercials which show actual "drinking of beer and wine." Gayle Grubb, mgr. of WJBK-TV, Detroit, and v.p. of state assn., said restriction becomes effective Oct. 15 and "every brewer and distiller has agreed to abide by this ruling." Network commercials which show drinking will be censored, he declared. Edward J. Obrist, WNHC-TV mgr., set Dec. 31 as effective date of his ban, telling N. Y. agencies and networks in letter that "this provides ample time in which clients may conform, if they wish to do so, and without undue haste or expense" . . . Spot TV expenditures by manufacturers of soaps, cleansers, shortenings, margarines and cosmetic products totaled \$8,272,653 in second quarter of 1954, up 20% from the \$6,882,331 spent in first quarter, according to Rorabaugh Report . . . Fidelity-Philadelphia Trust Co., for 5th straight year, to sponsor award-winning classical program, *Great Music*, on WPTZ starting Oct. 10, Sun. 12:30-1 p.m., thru Gray & Rogers Adv., Philadelphia . . . Gordon Baking Co., sponsor of ABC-TV's co-op *Kukla, Fran & Ollie* on WABC-TV & WBKB, Chicago, adds WXYZ-TV, Detroit; show

also has been picked up by local sponsors on 23 additional stations . . . WLAM-TV, Lewiston, Me., starts French-language programs daily 7-8 p.m.; its French programs on AM affiliate have been big commercial success . . . Among other advertisers currently using or preparing to use TV: Cott Beverage Corp., New Haven, Conn. (mint-flavor ginger ale), thru John C. Dowd, Boston; Enterprise Heat & Power Co., Chicago, thru Elliot, Jaynes & Baruch, Chicago; Dan Dee Pretzel & Potato Chip Co., Cleveland (potato chips, pretzels), thru Gregory-House Co., Cleveland; Jack Spratt Janitor Supplies, Lubbock, Tex. (Jack Spratt Spice room deodorant), thru Craig & Webster Adv. Agency, Lubbock; Presto Corp., Brooklyn, N. Y. (Cal-Lac beverages), thru Atherton & Currier, N. Y.; P. J. Ritter Co., Bridgeton, N. J. (catsup, relish, pork & beans), thru Duane Jones Co., N. Y.; Culligan Soft Water Service Dealers of Northern California, San Francisco, thru Hoefer, Dieterich & Brown, San Francisco.

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Goar Mestre, with brothers Abel & Luis Augusto, now owns 20% of WAPA-TV, San Juan, Puerto Rico (Ch. 4) following FCC approval this week of transfer of station from Jose Ramon Quinones to new Ponce de Leon Bestg. Co. Inc. Quinones will be pres. of new firm, holding 78% control; Segismundo Quinones, secy., 1%; Jose Arnaldo Maynero, treas., 1%. Goar Mestre owns 8%, his brothers 6% each. Mestre brothers are principals in CMQ-TV, Havana (Ch. 6) and Circuito CMQ TV-radio networks.

**Telecasting Notes:** Spectaculars, extravaganzas and their not-so-spectacular ratings provide plenty of food for thought in this week's trade press. Under heading, "TV's Blues in the Night," *Varicity* TV-radio editor George Rosen reports: "The past 3-4 weeks has been one of the most frantic in TV, if not in all show biz annals. Basically, as far as NBC & CBS are concerned, it adds up to the fact that somewhere along the line [an] apathetic U. S. TV audience has failed to come through with those anticipated handsprings or to shout hosannahs over the ambitious undertakings of the network masterminders" . . . "Practically every day is stock-taking day and the worries that attended the pre-season planning were as nothing compared to the TV post-mortem miseries," says Rosen, noting that "some sponsors, committed to unprecedented budgets on bankrolling the specs, are already squawking" . . . Lower-than-expected ratings of spectaculars are partly due to lack of proper promotion, says Oct. 9 *Billboard*, reporting that NBC "expects to pour \$350,000 into on-the-air promotion of the spectaculars." Noting that spectaculars can't count on building a following through continuous programming as regular weekly shows do, *Billboard* opines "NBC-TV needs to triple its publicity staff even to begin to mount the audience promotion necessary" . . . High ratings for multiple performances of first-run films were jubilantly proclaimed by General Teleradio's WOR-TV, New York, and KHJ-TV, Los Angeles, on basis of first week's experience with newly acquired package of 30 top-notch feature movies (Vol. 10:37). In New York, where *Magic Town* was shown 16 times in week, it garnered cumulative Telepulse rating of 70.7 (or more than 6,000,000 viewers in 3,110,800 homes). Los Angeles feature, *Miracle of the Bells*, shown once a night 5 nights a week, got cumulative ARB rating of 62.2 (or nearly 3,000,000 viewers on 1,181,000 sets) . . . KPIX, San Francisco, severs affiliation with DuMont, charging "network's violation of its affiliation agreement" in offering pro football game to new KOVR, Stockton (Mt. Diablo), which also claims coverage of San Francisco . . . "Free men were heartened

by his courage in exposing those who would divide us by exploiting our fears." So read plaque awarded CBS-TV's Edward R. Murrow this week when he was presented annual Freedom House Award—obvious reference to his telecast exposés of Sen. McCarthy. *New York Herald Tribune* this week praised Murrow as "a man who symbolizes the intelligent observer and the inquiring spirit—both essential factors in the maintenance of a free press" . . . Movie world is speculating whether MGM has decided to release a number of old scripts (but not films) to TV, after it put OK on TV adaptation of "Edison the Man" for *General Electric Theatre* . . . Jackpot payoff programs sprouting again, as result of Supreme Court decision that such shows aren't lotteries (Vol. 10:15); many are local, others syndicated—and a large number are patterned after bingo . . . Mental illness will be theme of first telecast in 1954-55 series of widely acclaimed *March of Medicine*, presented by AMA and Smith, Kline & French Labs, Oct. 31, 5:30-6 p.m. on NBC . . . Psychology of human adjustment will be subject of *People* on New York's WPIX, in cooperation with Hofstra College, beginning Mon. Oct. 18, 9:30-10 p.m. . . . McGraw-Hill Book Co. to prepare "complete package programs featuring McGraw-Hill films and books, with special concern for more interesting and effective educational TV" under newly named radio & TV programming specialist David M. Clay . . . Chicago Symphony again will be presented in weekly series of hour-long concerts from WGN-TV studios by DuMont network, beginning Wed. Oct. 13, 9-10 p.m. . . . Soundtrack of Charles Laughton's half-hour TV films will be released on 10 LP discs by Tempo Record Co. . . . Rate increases: WJNO-TV, Palm Beach, raises base rate from \$175 to \$300, min. \$35 to \$60; KSTP-TV, St. Paul-Minneapolis, from \$1100 to \$1200 & \$220 to \$280; CKCT-TV, Regina, Sask., \$160 to \$200 . . . New Reps: WMTV, Madison, Wis., to Bolling (from Meeker); WOKY-TV, Milwaukee, to Bolling (from Gill-Perna); KGBT-TV, Harlingen, Tex., to H-R Television (from Pearson); WTOM-TV (formerly WILS-TV), Lansing, Mich. to Everett-McKinney (from Venard, Rintoul & McConnell).

**Network Accounts:** Roto-Broil Corp., which last week bought first half of NBC-TV's election night coverage Tue. Nov. 2, this week purchased second half on CBS-TV, thru Product Services Inc. Thus it will be on at least 142 stations on NBC-TV from 9:30-11 p.m., then on undisclosed number of CBS-TV outlets from 11 p.m.-1 a.m. Latter plans to start coverage at 9 p.m. ABC-TV, with no sponsors yet, plans to start at 11 p.m. DuMont hasn't disclosed plans yet. All networks will use top-flight newsmen, with regional pickups to areas where hot contests are developing . . . Revlon (cosmetics) buys *What Goes On?* on ABC-TV starting Nov. 28, Sun. 9:30-10 p.m., thru Wm. Weintraub Co., N. Y. . . . Liggett & Myers (L&M filters) to sponsor *Stu Erwin Show* on ABC-TV starting Oct. 20, Wed. 8:30-9 p.m., thru Cunningham & Walsh . . . Whitman's Candy, in first network TV purchase, buys 10 min. of *Stork Club* on ABC-TV, Sun. 10-10:30 p.m., thru Young & Rubicam . . . Admiral sponsorship of Bishop Sheen's *Life Is Worth Living* on DuMont, live and film, will be on 147 stations, starting Nov. 2, Tue. 8-8:30 p.m., thru Erwin, Wasey & Co. . . . Paper-Mate Pens to sponsor 10 min. of *Imogene Coca Show* on NBC-TV Dec. 4 & 11, Sat. 8-9 p.m., thru Foote, Cone & Belding . . . Malt-o-Meal Co. buys 78 partic. on Dave Garroway's 7-9 a.m. *Today* on NBC-TV, thru Campbell-Mithun . . . Frigidaire Products of Canada Ltd. sponsors *Frigidaire Entertains* on CBC-TV starting Oct. 8, Fri. 9-9:30 p.m.

In application for merger with radio KFBI, Wichita (Vol. 10:33), KTVH, Hutchinson, Kan. (Ch. 12), reports profit of \$28,200 for last 2 months of year ending July 31, net income after taxes of \$15,200 for year. After merger, corporate name would remain Hutchinson TV Inc., but addition of KFBI stockholders would reduce holdings of original stockholders, and following new members would be named to board: Horace L. Lohnes, Washington attorney, who would hold 6.33%; C. Howard Lane, mgr. of Portland's KOIN-TV, 6.33%; J. Wirth Sargent, Wichita attorney .25%.

Application to sell WHLD, Niagara Falls (5-kw, 1270 kc) & WHLD-FM was filed with FCC this week by *Niagara Falls Gazette* which must divest itself of stations in order to exercise option to buy 25% of WGR-TV, Buffalo (Ch. 2) and WGR. Purchaser is *Gazette* v.p. for radio, Earl C. Hull, who will pay \$5000 for stations, *Gazette* owner Alanson C. Deuel retaining title to land & buildings, leasing them to Hull who is to pay taxes, insurance and maintenance in lieu of rent. Hull is to resign from *Gazette*.

WTRF-TV, Wheeling, W. Va. (Ch. 7) is selling WTRF (1-kw, 1290 kc, MBS) & WTRF-FM to Ohio-W. Va. Bestg. Co. (John Kluge, 100%) for \$90,000 through Blackburn-Hamilton, making sixth radio station in which Kluge has interest.

Future of CP-holder KQXI, San Jose, Cal. (Ch. 11) didn't seem bright to 36 of the 37 stockholders, so they're pulling out, filing application to sell holdings for \$42,600 to pres. A. T. Gilliland, owner of Sunlite Bakery.

Wyoming's latest community antenna system is for Kemmerer and Diamondville, proposed by Paul E. Ellis of Kemmerer, who plans to use signals from Salt Lake City.

**TV TRADE'S 9-MONTH REPORT WELL-BALANCED:** The encouraging balance characteristic of TV industry this year, especially when compared to 1953, is sharply pointed up in an analysis of 9-month trade statistics showing sales keeping pace with output.

TV production totaled 4,650,000 in first 9 months, including whopping 199,173 turned out week ended Oct. 1, final week of 9-month period by RETMA calculations. It was fourth highest weekly total in TV history. For 9 months last year, TV production was estimated at about 5,500,000.

Factory sales are estimated at 4,700,000, actually slightly higher than output. Contrast that with factory sales of 5,100,000 -- or 400,000 under output -- in 1953. Distributor sales were 4,500,000, slightly under production, compared to 4,600,000 in 1953 -- or 900,000 under production. Retail sales are estimated at 4,300,000, not far under production -- or about same as 1953. But difference, of course, is that production last year was 850-900,000 ahead of this year at end of 9 months.

Inventories totaled about 2,000,000 end of Sept., compared to 2,400,000 at end of Sept. 1953. Total now is regarded as comfortable by trade statisticians.

Radio's position is somewhat improved over first part of year. Production, including auto, was 7,000,000 vs. 10,000,000 in first 9 months year ago. Factory sales are estimated at 6,900,000 vs. 9,700,000. Distributor sales were 6,500,000, compared to 8,900,000 year ago. Retail sales were 6,700,000 vs. 7,700,000. Radio inventories, excluding auto, were 2,900,000, compared to 3,400,000 end of Sept. 1953. Radio output week ended Oct. 1 totaled 207,673 (64,768 auto).

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Official 8-month TV production was placed this week by RETMA at 3,785,519, of which 787,698 were manufactured with uhf tuners. Total compares with 4,754,285 in same period of 1953 and 2,914,926 in 1952. Aug. production was 633,387, compared to 306,985 in July and 603,760 in Aug. 1953. Aug. uhf output of 93,404 was 14.2% of all sets turned out that month -- lowest rate of year. Radio output in the first 8 months was 6,110,119, composed of 2,547,413 auto sets, 1,743,880 home, 957,199 portables, 861,627 clock. Output first 8 months of 1953 was 8,932,638. Aug. production was 785,499, compared to 438,061 in July and 991,637 in Aug. 1953.

**MORE PRICE HIKES; FIRST REACTION TO COLOR:** Emerson, CBS-Columbia, Stromberg-Carlson, Sylvania & Majestic increased TV prices this week -- by \$10 & \$20 on selected models -- and prospect still seems to be that more increases are on the way from others.

RCA and Admiral are only major set makers which haven't announced any price increases so far -- but some of the hikes haven't been billed as such. For example, DuMont's introduction last week of a "wide horizon" series of TVs will have effect of a price increase if, as reported, production of the lower-priced standard series is discontinued. Philco, in addition to increasing prices last week on 15 models, this week substituted a 21-in. maroon metal table model at \$180, mahogany metal at \$190 and mahogany masonite at \$230 for 3 tables which were priced \$10 lower. In addition, it introduced a 21-in. mahogany console at \$330 using new chassis.

It's significant that leader prices are being left intact, in most cases. The effort to obtain greater profits appears to be concentrated in middle and upper brackets of the line. CBS-Columbia, for example, increased price of its top 21-in. table model from \$240 to \$250 in its only hike this week -- but pres. Seymour Mintz said he expects to increase price of several other middle-bracket sets within month.

Emerson didn't disclose details of its price increases. But authoritative reports were that 5 basic models and their uhf counterparts were each raised by \$10. The 17-in. price leader at \$130 remains intact. As other companies, Emerson merely said production costs necessitated hikes.

Sylvania increased 5 consoles by \$10 and \$20, effective immediately (for details, see p. 11). Stromberg-Carlson increased Studio, a 21-in. open-face mahogany

console, from \$290 to \$300, and Empire, 21-in. full-door mahogany console from \$440 to \$460, blonde from \$450 to \$470. Majestic boosted 7 undisclosed models \$5-\$25.

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Second week of 19-in. color in N.Y. consumer market gave CBS-Columbia and Motorola a chance to evaluate their contrasting promotional techniques -- and both expressed themselves as satisfied with the results.

Motorola exec. v.p. Robert W. Galvin, who used big promotional ads to present his color sets, defended that policy as an example of "mass psychology." He said Motorola was attempting to achieve "notoriety and attention" with ads and that number of sales to consumers wasn't overly significant. Actually, Motorola-New York spokesman said "quite a few" color sets were sold to consumers.

"You can't buttonhole specific customers in the type of promotion we're now using," said Galvin. "It's comparable to a distributor giving a big party for his dealers. It's not the atmosphere in which specific sales are closed but is simply an occasion for developing leads, which produce sales. And that is exactly what has happened to us in color. Good leads were developed."

Same basic promotional pattern is being followed in other introductions, said Galvin. Detroit and Philadelphia markets were opened up in that manner this week.

CBS-Columbia pres. Seymour Mintz said about 15 color sets were sold in first week to consumers in N.Y. market. They were among the "red hot" prospects invited to see Chrysler's "Shower of Stars" Sept. 30 in stores of 10 dealers and in studios of CBS. He said he was convinced the introduction without fanfare was best approach to sales of 19-in. color in its infant production stage. He declared:

"What's the use of inviting a lot of people to see something that's still in short supply? Let's keep it quiet until we have mass production." CBS-Columbia's next new market is Chicago, to be opened by Oct. 13.

Raytheon's Henry F. Argento this week disclosed plans to produce about 2000 19-in. color sets this year, selling for \$1095. Next year, he said, company hopes to turn out about 25,000 color sets using 21-in. tube. Capehart-Farnsworth said this week it too has started 19-in. color shipments.

Another contender in big-tube sweepstakes, DuMont claimed "first" this week with a 21-in. rectangular metal-cone color tube. It's now working on all-glass 21 & 22-in. rectangulars, aiming to sample them this year, go into production next year. DuMont has been sampling 19-in. round, presumably will drop it if rectangulars work out satisfactorily in production.

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**Trade Personals:** John K. McDonough resigns as gen. mgr. of Sylvania TV-radio div., succeeded by Ward E. Riordon, ex-pres. of Sylvania of Puerto Rico who has been serving recently as TV-radio financial adviser . . . Harry Lehne named gen. mgr., Norman L. Harvey asst. gen. mgr. of Sylvania's new equipment div., in charge of govt. production previously under TV-radio div. . . . Brig. Gen. James S. Willis, USA (ret.), named Hallcrafters coordinator of research & development; Wm. H. Shaw, ex-H.M.S. Distributors, Los Angeles, appointed Hallcrafters national service mgr. . . . Paul A. Barkmeier, RCA distribution v.p., elected pres. of RCA-Estate Appliance Corp., replacing Cecil M. Dunn, who resigned this week to become pres. of Magic Chef Inc. . . . John S. Mills resigns as Crosley TV-radio gen. sales mgr. . . . Edwin A. Freed promoted to gen. sales mgr. General Instrument Corp. . . . Vergal Bourland resigns as NARDA pres. due to illness . . . James F. White, ex-CBS-Columbia contracts div. mgr., named gen. sales mgr., Crescent Industries Inc. (phonographs) . . . Dr. K. C. Black, ex-Polytechnic Research & Development Co., Brooklyn, and AT&T, appointed mgr. of Raytheon communications engineering dept. . . . Charles J. Hirsch, chief engineer, Hazeltine Corp. research div., on extended assignment in London for company in connection with military communications . . . P. J. Cassella, ex-Montgomery Ward, appointed v.p. of RCA Victor Co. Ltd., Canada; F. W. Radcliffe named commercial v.p. . . . W. E. McConnell

promoted to national sales mgr. of Wilcox-Gay (Majestic), Wm. J. Sullivan named merchandising mgr. . . . Fred Kennedy, exec. v.p., and Gerald H. Rissman, v.p. & sales mgr., buy controlling interest in Waters Conley Co., Rochester, Minn. (phonographs) from pres. Glen Waters; Kennedy becomes pres., Rissman sales v.p. . . . E. F. Peterson, GE TV-radio marketing mgr., and E. D. McArthur, mgr. of GE electron tube section, presented first annual National Electronics Conference award at convention in Chicago, as co-authors of paper "Lighthouse Tube—A Pioneer UHF Development" . . . J. A. (Shine) Milling, Howard W. Sams Inc., reappointed chairman of RETMA jobber relations committee . . . Herbert E. Cook, Detroit Electrical Assn., elected pres. of International Assn. of Electrical Leagues, succeeding Albert L. Maillard, Indianapolis; E. J. McGinnis, Cincinnati, elected v.p.; G. L. Logan, Los Angeles, secy.; D. E. Rosenthal, Omaha, treas. . . . Robert Bryant, pres. of Lubbock Radio Co., named west Texas sales rep for DuMont mobile communications dept. . . . George F. Mahoney, ex-Western Adv., Chicago, named Motorola adv. production mgr. . . . H. Scott Killgore, ex-Emerson, appointed mgr. of govt. sales, National Co., Malden, Mass. (communications equipment) . . . A. Raymond Bermond promoted to Hallcrafters adv. mgr., replacing John S. Mahoney, now supervising Hallcrafters account at Sheriff-LeVally Adv., Chicago.

**Topics & Trends of TV Trade:** Increased use of masonite and chipboard for low-cost TV cabinets has reduced plastic sales to TV industry by about 15% this year, according to reliable industry estimates. Red Lion Cabinet Co., Red Lion, Pa., one of largest independent cabinet producers for TV, estimates its production is now about 90% in masonite.

Reflecting trend to masonite in under-\$200 TVs, business in phenolic resins—most important material in plastic cabinet production—is considerably down from last year. And Society of Plastics Industry Inc. reports sales in first 7 months of thermosetting materials—of which phenolic is an important factor—were 20% below same months of 1953.

Plastics industry has been experimenting recently with pastel-colored cabinets in effort to halt inroads of masonite and chipboard. Motorola, encouraged by consumer surveys indicating lively interest in bright-colored portable radios, has demonstrated a pastel set, with cabinet made by Chicago Molded Products Corp.

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Muntz TV offers 100% payment to creditors in amended Chapter X reorganization plan filed by trustees this week in Chicago Federal Court. Hearing was set for Nov. 2. Trustees said they found no evidence of fraud, deception or mismanagement. They reported that all TV sets in inventory at time reorganization proceedings were initiated (Vol. 10:10) have been sold and that new production line has been started. Under amended plan, first claims to be paid will be costs and expenses of administration and holders of wage claims, next Federal income taxes amounting to about \$1,700,000, and finally general unsecured claims. It's estimated all notes would be paid within 5 years of confirmation of plan. No payments to stockholders would be made during that period. Report asked court to appoint a board of directors to manage company.

TV set sales by Canadian factories totaled 262,903 at average price of \$352 in first 8 months of 1954, when production was 261,519, reports Canadian RTMA. Projected production estimate is for 217,810 more sets in Sept.-Nov. period. Inventory at end of Aug. was 67,449, compared to 86,978 at end of July and 99,080 at end of June. Quebec led in sales with 94,457; Toronto second, 52,244; British Columbia, 27,904; other Ontario, 22,630; Prairies, 18,287; Ottawa & eastern Ontario, 16,661; Hamilton-Niagara, 15,155; Windsor, 7965; Maritime Provinces, 7600. Aug. sales were 55,179, production 35,650.

Picture tube sales in first 8 months totaled 5,326,775, valued at \$111,029,918, compared to 6,710,440 worth \$159,385,803 in first 8 months of 1953, reports RETMA. Aug. sales were 855,191, valued at \$17,941,034, compared to 514,346 at \$10,102,903 in July and 879,169 at \$21,736,186 in Aug. 1953. Receiving tube sales in first 8 months totaled 225,084,844 valued at \$162,805,535, compared to 308,222,911 worth \$210,533,254 in same 1953 period. Aug. sales were 35,167,272 at \$24,002,391 vs. 24,208,512 at \$18,082,753 in July and 38,600,494 at \$26,886,528 in Aug. 1953.

Sylvania increased prices by \$10 and \$20 on five 21-in. consoles: Model 526M, open-face mahogany, from \$320 to \$340, blonde \$340 to \$360; Model 576M, open-face mahogany \$350 to \$370; Model 572M, ¾-door mahogany \$390 to \$400; Model 527M, full-door mahogany \$390 to \$400, blonde \$410 to \$420; Model 376B, full-door mahogany \$370 to \$390. It also introduced a 21-in. mahogany table (Model 525M) at \$270.

Alert distributor, Boyd Distributing Co., Denver, last week installed a 21-in. Philco table model in summer White House at nearby Lowry Air Force Base so members of press and White House staff could watch World Series. President himself stopped by to watch part of second game.

**DISTRIBUTOR NOTES:** Hoffman Radio appoints Hynes Bros. Inc., 4th & Bryant Sts. NE, Washington (Robert Silk, sales mgr.), replacing American Wholesalers Inc. . . . Stromberg-Carlson: Glosser Co., 2844 NW 10th St., Oklahoma City (John Glosser, pres.) . . . Arvin: Silkworth Distributing Co., Flint, Mich. (W. W. Silkworth, pres.), replacing J. M. Oberc Co., Detroit . . . Olympic: Wholesale Radio & Electrical Supply Co., 140 Ninth St., San Francisco (Gerald Rapoport, pres.) . . . Motorola-New York announces retirement of Paul L. Lewis Jr. as v.p.-gen. mgr.; effective Dec 31, he'll move to Florida to supervise his commercial interests there . . . DuMont Florida factory branch announces resignation of v.p.-gen. mgr. Charles H. Coombe . . . RCA Victor Distributing Corp., Detroit, promotes George Mansour to sales mgr. . . . Tee-Vee Supply Co, Boston (Stewart-Warner) appoints Alvin C. Brousseau, ex-Admiral Boston, as gen. sales mgr. . . . Victor H. Meyer Distributing Corp., N. Y. (Sylvania) announces resignation of adv. mgr. Gordon James . . . Butterfield Inc. is new name of Philco distributor (formerly C. R. Williams Inc.) in Winston-Salem, N. C.

Repair of printed-circuit TV sets is described in new 6-p. illustrated manual published by Admiral, available free from Admiral distributors. Company reports that only 24 printed circuit boards out of more than 250,000 have been returned to the factory for replacement. Admiral used printed circuits in more than 250,000 radios during 2-year period before putting them in TV sets. In June, the company introduced TV with 6-tube printed circuit section, followed in Sept. by one with 8-tube unit.

Reviewing TV price declines in a new light, Admiral sales v.p. W. C. Johnson pointed out last week that cost of its black-&-white set has been reduced 92% per sq. in. of viewing area since 1947. "Our first TV set retailed for \$350 and provided 52-sq. in. of viewing area at a cost of \$6.73 per sq. in.," he said. "Our latest 21-in. set provides 270-sq. in. of viewing area for \$150, or 56 cents per sq. in."

Congressional probe of GE, Westinghouse, General Motors and Defense Secy. Charles E. Wilson was pledged by Rep. Celler (D-N. Y.) "when I become chairman of the House Judiciary Committee." He made this promise Sept. 30 in address to IUE-CIO convention at Miami Beach. Celler is in line for Judiciary Committee chairmanship if Democrats gain control of House in Nov. elections.

RETMA schedules several meetings of committees Oct. 14-15 at Hotel Miramar, Santa Monica, Cal. Meeting first day will be govt. relations dept., military engineering advisory committee, spare parts task committee, military products and transmitter tube sections. Technical products div. exec. committee meets final day.

Sylvania has added second shift of 400 workers at new Batavia, N. Y. plant and started TV production line at Buffalo plant, reporting record rate of TV production. It plans to discontinue auto radio production shortly, its big Ford contract having been shifted to Bendix Radio.

RETMA's expected request for delay until Feb. 1 in deadline for filing comments on FCC's proposed rules on spurious radiation (Vol. 10:11,34,39) was filed this week, RETMA reporting that its task forces studying problem are expected to complete work about Jan. 1.

Twenty more "series-string" TV receiving tubes are being offered by RCA. Tube characteristics, except for heater design, are said to be identical to previous TV tubes. RCA previously announced 7 "series-string" tubes.

Columbia Records becomes div. of CBS, rather than subsidiary, placing it on level with other manufacturing divs. CBS-Columbia and CBS-Hytron.

Clear Beam Antenna Corp. merges with Tempo TV Sales Corp. and employs 225 persons at new Canoga Park, Cal. plant which opened Oct. 1.

**Electronics Reports:** All-transistor calculating machine was demonstrated Oct. 8 by IBM at press preview of its new multi-million-dollar Poughkeepsie, N. Y. research laboratory. Though still experimental, transistorized calculator performs same functions as IBM's "604" calculator, of which more than 2000 are now in use—but is half the size and requires only 5% as much power. Using 2200 transistors to do the work of the 604's 1250 tubes, transistorized calculator utilizes printed circuits, can be operated from ordinary electrical outlet, eliminating bulky power supply. Research & engineering v.p. W. W. McDowell indicated IBM plans further miniaturization of the unit. Also shown was new cathode ray memory storage tube, said to be capable of storing 5-10 times as much information as most efficient present tube.

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Harald T. Friis, Bell Telephone Labs director of radio research, will receive IRE Medal of Honor at next March's IRE convention "for his outstanding technical contributions in the expansion of the useful spectrum of radio frequencies, and for the inspiration and leadership he has given to young engineers." Morris Liebman Memorial Prize, awarded annually to IRE member who has made recent important contribution to radio engineering art, will be presented to Arthur V. Loughren, Hazeltine research director, "for his leadership and technical contributions in the formulation of the signal specification for compatible color TV." Bernard Salzberg, Naval Research Lab, gets Harry Diamond Memorial Award for outstanding govt. work in radio and electronics, "for his contributions in the fields of electron tubes, circuits and military electronics." Vladimir K. Zworykin TV Prize goes to Harold B. Law, RCA Labs, "for his contributions to development of shadow-mask tri-color TV picture tube."

TV may convert 200-in. Mt. Palomar telescope—world's biggest—into equivalent of 2000-in. Under grant from Carnegie Corp., in cooperation with Bureau of Standards and Naval Observatory, astronomers plan to use TV principles to magnify electronically the light deflected from distant stars on Palomar's 200-in. mirror. If system is successful, observatory officials say, "it will be the first step in a program directed toward the essential measurement of cosmic distance—by enlarging the images of these distant stars, astronomers will be able to find out how far away they are; right now it's just a guess."

Industrial TV camera, of streamlined teardrop shape, 5-in. in diameter, 9-in. long and weighing less than 5 lb., was shown by General Precision Laboratory at Instrument Society Show in Philadelphia. Camera controls are located in separate control unit, and camera is available in variety of housings for use in specialized applications.

Quadrupling its 1953 production of diodes for TV, Transistor Products Inc., Waltham, Mass., subsidiary of Clevite Corp., announced it will turn out total of 1,200,000 this year. Its 1954 output will be trebled in 1955 when firm doubles its 35,000-sq. ft. plant, pres. Robert B. Holt stated.

Two new complete base stations for users of mobile radio stations were announced by DuMont's expanding mobile communications dept. They are designed for 25-54 and 450-470 mc bands.

Western Electric has been awarded \$164,850,000 continuation contract to produce Nike guided missile. Company estimated about two-thirds of work will be handled by subcontractors.

Willys Motors Inc. plans new 12,000-sq. ft. electronics research and development laboratory at Palo Alto, Cal., for completion next spring, to specialize in radar and TV.

Raytheon introduces new telephone microwave link, "Telelink," at Oct. 11 Independent Telephone Assn. convention in Chicago's Conrad Hilton Hotel.

IGGER PICTURE on 21-in. tube is definite trend—but industry is still split on which type of tube to use. Well-established now, particularly on higher-priced sets, is 21-in. picture tube with 90-degree deflection angle. This gives picture area of 260-270 sq. in., compared with 240-250 on old-style 70-degree 21-in. tube. Wider deflection angle also makes possible shorter tube, permitting its use in cabinet about 1½-in. shorter front-to-back than previous 21-in. sets. The 90-degree tubes, however, require more expensive deflection yoke and greater sweep voltage—resulting in an estimated 75¢-\$2.50 increase in cost of making set.

Another big-picture 21-in. tube is now finding favor among some set makers—one with 74-degree deflection and same size picture as 90-degree tube. It's same length as old 70-degree tube, so doesn't permit space-saving cabinet as does 90-degree model. However, it doesn't require the more expensive components needed by the 90-degree tube, can use same circuitry as old 70-degree.

This week, RCA announced development of new deflection system designed to cut cost of sets using 90-degree tube. New system is made possible by development of new economical flyback transformer and deflection yoke. RCA said new system permits elimination of drive and linearity controls, use of lower-cost output tubes, omission of heater and power transformers through use of "series-string" receiving tubes and selenium rectifier-voltage doubler power supply.

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TV technical papers scheduled for presentation at SMPTE convention Oct. 18-22 at Los Angeles' Ambassador Hotel: color TV kinescope recording, by NBC's E. Dudley Goodale; 7-channel TV booster station, by George R. Sutherlen, China Lake Naval Ordnance Test Station; color broadcasting test instruments, by Wickes Engineering's John W. Million Jr. & Robert K. Hunsucker; history of TV recording, by CBS's Albert Abramson; equipment for evaluating TV lenses, by RCA's E. Hutto Jr.; 16mm projector for operation with TV film chain on partial storage basis, by Eastman Kodak's Edwin C. Fritts; color film equipment, by RCA's A. C. Luther; color TV projection equipment, by RCA's L. L. Evans; preparing monochrome TV prints from Eastman color negatives, by Consolidated Film Industries' Sidney P. Solow & Edward H. Reichard.

RCA's new special color tube operations dept. in Lancaster, Pa., headed by Harry R. Seelen (Vol. 10:39), has added following executives: Donald O. Corvey, mgr. purchasing; S. M. Hartman, mgr. equipment development; Homer L. May, mgr. planning & controls; C. Price Smith, mgr. engineering; Rex E. McNickle, administrator of quality control. Kenneth M. McLaughlin, formerly mgr. of RCA transistor manufacturing at Harrison, N. J. plant, was named mgr. of Lancaster color tube plant.

Placement of 19-in. color sets in Chrysler dealer showrooms throughout nation, to attract customers during monthly Chrysler-sponsored *Shower of Stars* on CBS-TV, is in planning stages at McCann-Erickson agency. Set maker involved isn't disclosed; Motorola placed sets on floors of New York dealers for first *Shower of Stars* program Sept. 30. Ford and RCA once considered similar arrangement, dropped it.

Three-vidicon approach to color film camera has been adopted by Dage which reports it will sell "in the \$15,000 range." First to adopt 3-vidicon method was RCA, and GPL announced similar camera last week (Vol. 10:40).

Hirings in TV-radio-phono industry in July rose to 5 per 100 employes from 3.8 in June, Bureau of Labor Statistics reported this week. Number leaving industry dropped to 3 per 100 in July from 3.4 in June.



**Color Trends & Briefs:** Stations capable of rebroadcasting network color (see p. 1) now cover great majority of TV homes, by Jan. 1 will leave very small percentage out of range of color signals. List of color-equipped CBS-TV and NBC-TV affiliates continues to grow, but initial growth period is over and following constitutes basic group as reported by networks:

NBC-TV basic: Atlanta, WSB-TV; Baltimore, WBAL-TV; Birmingham, WABT; Boston, WBZ-TV; Buffalo, WGR-TV; Chicago, WNBQ; Cincinnati, WLWT; Cleveland, WNBK; Columbus, WLWC; Dallas, WFAA-TV; Davenport, WOC-TV; Dayton, WLWD; Denver, KOA-TV; Detroit, WWJ-TV; Ft. Worth, WBAP-TV; Grand Rapids, WOOD-TV; Houston, KPRC-TV; Huntington, WSAZ-TV; Johnstown, WJAC-TV; Kansas City, WDAF-TV; Lancaster, WGAL-TV; Lansing, WJIM-TV; Los Angeles, KNBH; Louisville, WAVE-TV; Memphis, WMCT; Milwaukee, WTMJ-TV; Minneapolis-St. Paul, KSTP-TV; Nashville, WSM-TV; New Haven, WNHC-TV; New Orleans, WDSU-TV; New York, WNBC-TV; Norfolk, WVEC-TV; Oklahoma City, WKY-TV; Omaha, WOW-TV; Philadelphia, WPTZ; Portland, Ore., KPTV; Providence, WJAR-TV; Richmond, WTFR; Salt Lake City, KTVT; San Antonio, WOAI-TV; San Francisco, KRON-TV; Schenectady, WRGB; Seattle, KOMO-TV; St. Louis, KSD-TV; Syracuse, WSYR-TV; Utica, WKTV; Washington, WNBW; Wilmington, Del., WDEL-TV; Youngstown, WFMJ-TV. Scheduled for Oct. 1 was San Diego, KFSD-TV; for Oct. 15, Rochester, N. Y., WHAM-TV.

NBC-TV optional: Austin, Tex., KTBC-TV; Bethlehem, Pa., WLEV-TV; Bloomington, Ind., WTTV; Charlotte, N. C., WBT-TV; Des Moines, WHO-TV; Fresno, KMJ-TV; Jackson, Miss., WLBT; Peoria, WEEK-TV; Portland, Me., WCSH-TV; Quincy, Ill., WGEM-TV; Roanoke, WLSL-TV; Toledo, WSPD-TV; Tulsa, KOTV & KCEB; Wheeling, WTRF-TV; Wichita Falls, KFDX-TV; Wilkes Barre, WBRE-TV; Winston-Salem, WSJS-TV. Due in Oct. are: Binghamton, WNB-TV; Champaign-Urbana, WCIA; Erie, WICU; Jacksonville, Fla., WJHP-TV; Kalamazoo, WKZO-TV; Knoxville, WATE; Miami, WTVJ; Monroe, La., KNOE-TV; Pittsburgh, WDTV; Saginaw-Bay City, WNEM-TV; Sioux City, KTIV; Springfield, Mass., WWLP; Waterloo-Cedar Rapids, KWWL-TV.

CBS-TV basic required: Atlanta, WAGA-TV; Baltimore, WMAR-TV; Birmingham, WBRC-TV; Boston, WNAC-TV; Buffalo, WBBN-TV; Charlotte, N. C., WBT-TV; Chicago, WBBM-TV; Cleveland, WEWS; Columbus, WBNS-TV; Dallas, KRLD-TV; Dayton, WHIO-TV; Denver, KLZ-TV; Detroit, WJBK-TV; Hutchinson, Kan., KTVH; Indianapolis, WFBM-TV & WISH-TV; Jacksonville, WMBR-TV; Kalamazoo, WKZO-TV; Kansas City, KMBC-TV; Los Angeles, KNXT; Louisville, WHAS-TV; Miami, WTVJ; Minneapolis, WCCO-TV; Nashville, WLAC-TV; New York, WCBS-TV; Norfolk, WTAR-TV; Oklahoma City, KWTU; Omaha, KMTV; Philadelphia, WCAU-TV; Portland, Ore., KOIN-TV; Providence, WJAR-TV; Rock Island, WHBF-TV; Salt Lake City, KSL-TV; San Antonio, KGES-TV; San Diego, KFMB-TV; San Francisco, KPX; St. Louis, KWK-TV; Syracuse, WHEN-TV; Tacoma-Seattle, KTNT-TV; Toledo, WSPD-TV; Tulsa, KOTV; Washington, WTOP-TV. Due Oct. 15 are Rochester's WHEC-TV & WVET-TV. Dec. 15—Galveston-Houston, KGUL-TV. Jan. 1—Cincinnati, WKRC-TV and Phoenix, KPHO-TV.

CBS-TV basic optional & supplementary: Ames, Ia., WOI-TV; Austin, Tex., KTBC-TV; Bangor, Me., WABI-TV; Binghamton, WNB-TV; Columbia, S. C., WNOK-TV; Erie, WSEE; Fresno, KMJ-TV; Grand Rapids, WOOD-TV; Hannibal, Mo., KHQA-TV; Jackson, Miss., WJTV; Johnstown, WJAC-TV; Knoxville, WTSK-TV; Macon, WMAZ-TV; Milwaukee, WCAN-TV; Monroe, KNOE-TV; New Haven, WNHC-TV; New Orleans, WDSU-TV; Peoria, WEEK-TV; Portland, Me., WGAN-TV; Richmond, WTFR; Saginaw, WKNX-TV; Schenectady, WRGB; South Bend, WSBT-TV; Topeka, WIBW-TV; Utica, WKTV; Youngstown, WKBN-TV. Due Oct. 22 is Terre Haute, WTHI-TV. Nov. 1—Cedar Rapids, Ia., WMT-TV; Champaign-Urbana, WCIA; Muncie, WLBC-TV; New Britain, WKNB-TV; Pine Bluff, Ark., KATV; Sioux City, Ia., KVTU. Dec. 1—Lynchburg, WLVA-TV; Waterloo-Ft. Wayne, WINT. Jan. 1—Charleston, W. Va., WCHS-TV; Harrisburg, WHP-TV; Henderson, Ky., WEHT; Lubbock, Tex., KDUB-TV; Raleigh, WNAO-TV; Reading, WHUM-TV; Springfield, Mo., KTTS-TV.

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Technicolor Corp. plans to go into TV in big way, pres. Herbert Kalmus stating belief firm is in strategic position to lead in color TV film. Profit margin on TV color films will be greater than movies, Technicolor officials say, because 16mm film is smaller and easier to handle and process, but charge per foot is same. Dr. Kalmus confirms that Technicolor is "keeping abreast" of magnetic video tape recording developments, and that when tape comes into commercial use, "Technicolor will either be an integral part of an industry-wide system or have a system of its own," according to Oct. 7 *Wall Street Journal*. Of Hollywood's 1.3 billion ft. of film in 1953, more than half—or 750,000,000—was in color and about 75% of the color footage was processed by Technicolor.

RCA color caravan mobile unit, recently a big attraction at Memphis Mid-South Fair (Vol. 10:37, 40), is now scheduled for New Year's Day Tournament of Roses in Pasadena, Cal., same as last year. After event, it will work way east, feeding NBC-TV some event of college hoopla from different campus each Saturday. Motorola is leading candidate for sponsorship.

Joint Committee on Educational TV, in progress report filed this week with FCC, predicts 17 educational stations on air in early 1955 "with their programs regularly available to about 25,000,000 people; and by the end of 1955, about 30 such stations will be beaming signals to areas with a population of around 40,000,000 residing in 18 states." Elaborating on report last week of National Citizens Committee on Educational TV (Vol. 10:40), JCET exec. director Ralph Steetle said a minimum of \$25,000,000 had been invested thus far in educational TV. "Legislatures and other governmental agencies have provided around \$5,000,000 to finance studies and help build educational stations," report notes. "School budgets account for more than \$2,000,000. Commercial broadcasters in a large number of communities have contributed cash and made offers of equipment representing a total value of more than \$3,500,000. Numerous foundations, large and small, have pledged and contributed more than \$10,000,000. Add to this nearly \$4,000,000 contributed or pledged by business interests in general, excluding the broadcasting industry, and we get a total figure of about \$25,000,000."

Central American Broadcasters Assn. is new organization formed under aegis of Inter-American Assn. of Broadcasters (IAAB) at meeting in Mexico City, attended by IAAB board and broadcasters from Costa Rica, Guatemala, Honduras, Nicaragua, Panama and San Salvador. Fernando Eleta of Panama was elected pres. of new group, which plans to hold first general meeting in Panama in next few weeks. IAAB board also visited Guatemala at invitation of President Carlos Castillo Armas who invited members to return after Guatemalan elections to help draft laws guaranteeing free broadcasting in that country. Gilmore Nunn represents U. S. on IAAB board.

Alaskan partnership of Richard R. Rollins and Keith Kiggins, operators of KFIA, Anchorage (Ch. 2) and holders of CP for KFIF, Fairbanks (Ch. 2), is breaking up, Rollins taking over. Filing with FCC this week for transfer of control to Rollins, they said Kiggins' "capital contribution has heretofore been depleted" and he is "not desirous of making further capital contributions." Rollins shows net worth of \$406,792.

WCOV-TV, Montgomery, Ala. (Ch. 20), this week got FCC approval to buy WJJJ facilities (10-kw, 1170 kc, MBS) for its CBS radio affiliate WCOV. Mathews family is selling for \$95,000 because of TV competition (Vol. 10:39). Other radio sale approved was that of Carl Haymond's KMO, Tacoma (5-kw, 1360 kc) to Charles D. Hunter & J. Archie Morton for \$200,000 (Vol. 10:38).

Sale of KVVG, Tulare, Cal. (Ch. 27), and radio KCOK (Vol. 10:33) has been called off even though approved by FCC. Sierra Bestg. System Inc. was to purchase them from Sheldon Anderson for \$175,000 plus assumption of indebtedness not exceeding \$478,000, but Sierra chairman Byron Walters, a Los Angeles municipal judge, said Anderson failed to comply with contract terms.

World Series Hooperatings in New York and Cleveland, home of Giants and Indians, respectively: 1st game, 28 in N. Y., 37 in Cleveland; 2nd game, 20 & 33; 3rd game, 15 & 37; 4th game (Sat.), 33 & 46.

American Heart Assn., at convention in Washington recently, presented Howard F. Blakeslee award for distinguished reporting to NBC-TV's *American Inventory* for program on mechanical heart.

This week's network color schedules: CBS-TV—Oct. 13, *Best of Broadway*, 10-11 p.m. NBC-TV—Oct. 14, *Ford Theatre*, 9:30-10, first of weekly film series.

Bright yellow vhf-uhf antenna is being promoted for color by CBS-Columbia which slips one with each color set.

Latest "Videotown" survey, Cunningham & Walsh's annual study of TV owners in New Brunswick, N. J., produced these principal findings: (1) Only 8% have seen color, half of these enthusiastic about it, one-third calling black-&-white just as good. (2) Movie attendance among TV owners almost doubled last year's, which was up 17% from 1952. (3) Magazine reading jumped 60%, mostly among women. Newspaper reading held steady. Entertaining and visiting dropped sharply. (4) Radio listening increased, with 23% of sample listening in morning vs. 12% in 1953. Afternoon listening held at 8%, evening listening going from 9% to 10%. (5) Average set is used 4½ hours daily vs. 4¼ last year. Sets bought before 1953 were used 4½ hours daily, those bought this year 2¾ hours. (6) TV was watched by 14% in mornings vs. 8% last year, 16% in afternoons vs. 14% last year. (7) Going into opinions for first time, survey found "people who had strong opinions to start with found them unchanged by seeing telecasts," said this applied to Army-McCarthy hearings.

Senate TV investigators, preparing for Sen. Bricker's network-uhf probe, will soon write networks asking extensive data on affiliation policies, coverage areas of affiliates, etc. Letter has already been drafted, awaits Bricker's approval. This week probers requested large batch of material from FCC (Vol. 10:40), including Grade A & B coverage maps for all TV stations as of 2 dates—pre-freeze & post-freeze — together with other data on all stations, network affiliations, etc. Overwhelmed by volume of material requested — which includes some facts FCC doesn't have—Commission told staff to confer with investigators to see whether requests could be narrowed down.

NARTB convention committee this week tentatively selected Shoreham and Sheraton Park Hotels as sites for 1955 convention in Washington week of May 22. Special convention finance subcommittee was appointed, comprising Kenyon Brown, KWFT, Wichita Falls, Tex.; Clair McCullough, WGAL-TV, Lancaster, Pa.; Henry B. Clay, KWKH, Shreveport. Members of exhibition facilities subcommittee are Kenneth L. Carter, WAAM, Baltimore; Frank Russell, NBC; Ben Strouse, WWDC, Washington. Next meeting of convention committee is scheduled for later this month.

Political broadcasting can be "a headache or a boon," FCC Comr. Robert Bartley told NARTB district 10 meeting in Omaha Oct. 8, saying that station operator should plan now to "handle the problem, instead of letting the problem handle him." He noted that it's legal, but seldom satisfactory, to carry no political programs, and added that with careful planning "you will have a better program structure and come up with satisfied customers—and remember—one of these satisfied customers will be an incumbent."

TV-radio was barred from covering murder trial of Dr. Samuel H. Sheppard in Cleveland by Judge Edward Blythin, who told reporters: "This man is entitled to that much privacy. Any man on trial for his life must be given every protection he is entitled to and he is entitled to that privacy. While he is on trial he is the guest of the State."

Next TV stations due for AT&T interconnection: KTIV, Sioux City, Ia., Oct. 10; WBLN, Bloomington, Ill., Oct. 15; WCNY-TV, Carthage-Watertown, N. Y. & WSAU-TV, Wausau, Wis., Oct. 17. Put in service Sept. 29 was private relay link to WPBN-TV, Traverse City, Mich., from Grand Rapids.

Power increases: WFAA-TV, Dallas (Ch. 8) now at 274-kw ERP; KFYR-TV, Bismarck, N. D (Ch. 5) this week began operation from permanent 704-ft. antenna at 100-kw ERP; KELO-TV, Sioux Falls, S. D. (Ch. 11) Oct. 4 switched to new 25-kw transmitter.

FCC actions were in newspapers this week, frequently on front page. Lamb hearing became sensational with cross-allegations of immoral behavior (see p. 6), then newspapers got hold of an intra-Commission memorandum about employes' personal conduct and played up one section frowning on "loud and disorderly parties." The FCC memo was in implementation of President's directive concerning conduct of govt. employes generally. It covered usual warnings about accepting gratuities, outside employment, disclosing confidential information, etc., but apparently went somewhat further than other agencies when it mentioned "loud and disorderly parties." Comr. Henock, though she hadn't dissented from approval of memo, said she disagreed with it, called it "slap in the face" of employes, said "it's like worrying over low-necked gowns on TV—there are so many more important things to do." Comr. Hyde, acting chairman at time circular was issued Sept. 17, noted that memo specifically commended employes for past conduct.

New FCC Chairman George C. McConaughy took office this week, telling press he believes in "as few govt. controls as possible." The rather slightly-built chairman, considerably more amiable than his photographs indicate, cleared up to some degree the confusion about his tenure as chairman, stating that he'd been designated chairman for one year but that "nothing has been said to me about rotation." He has appointed as legal advisor Charles Gowdy, of Cincinnati, and brought with him from Renegotiation Board his secretary Mrs. Pearl Mohnkern. President Eisenhower, meanwhile, extended to former chairman Rosel Hyde, who now reverts to regular membership, his "warm thanks for your contribution to the nation."

Application for Lewiston, Ida., Ch. 3 was filed this week by KIMA-TV, Yakima, Wash. (Ch. 29), which recently applied for Ch. 19 satellite in Pasco, Wash. (Vol. 10:38). Located on Wash. state line, Lewiston is 100 mi. from Pasco, 170 mi. from Yakima. Also filed with FCC this week was petition by KXLR to dismiss its application for Little Rock, Ark., Ch. 11, leaving Arkansas TV Co. free for grant. KXLR said it will receive \$60,000 from Arkansas TV to cover part of its expenses in prosecuting application. [For further details about application, see *TV Addenda 19-M* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

Storer Bcstg. Co. will buy WJW, Cleveland (ABC, 5 kw on 850 kc) for \$330,000 from Wm. M. O'Neil. Purchase is contingent on FCC approval of Storer's purchase of Empire Coil Co., owner of WXEL, Cleveland, and would give Storer combination TV-radio operation there. O'Neil, brother of Thomas F. O'Neil, pres of General Teleradio, will continue to operate Ohio Music Co., Muzak franchise holder in Cleveland, with WJW exec. v.p. Wm. Lemmon.

Senate juvenile delinquency subcommittee, which holds hearings on TV "crime, horror and violence" Oct. 19-20 (Vol. 10:40), is scheduled to hear NARTB pres. Harold E. Fellows as one of closing witnesses Oct. 20. Official list of witnesses is still being prepared, is due to be announced next week.

A TV fan and fellow veteran phoned Ken Porter, 38-year-old handicapped ex-Marine from Phoenix, Ariz., immediately after Porter's courageous story was dramatized Oct. 6 on NBC-TV's *This is Your Life*—to offer his congratulations for the "most inspiring story" he had ever heard. The caller was Dwight D. Eisenhower.

First national farm census to include tally of TV sets used in nation's 5,500,000 farm homes, was begun Oct. 4 by Census Bureau.

OCT 8 1954

**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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**CBS, NBC TO SEEK OWN UHF'S 'PROMPTLY':** FCC's new multiple-ownership rules become effective next Friday, Oct. 22 -- and the 2 biggest networks say they plan to go after uhf stations of their own right away. Rule raises group ownership limit from 5 to 7 stations, but provides that not more than 5 can be vhf (Vol. 10:38). The change in rules is endorsed by virtually entire industry as potential boost to uhf.

All networks are silent on which markets they'll seek -- and whether they intend to apply for new stations or buy going ones -- but rumors center on such large cities as Boston, St. Louis, San Francisco, Milwaukee and Detroit.

CBS says it will act promptly when the new rules are effective. Last month, pres. Frank Stanton said CBS wants stations in secondary markets -- 25th to 50th in rank (Vol. 10:36). Network is currently in competitive hearings for vhf grants in St. Louis & Boston, has just sold minority interest in Washington's WTOP-TV and is negotiating to sell its share of WCCO-TV, Minneapolis-St. Paul (see p. 6).

NBC will seek uhf stations "immediately," says an official, emphasizing that it wants primary markets -- not secondary. The final official decision on which markets they will be has not yet been made, says this spokesman.

DuMont "will acquire as much ownership as the law will permit," says managing director Ted Bergmann, but "no specifics have been determined" and it will be early next year before any action will be taken in this direction.

ABC is "making various studies," according to pres. Robert E. Kintner, "but we have reached no conclusions that are ready for announcement."

All networks have been contacted by uhf operators and grantees offering their stations for sale, and by equipment makers -- some offering "bargains" in uhf transmitters and associated station gear.

Probably first multiple owner to get Commission OK under new rules will be Storer Bcstg. Co., whose petition to purchase uhf KPTV, Portland (as well as vhf WXEL, Cleveland) has been pending since last January (Vol. 10:2). FCC's approval of the purchase is expected quickly, could come as soon as week of Oct. 25.

**COLOR TV STILL IN GRADUAL EVOLUTION:** Conclusions as to future progress of color TV are still premature, but developments to date lend strength to the theory that its growth will be evolutionary, not revolutionary.

To those who have experienced the excitement and pleasure of watching color at home for almost a year, as we have, there can be little doubt that the future of TV is color. At the same time, it's abundantly clear that public will continue to regard color as something merely to read about until prices of sets are drastically reduced -- perhaps to half the prices now quoted, or less. And the economics and technology of color set production are such that reductions of that magnitude are simply not in sight for the next couple years.

There's a certain amount of bearishness about color in some quarters of the industry, but much of it is mistakenly attributed to failure of NBC "spectaculars" and CBS "extravaganzas" to achieve massive audiences every time.

It's frequently forgotten that color has nothing at all to do with public reaction to the programs, because there are only 10-15,000 color sets in use. Complaint of some sponsors is that cost of the programs is way out of line with audience ratings, but it should be noted that the extra costs attributable to color are negligible -- running 5-20% extra for production, nothing more for time or cable.

The big "blockbuster" programs are a problem in psychology for the networks. The winds of publicity are fanned mightily in attempt to insure large waiting audiences, yet it's not humanly possible to produce a fresh miracle of showmanship every week. Everyone had been hoping, apparently, for a weekly or twice-a-week repetition of Ford Motor's fabulously successful 2-hour 2-network show last year (Vol. 9:25).

The formula may need surgery, but it would be regrettable if the pendulum swung to opposite extreme, with sponsors and networks retreating to "safe" concepts, daring not to attempt such experiments.

\* \* \* \*

Those manufacturers and networks with greatest stake in color are hewing to implementation of announced plans, asserting progress to date is satisfactory.

Motorola pres. Paul Galvin this week disclosed that he's shipping more than 1000 color sets weekly (see p. 7), and company officials say they'll sell the 20,000 or more they'll produce this year, noting that sets have just been introduced -- and only in a very few markets at that.

CBS reports 19-in. color tubes flowing nicely from CBS-Hytron plant, sales going well. RCA hasn't yet gone into quantity production of 21-in. tubes, but it has committed itself to program that is by no means niggardly.

NBC pres. Pat Weaver and exec. v.p. Robert Sarnoff stoutly maintain that their judgment about "spectaculars" is correct. Weaver concedes that some sponsors are disappointed with initial ratings, but notes that others are not only achieving very respectable-sized audiences but are getting a lot of additional public attention due to novelty and controversy. Sarnoff, in talk to Detroit Adcraft Club Oct. 15, paid tribute to auto industry for jumping into color in big way now, asserting:

"The advertiser with early identification in color will almost automatically inherit a position of leadership." He stated that color "is snowballing so fast that clients moving in now will top their competition in both the short and long runs." As for "spectaculars," he predicted that "they'll lift TV to a new high in entertainment despite the difficulty of starting something new."

CBS spokesman says merely: "Our sponsors are happy; we're happy. The programs are doing very well." Incidentally, CBS's "Man Who Came to Dinner" on Best of Broadway Oct. 13 had some of CBS's finest color to date.

Audience measuring services are having a field day, meanwhile, since each big show has up to \$500,000 riding on it, and everyone is anxious for immediate report on "how did we do?" Furthermore, since results of different services vary widely, almost everyone can squeeze a measure of comfort from one or another.

**MORE MOUNTAIN-PEAK COVERAGE REPORTS:** Usable signals up to 150 and sometimes 200 mi., Grade A coverage 50-60 mi. are consistently reported by the TV stations fortunate enough to be able to locate their antennas on high mountain-tops.

Our story last month on coverage of 3 new mountain-peak stations (Vol. 10:37) drew immediate response from others which have been operating for some time from extremely high locations, with facts and figures on reception. Because of the interest in the excellent large-area coverage which comes with height, we wrote to several other head-in-the-cloud stations and asked for their stories. Some of their replies, plus recent reports from other stations, are summarized below:

Most populous area served by high-mountain TV is Los Angeles, where all 7 TV stations are located atop 6000-ft. Mt. Wilson, about 3000-ft. above average terrain.

Stations there report usable signal up to 125 mi., with "fringe area" coverage extending as far as 200 mi., sometimes even further.

\* \* \* \*

Denver's 4 stations are atop 7600-ft. Lookout Mt., 16 mi. west of city. Chief engineer R.D. Cunningham of 100-kw KFEL-TV (Ch. 2) writes of "good coverage for 120 mi. to the north, including Cheyenne, Wyo., and for 60 mi. to the south" by actual engineering measurements. "Coverage to the west," he adds, "is restricted by high mountain ranges, but community antenna systems at Leadville and Climax, 65 mi. away, are able to receive good snow-free pictures."

In Albuquerque, N.M., 2 stations operate from Sandia Crest, more than 2 miles above sea level and 4200-ft. above average terrain. Pre-freeze KOB-TV (Ch. 4), which moved to the high location just one year ago, has 11-kw ERP, claims Grade A radius of 50 mi. Says chief engineer George S. Johnson: "A good consistent signal is received at more than 150 mi. The signal is steady day and night, except on rare occasions when there is an abrupt change in the weather."

Two problems of long-distance reception are pointed out in Johnson's report: (1) Atmospheric noise, or snow, picked up by conventional wide-angle TV receiving antennas ("We are encouraging our viewers to install rhombic antennas"). (2) Receiving points in narrow valleys just below line-of-sight. "In these the receiving antenna can be installed on a nearby high point and connected to the receiver by a longer feed line." Johnson tells of one location near Antonito, Colo. (130 miles) where TV engineers found 1000 uv/m signal. "This strong signal was only a few hundred yards wide, so the signal must be transmitted over wire lines to the town. Such unusual strength is caused by refraction of the signal downward by a mountain peak."

KXLY-TV, Spokane (Ch. 4), atop 6000-ft. Mt. Spokane, 3068-ft. above average terrain, with 48-kw ERP, reports Grade A radius 60 mi., Grade B 90-100 mi. Writes chief engineer Dave Green: "We are putting a reliable signal into La Grande, Ore. -- some 200 mi. air distance...Today I received a report of consistent signal at Kelowna, B.C. -- approximately 200 miles, airline."

KEYT, Santa Barbara (Ch. 3), putting out 50-kw from 4211-ft. mountain only 3 mi. from Pacific Ocean, claims Grade B signal as far as 92 mi. overland and good reception reports from San Diego, 185 mi. south over water.

A further report from WMVT, Montpelier, Vt. (Ch. 3) -- one of New England's 2 mountain-peak stations (the other being Mt. Washington's WMTW) -- says the 18.3-kw station on 4400-ft. Mt. Mansfield is putting 600 uv/m signal into Montreal, 80 mi. north, 980 uv/m into Croyden (near Montreal), 700 uv/m into Saranac, N.Y., 65 mi. west, 500 uv/m into Claremont, N.H., 78 mi. south.

**LIGHT ACTION ON CPs, 2 VHF's DUE SOON:** One educational CP and an initial decision after dropout were high spots of mild week at FCC -- Alabama Educational TV Commission getting CP for Ch. 10 in Birmingham and Arkansas TV Co. being lined up for grant in Little Rock on Ch. 11 when competitor KXLR dismissed after receiving \$60,000 from Arkansas TV for out-of-pocket expenses. Another grant should mature before long for Ch. 2 in Klamath Falls, Ore. Klamath Falls TV Inc. petitioned to dismiss, is to receive \$7500 from KFJI which will be ready for initial decision, then final grant.

Alabama grant is second for state's educators, other being Ch. 7 CP for Munford -- both due to begin tests by Nov. 15. FCC recently denied petition of WVOK, Birmingham, requesting that Ch. 10 be reclassified commercial (Vol. 10:40). Arkansas TV Co. is owned by KTHS, Hot Springs, 42%; Arkansas Democrat, 32%; National Equity Life Insurance Co., 16%; August Engel, pres., 10% -- interlocking with Shreveport Times.

On allocations front, FCC received: (1) Petition from WFTL-TV, Ft. Lauderdale, Fla., asking that Ch. 29 & Ch. 35 be substituted for Ch. 27 & Ch. 33 in Miami or that Ch. 39 be substituted for Ch. 27 there, so that WFTL-TV can move to Miami "antenna farm" and raise height to 856 ft. above average terrain. (2) Petition of Michigan educators, through Supt. of Public Instruction Clair L. Taylor, asking assignment of these educational channels: Alpena 11, Escanaba 49, Kalamazoo 74, Houghton 21, Marquette 35.

**2 NEW STATIONS ON AIR, ANOTHER UHF OFF:** As one more uhf station went off air, 2 new vhf outlets began operation in cities where the only previous local service was uhf. The station going off air is WLBR-TV, Lebanon, Pa. (Ch. 15) which ended telecasts Oct. 16, after exactly one year of service. It retains CP, asking FCC permission to stay dark 90 days while it looks into possibility of new modus operandi. It attributed its difficulties to lack of a network affiliation.

To date 26 uhf stations have gone off air (excluding one which came back on again), as against 4 vhf which folded. This week's new starters bring on-air total to 410, of which 121 are uhf. The new stations:

KAKE-TV, Wichita, Kan. (Ch. 10) began ABC programming Oct. 16 after day of test patterns, wires gen. mgr. Martin Umansky. It's third outlet in area, KTVH in nearby Hutchinson (Ch. 12) and local KEDD (Ch. 16) having begun in summer of 1953. It has 50-kw RCA transmitter, 1000-ft. Parkersburg tower with 12-bay antenna -- "the tallest in the state." Principal owners are pres. Mark H. Adams, v.p. H.E. Zoller, secy. Robert B. Dockum. Production mgr. John Quigley and sales service director N.W. Larson are both from the staff of KMBC-TV, Kansas City. Donivan Waldron is regional sales mgr.; Harold Newby, chief engineer. Rep is Hollingbery.

KLTV, Tyler-Longview, Tex. (Ch. 7) brought first vhf service to rich oil and cattle area Oct. 14 with programming from NBC & ABC, following test patterns which began Oct. 9. Area is served by KTVE, Longview (Ch. 32) and KETX, Tyler (Ch. 19). All station facilities are located on former airport at Tyler's outskirts, where remodeled hangar houses studios and 10-kw RCA transmitter as well as radio affiliate KGKB. Andrews 420-ft. tower is topped by 12-bay antenna. Station is owned by Mrs. Lucille Ross Lansing, local radio pioneer. Gen. mgr. is Marshall Pengra, ex-KSTM-TV, production-program director Bob Norris, chief engineer Hudson Collins. Base Class A hour rate is \$200. Pearson is rep.

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Not sold on Bricker network-control bill (S-3456), Chairman Potter (R-Mich.) of Senate communications subcommittee which held hearings into uhf problems, told meeting of Detroit Adcrafters: "I'm old-fashioned. I believe there is only a certain area where govt. regulation is necessary and that we must proceed with extreme caution on the matter of new control or regulation. For example, how can you regulate a controlled network without at the same time regulating controlled advertising? . . . There is some discussion that the networks [should] be made available to all stations as the Associated Press was made available to all newspapers some years ago. This will be considered in full-scale hearings during the next session of Congress." Discussing uhf, he said: "I confess we don't have the answer to the uhf problem, but we are confident that it is here to stay. In time it will find its niche in our TV system." Meanwhile, in Washington, Sen. Bricker's investigators were preparing questionnaires to individual stations, which will follow letters to networks, already drafted by Committee aides but still awaiting approval by the Ohio Senator (Vol. 10:41).

KMMT, Austin, Minn. (Ch. 6) & KAUS (1-kw, 1480 kc, MBS) are being acquired by Black Hawk Bestg. Co., operator of KWWL-TV, Waterloo, Ia. (Ch. 7) according to application filed with FCC this week. R. J. McElroy, 50% owner of KWWL-TV, is to manage Austin stations without salary for a year, at end of which KWWL-TV has option to buy KMMT & KAUS for \$40,000, which can come out of stations' earnings under his management. Owners of KMMT & KAUS (6 equal stockholders, Harry M. Smith pres.) also agree to advance \$25,000 in capital during year.

Justin Miller Fund has been established at U of Southern California Law School by NARTB in honor of its ex-pres. and chairman. School will award annual \$100 prize to student writing best article on freedom of information and its importance in broadcasting.

New political hazard facing those who campaign via TV is dramatically illustrated by raging controversy over who said "hell" on TV. Incident occurred Oct 13 when Vice President Nixon made TV address in Van Nuys, Cal., carried by Los Angeles' KTTV. At conclusion of speech, viewers heard the words: "Who the hell did that?" Station was swamped with calls from viewers demanding to know whether Nixon had uttered the offending phrase. Said the Vice President: "It wasn't me. I used no such language . . . Someone knocked over a hand microphone and a fellow swore." Said a KTTV official: "The station doesn't know who made the remark, but it was not a member of the KTTV crew. The remark could have come from one of 3 spots—the speakers' platform, the area immediately adjacent to the speakers' platform, and the first-row audience."

Pension and welfare fund for TV-radio performers was proposed for first time this week by AFTRA as opening gun of contract negotiations with networks. Union asked networks to pay 10% of gross compensation due each performer into special fund to be administered by board of trustees consisting of equal number of network and union representatives. AFTRA also asked for 20% across-the-board increase in minimum fees paid to performers. Contracts expire Nov. 15. Meanwhile, International Alliance of Theatrical & Stage Employes signed agreement with major TV and motion picture film producers for pension plan covering 18,000 workers.

Sale of KFSD-TV, San Diego (Ch. 10), and KFSD (5-kw, 600 kc, NBC) to Fox, Wells & Co. for \$3,200,000 was approved this week by FCC. Sellers Tom Sharp, Charles E. Salik and TBC group get one-third each (Vol. 10:38). Principals in new licensee KFSD Inc. (with Fox, Wells holding 95.5%) are: James G. Rogers, pres., ex-Benton & Bowles; Glen McDaniel (holding 3%), exec. secy., pres of RETMA; Wm. Lane (1.5%) and Tom Sharp, directors.

**S**ECOND MILLION-WATT uhf installation by RCA will be in Portland, Ore., for uhf pioneer KPTV (Ch. 27). First RCA-equipped station to boost to maximum uhf power will be WBRE-TV (Ch. 28), Wilkes-Barre, where GE is also installing equipment to bring WILK-TV (Ch. 34) up to 1,000,000 watts. No date has been revealed for start of KPTV's installation or for completion of the WBRE-TV job. To get megawatt power, RCA uses 25-kw transmitter and 46-gain antenna. New 60-kw uhf transmitter, utilizing beam power tube, is under development by RCA, but it's not due to be ready until late 1955 or early 1956, according to company sources.

No transmitter shipments were reported this week, except DuMont's shipment of video portion of 50-kw amplifier to WATV, Newark (Ch. 13), which received audio portion last month.

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

WGBH-TV, Boston (Ch. 2, educational) won't make previously announced "Oct. or Nov." test pattern target and new target dates won't be set for month or so, according to operations director Hartford N. Gunn Jr. It has 10-kw RCA transmitter ready, but has been delayed in building tower foundations "that must be anchored in the tough granite of Blue Hill." It will use Lehigh 120-ft. tower with RCA 6-bay antenna.

WEDM, Munford, Ala. (Ch. 7) has 5-kw GE transmitter ready at Mt. Cheaha site, but now plans to wait for 50-kw, due to arrive Oct. 18. It hopes to begin with full power "not later than Nov. 1-15," wires consultant Thad

Holt. Microwave will connect studios in Munford, Birmingham, Tuscaloosa and Auburn. Educational TV commission plans 25 hours of sporadic program tests before year's end. Holt also advises that Birmingham educational outlet (Ch. 10), granted this week, also will have test patterns by Nov. 15, using equipment donated by Storer's WBRC-TV, Birmingham (Ch. 6).

KTRK-TV, Houston (Ch. 13), which changed call letters this week from KTLJ, has advanced target to Nov. 13, reports John T. Jones Jr., nephew of Jesse Jones and pres. of *Houston Chronicle*. Other principals are Democratic National Committeeman Dwight Morrow, Houston mayor Roy Hofheinz, KTRH pres. B. F. Orr, adman John Paul Goodwin. It has 50-kw RCA transmitter, is building 960-ft. Ideco tower. Rep will be Blair.

WNDU-TV, Notre Dame, Ind. (Ch. 46, allocated to South Bend), awaits arrival of new gen. mgr. Bernard C. Barth late this month before proceeding with construction, writes Rev. Edmund P. Joyce, executive v.p. for U of Notre Dame. It recently acquired WHOT, South Bend (250-kw, 1490 kc, ABC) from owners of WISH-TV, Indianapolis (Vol. 10:36). Rep not yet chosen.

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CJBR-TV, Rimouski, Que. (Ch. 3), which had Oct. target, now plans Nov. 15 start, reports pres. Jacques Brilliant. It has 10-kw RCA transmitter and 4-slot wave-stack antenna on hand. Transmitter house and tower are on Peak Champlain, 1100-ft. above av. terrain. It will carry CBC French-language programs. Base hour will be \$200. Reps will be Adam Young and H. N. Stovin & Co.

**Personal Notes:** Wm. E. Goetze, partner in San Francisco ad agency Elliott, Goetz & Boome, appointed gen. mgr. of KFSD-TV, San Diego, under new pres. James G. Rogers . . . Barry Wood, NBC-TV exec. producer in charge of color programs, promoted to director of special events for TV-radio, Arch Robb named mgr. of special events; Tom Knode named director of station relations . . . Jacob A. Evans resigns as NBC adv. & promotion director . . . Charles Holden, ex-ABC-TV, joins CBS-TV as production mgr. of west coast operations . . . Sidney J. Strotz, ex-NBC west coast operations v.p. recently head of Coca-Cola Bottling Co. in Pittsburgh and San Jose, Cal., returns to broadcasting as pres. of packager Trans World Films Inc., Park Bldg., Pittsburgh . . . Leslie G. Arries Sr. resigns as ABC sports director, his duties assumed temporarily by Tom Velotta, v.p. & administrative officer of special events dept. . . . Robert H. O'Brien, ABC exec. v.p., returns to former post as financial v.p. of parent AB-PT . . . William Bennett named commercial mgr. of upcoming KTRK-TV (formerly KTLJ), Houston (Ch. 13) due Nov. 13 . . . James A. Lilly, ex-KHJ-TV, Los Angeles, named program director, KLAS-TV, Las Vegas; Ralph E. Smith, ex-KBID-TV, Fresno, named chief engineer, Donald C. Graves production mgr., Jeanne Henter traffic mgr. . . . Kenneth H. Cook, ex-KMBC-TV, Kansas City, named chief engineer of KCKT-TV, Great Bend, Kan., due late in Oct. . . . Glenn C. Miller promoted to station director of WCPO-TV & WCPO, Cincinnati, Pat Grafton succeeding Miller as national sales mgr.; John Sweeney is new business mgr. . . . Robert E. Allen, v.p. & N. Y. mgr., elevated to pres. of Fuller & Smith & Ross, succeeding late Allen L. Billingsley . . . John F. Hurlbut, ex-WNBT, New York, becomes TV promotion mgr. of Free & Peters, succeeding Lorin S. Myers, who joined American Research Bureau . . . Terence Clyne, Biow senior v.p. & TV-radio director, becomes McCann-Erickson v.p. in Dec. . . . Robert W. O'Brien, ex-United Artists TV, joins Harrington, Richter & Parsons, Chicago . . . Philip Feldman appointed business affairs director, CBS-TV Hollywood, replacing Maurice Morton, now McCadden Productions.

Attempted violence, histrionics and the surprise appearance of the "mysterious" Milling Underwood marked 5th week of the marathon Lamb hearings. The 3 days' proceedings this week were devoted to attempts by Edward Lamb's attorney Russell Brown to break down credibility of statements by govt. witness Mrs. Marie Natvig who last week said Lamb once addressed Communist Party conference (Vol. 10:41). Acrimony which marked previous sessions was intensified this week — and at times when Brown, FCC attorneys Walter Powell & Thomas Fitzpatrick, Mrs. Natvig and examiner Herbert Sharfman were all shouting simultaneously, the official reporter threw up her arms in despair. Highlights of week's hearing: Milling Underwood, whom Mrs. Natvig accused of offering her a \$10,000-\$50,000 bribe to "dress up" or change her testimony, was put on stand by Brown. He turned out to be a lean, balding 61-year-old Alexandria, Va. railroad engineer, who said he "picked up" Mrs. Natvig at a Washington bar, made a guess she was in town for a "settlement" but had never heard of Lamb, knew Mrs. Natvig only as "Mary Jones." During Oct. 11 hearing Mrs. Natvig brandished metal water pitcher at Brown, threatened to kill him, "if you contact my children," after he attempted to determine the whereabouts of the first of her 3 husbands. Hearing was cancelled next day because she was not "in physical condition" for further questioning. In the ensuing 2 days, Mrs. Natvig, whom Brown called "an out-and-out lunatic": (1) Invoked 5th amendment and refused to answer questions about her income tax. (2) Volunteered that Lamb advocated "revolution" and control of communications "with fire in his voice and a maniacal gleam in his eye." (3) Denied that she had been discharged as a Wisconsin census enumerator for "falsification of census records" in 1950. Hearing was recessed Oct. 14 until Oct. 20, when cross-examination of Mrs. Natvig will continue.

Brig. Gen. David Sarnoff, RCA-NBC chairman, speaks on "Light, Power & Progress" at Oct. 19 luncheon of St. Louis Chamber of Commerce; on "Opportunities in the Electronic and Atomic Age" Nov. 1 at City College of N. Y.

**Telecasting Notes:** Giveaway fever is on the rise again in TV—with a vengeance—the result of Supreme Court's reversal last April of FCC ruling that some giveaways were lotteries (Vol. 10:15). Jackpot payoff shows have been particularly active on west coast, with syndicated bingo-type games—such as *Play Marco* and *Video Game*—attracting multiple sponsors on spot basis . . . Network-wise, only big jackpot show in which home viewers participate (via telephone) is ABC-TV's *Stop the Music*, revived since Court decision and now going strong, with prizes threatening to approach the fabulous amounts offered in show's earlier heyday. If someone identifies "mystery melody" next week, he'll get 2-week European vacation for two, \$6000 in defense bonds, new Dodge, \$1000 in mutual fund shares . . . "First \$1,000,000 TV giveaway contest" is slated to begin Jan. 1 to promote National Telefilm Associates' syndicated TV films and features; 17-week contest called "TV Tic Tac Toe" will be run by local stations who buy complete NTA package, NTA handling promotion and prizes. Awards will be given every week in bingo-style game in which viewers watch for clue on local station. NTA's aim is to sell its library in 100 markets . . . Is "Tomorrow" next for NBC-TV? "Having successfully aired, in rapid succession, *Today*, *Home* and *Tonight*," writes Sam Chase in Oct. 16 *Billboard*, "NBC chief (Pat Weaver) now is understood to be blueprinting a new opus, which, naturally, would be called *Tomorrow*" . . . Will TV musicals and variety shows "go film" as so many dramatic and situation comedies have? Ziv-TV jumping into musical production with both feet, setting up permanent music dept. at its Hollywood plant, signing with Petrillo and naming David Rose as musical director. Ziv's first variety-musical venture is *Eddie Cantor Comedy Theatre* . . . Real movie success came to ex-screen writer Paddy Chayefsky only after he left Hollywood and started writ-

ing for TV; movie version of his highly praised TV play, *Marty*, is now being shot by Hecht-Lancaster Productions, which is also seeking to make movies of 3 other Chayefsky TV plays. One of them may first be produced on Broadway . . . Movie feature and TV film series, both called *Adventures of Long John Silver*, will be released simultaneously by independent producer Joseph Kaufman, says Oct. 16 *Billboard*. Filmed in Australia, using same sets and characters but different plots, the TV and theatrical films will "help promote each other," and joint production has made possible big cost savings in production of TV series, according to Kaufman . . . Debate between incumbent Sen. John Sherman Cooper and opponent Alben W. Barkley arranged by WHAS-TV & WHAS, Louisville, Oct. 14, with CBS Washington commentator Eric Sevareid as moderator; kine will be shown on CBS-TV's *American Week* Oct. 17, 4-4:30 p.m. . . . State-wide telecasts on behalf of Democratic candidates for state office are planned by New York CIO, which this week earmarked \$50,000 for TV . . . "Emmy" award presentations by Academy of TV Arts & Sciences will be televised nationally next Feb., according to pres. Don DeFore . . . Rate increases: WHBF-TV, Rock Island, Ill., Nov. 1 adds new 7-9:30 p.m. daily Class AA rate with \$700 hour, \$140 min. and raises Class A hour from \$500 to \$600, min. \$100 to \$120; KGUL-TV, Galveston, Tex., adds new 7-10 p.m. daily Class AA rate with \$700 hour, \$165 20 sec. and Class A hour remains \$600; WBAL-TV, Baltimore, raises base hour from \$1000 to \$1100, min. \$175 to \$200; KOTV, Tulsa, from \$600 to \$700 & \$120 to \$150; WSLs-TV, Roanoke, \$400 to \$500 & \$80 to \$100; KOOL-TV, Phoenix, from \$365 to \$425 & \$70 to \$80; KOA-TV, Denver, from \$500 to \$550 & \$100 to \$120; WABT, Birmingham, from \$600 to \$650 & \$150 to \$160; WBRC-TV, Birmingham, raises Class AA min. only rate from \$137.50 to \$160 . . . New rep: WATV, Newark, to Petry (from Weed).

**Network Accounts:** Election night returns Nov. 2 continued to attract sponsors this week—Chevrolet bought complete TV-radio coverage on ABC, radio beginning at 9, TV at 11, and Prestone signed as alt. sponsor (with Roto-Broil) of 11-to-conclusion period on CBS-TV, leaving 9-11 segment still for sale. Chevrolet purchase was thru Campbell-Ewald, Prestone thru Wm. Esty Co. NBC-TV has sold half of its coverage, starting at 9:30 p.m., to Roto-Broil. DuMont still hasn't formulated plans . . . Light's Diamond Jubilee show, marking 75th anniversary of Thomas Edison's invention of incandescent lamp, will be on 325 stations of all networks Sun. Oct. 24, 9-11 p.m. Some 300 electric companies are sponsoring extravaganza produced by David O. Selznick, thru N. W. Ayer . . . Eastman Kodak's color film series, *Norby*, on NBC-TV starting Jan. 5, will be seen on east and west coasts Wed. 7-7:30 p.m., midwest and Rocky Mountain states 11-11:30 p.m., thru J. Walter Thompson . . . Hallmark Greeting Cards, for 5th straight year, to sponsor *Amahl and the Night Visitors*, possibly in color, as Christmas special on NBC-TV Dec. 19, Sun. 5-6 p.m., thru Foote, Cone & Belding . . . Swift & Co. (baby foods) to sponsor *All About Baby* on DuMont starting Oct. 15, Fri. 2-2:15 p.m., thru McCann-Erickson . . . Geritol to sponsor *Juvenile Jury* on NBC-TV starting Jan. 9, Sun. 4-4:30 p.m., thru Edward Kletter Assoc. . . Pontiac to sponsor *Jack Carson Show* on NBC-TV every 4th Fri. 8-8:30 p.m., in time occupied other 3 weeks by *Red Buttons Show*, thru MacManus, John & Adams . . . Nabisco drops out as sponsor of Tue. & Thu. 11-11:15 a.m. segments of *Arthur Godfrey Time* on CBS-TV, effective Oct. 21 . . . Prudential Insurance Co., alt. sponsor of *You Are There* on CBS-TV, to be full sponsor of same program on CBC-TV starting Nov. 21, Sun. 4-4:30 p.m., thru Calkins & Holden, Carlock, McClinton & Smith.

BBC will add a "second channel" to include local programs, Britain's govt.-owned TV-radio service revealed in announcing "10-year plan" for expansion of TV. Currently, BBC has only one TV service, without local programming. While BBC's second channel will also be non-commercial, a new commercial TV network under govt.'s Independent TV Authority is also being set up, hopes to have 3 stations in operation next year. BBC's annual report, in which plan was outlined, said regular color transmission couldn't be expected before 1957.

CBS's 45% of WTOP-TV & WTOP, Washington, was purchased by 55% owner Washington Post Co. for sum "in excess of" \$3,000,000—exact amount not being disclosed—while negotiations continued for sale of CBS's 47% of WCCO-TV & WCCO, Minneapolis, with majority stockholders (Ridder & McNally interests) having first refusal, though others are interested. CBS is seeking about \$4,000,000 for Minneapolis interests, is expected to sell for less.

Uniform libel relief law, designed to protect station owners from liability for defamatory statements in political broadcasts, has been drafted by Council of State Governments for submission to state legislatures. It generally follows lines of NARTB principles. Some 30 states already have libel relief laws on books.

Community antenna franchise fight in Dubuque, Ia. (Vol. 10:35, 37-38) concluded Oct. 11 with citizens' vote, 4560 to 1057, to award rights to wire up city to Dubuque-Jerrold TV Cable Corp., which plans to bring TV to homes by end of year. Another system recently started is in Brady, Tex.

Licensed TV receivers in Britain totaled 3,456,728 at end of July, increase of 45,682 during month. In West Germany, there were 40,980 licensed TV sets as of Aug. 1, in addition to an estimated 40,000 unlicensed receivers.



**RETAIL SALES STAY HIGH DESPITE PRICE HIKES:** Those TV price increases of \$10 and \$20 during last 5 weeks (Vol. 10:38-41) apparently are having little or no effect on the high level of consumer purchases, judging from barrage of field reports. It's still too early to draw a hard-and-fast conclusion, but consumers are still in a buying mood -- and with Xmas season in offing, no letup is in sight.

Explanations for it vary, but in the main they shake down to the belief that increases were modest, were on selected models only, were long overdue, and hit at what normally is TV's busiest season anyway. Situation now is that nearly all leading producers except RCA have raised prices in one form or another. The only price hike disclosed this week was Admiral's increase of 21-in. ebony plastic table model from \$200 to \$220, and its mahogany version from \$220 to \$230.

Thus the trade enters final quarter of 1954 in excellent shape. Preliminary trade statistics for first 9 months show the encouraging balance between production and sales, to say nothing of its modest inventories (Vol. 10:41). One TV manufacturer after another continues to report record or near-record business in Sept. and Oct. And, to give picture an added rosy cast in retrospect, RETMA this week disclosed that retail sales of 3,658,927 TVs in first 8 months set record for such period, surpassing the 3,546,407 sets sold in previous high of 1953. Retail radio sales, excluding auto radios, totaled 3,269,115 vs. 3,875,293 in same 1953 period.

Indicative of continuing high demand, TV production spiraled to 207,791 week ended Oct. 8, first week of 4th quarter by RETMA calculation, up from 199,173 units preceding week and 197,502 week ended Sept. 24. Total came very close to unofficial weekly production record of 219,680 in Oct. 1950. For 39 weeks to date, output was 4,850,000, compared to 5,720,000 in corresponding period of 1953.

Radio production also went up, totaling 207,712 (65,893 auto), compared to 207,673 week ended Oct. 1 and 196,258 week before. For 39 weeks, output was about 7,200,000 vs. 10,250,000 in corresponding period year ago.

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Color's influence in N.Y. market has been minimal, to say the least. Consumers haven't broken down any doors to pay \$895-and-up for the limited number of Motorola and CBS-Columbia 19-in. sets available -- but Motorola still sticks by its plan for big advertising campaigns in color introductions. Next week they go into Chicago, Los Angeles, Philadelphia, San Francisco, Newark and Atlantic City.

Dealers got some advice on selling color this week from Motorola's marketing v.p. Edward R. Taylor. Addressing dealer meeting in Los Angeles in advance of color introduction, Taylor told retailers to push color for itself, not merely as attempt to build black-&-white traffic. He told them each color set sold at \$895 or \$995 represents a high unit of sale and dollar margin is substantial. Because of limited quantities, he added, distribution will be "ultra-selective and price chiseling will be almost completely non-existent."

Note: Motorola pres. Paul V. Galvin said company is now shipping at rate of more than 1000 color sets a week. He expects 20,000 to be turned out this year by his company. Industry should sell 350,000 next year, he said, with total sets-in-use rising to 3,500,000 by 1957, and 4,500,000 by 1958.

**CR TUBE REBUILDING—A PHANTOM INDUSTRY:** At least half of the replacement picture tubes sold last year were rebuilt tubes, as opposed to brand new -- and picture tube rebuilders say 1954 has been their banner year.

For the rebuilding business -- whose factory sales totaled around \$20,000,000 last year -- there are remarkably few statistics available. At all levels of the CR tube industry, the entire subject of rebuilt tubes is an extremely controversial one, and facts sometimes are hard to unearth.

The very definition of "rebuilt" tube is a debatable subject. Most manufacturers who are primarily considered "rebuilders" re-use only the glass envelopes, which they wash out, re-phosphor and fit with new guns. Some others, however, replace only the defective parts before re-sealing the tubes. And all tube makers are rebuilders in the sense that they salvage and re-use glass from tubes rejected in their own factories during the course of tube production.

Estimates of annual rebuilt tube output range from 1,400,000 to 3,000,000. RETMA's tabulation of factory sales of picture tubes for replacement purposes last year was 1,818,819 (TV Factbook No. 19, p. 362). This figure covers mostly new tubes, but also includes some rebuilt ones -- since it covers entire output (rebuilt and new) of all companies which make new tubes. A highly reliable industry source puts 1953 production by exclusive rebuilders at an additional 1,200,000, predicting figure will go up to 1,600,000 for 1954. Another well-informed tube industry spokesman says 1954 rebuilt tube production will total about 2,000,000. A medium sized CR tube rebuilder places the 1954 figure between 2,000,000 and 3,000,000.

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Who rebuilds tubes? Some of major tube makers are in the business, others have been in and out of it. But most picture tube rebuilders are independents with capacities varying from 100 to 20,000 tubes per week. Individual output by these independent producers generally averages 50 a week for the very smallest, 12,000 for the very biggest one, with most plants believed to be in the 100-500 a week class. The number of independent tube rebuilders is estimated at 35-40, including some manufacturers who also turn out new tubes.

Rebuilders offer their wares at 20-50% below equivalent new-tube prices. The worn-out tubes or "duds" are obtained from servicemen and distributors, generally on trade-in basis, the dud allowances ranging from 75¢ to \$5. Average allowance for a 17-in. glass dud is about \$2.50, as compared to cost of \$7 for brand new glass bulb for a 17-in. tube. Rebuilt tube makers sell most of their output to distributors, with some also going to retailers and even to TV manufacturers.

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Quality of rebuilt tubes varies widely, depending on methods used by the rebuilder. A highly placed figure in the tube industry, whose company does not rebuild tubes, told us: "Generally, most rebuilders put out a fairly good product."

Taking dimmer view, the president of a large independent tube company said there are still too many "basement operators" with one or 2 employes and cast-off equipment, who will "ship everything that lights and plays." He conceded there's no reason why rebuilt tubes couldn't be as good as new ones, but added that many tube rebuilders can't afford elaborate quality control used by bigger tube makers.

A New York tube rebuilder who claims gross business of \$500,000-\$1,500,000 a year told us: "The 'garage rebuilder' is no longer in business -- this industry is too highly competitive. Rebuilt tubes are processed exactly like new ones; only the glass is re-used. And don't kid yourself -- nobody throws glass away, not even the biggest manufacturers. A rebuilt tube is better than a new one -- you get a pro-rated guarantee on a new tube, but an unqualified year's warranty on a rebuilt."

Some major tube makers rebuild tubes for warranty replacements only; others turn out rebuilt tubes as a "second-line" business; still others claim not to make any rebuilt tubes at all. One big tube maker once contracted with several independent manufacturers to make "retreads" for it, but reportedly gave up the arrangement as uneconomical. While there have been reports that some set makers have used rebuilt tubes in new sets, it is not a widespread practice.

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First and only definitive study of rebuilt tube industry was conducted last January by Dun & Bradstreet, reportedly for one or more major tube makers seeking to enter the rebuilding industry. D&B identified 34 companies as rebuilders (for list, see p. 10), based its statistics on data furnished by 19 of them. Among highlights:

Biggest tube rebuilder (presumed to be Sheldon, which makes both new and rebuilt tubes) had capacity to rebuild 20,000 tubes weekly in 2 plants. Nearly all

rebuilders forecast bigger sales for 1954, estimated increases over 1953 ranging from 20-300%. Plant investment varied from \$25,000 (3 firms) to \$1,500,000.

As to sizes of tubes rebuilt, those responding said 41% of their 1953 output consisted of 16- & 17-in. tubes, 33% were 19-in. & larger, 26% were 14-in. & smaller.

Estimates of gross profit by rebuilders varied from 15-50%, net profit before taxes 8-25%, with 5 out of 10 rebuilders estimating profit in 20-25% bracket. Thirteen out of 18 said they planned to add more machinery and/or equipment in 1954.

All 19 rebuilders offer 12-month warranties on their products. For the popular 17BP4A (17-in.), survey quotes these price ranges, including allowances for dud traded in: to distributors, \$12.75-\$13.60; to servicemen and retailers, \$15.30-\$17; to TV set manufacturers, \$12.75-\$13.60. One smaller rebuilder said he sells tubes to other tube makers, at \$13.50 for 17-in. size.

Demand for rebuilt tubes exceeds supply of duds in 16, 17 & 19-in. sizes, but there's oversupply of duds in 10, 12 & 14-in. sizes.

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One of tube industry's knottiest problems involves tubes which fail during the warranty period. Some tube makers are said to be replacing them with rebuilt tubes. Another method attracting attention of some of the biggest tube makers is "revitalizing". Several are now testing device known as "Cathode Beamer", a \$279 instrument which tests picture tubes and makes certain repairs on the spot, without necessity of taking tube apart. Beamer uses cathode sweeping to restore brightness, expands grid openings to improve emission, burns off low-resistance cathode-to-grid shorts and high-resistance inter-element shorts, welds open cathode tabs.

Cathode Beamer's manufacturer, Raytronic Laboratories Inc. (Cleveland), says the device can satisfactorily repair 75% of all picture tube troubles; it can't correct filaments and gaseous conditions, said to account for 15% of failures. Some tube makers are considering effect of such a device on number of warranty returns. Their reasoning is that if distributor can repair or revitalize warranted tubes, it would effect big savings in manufacturers' warranty replacements.

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**Trade Personals:** John W. Craig, onetime Avco v.p. & gen. mgr. of Crosley div., serving since April 1953 as pres. & chief exc. officer of Aluminum Industries Inc., elected RCA v.p. & gen. mgr. of home appliance div., supervising RCA Estate Appliance Corp. & air conditioning dept., reporting to Robert A. Seidel, exec. v.p. for consumer products . . . H. J. Allen, Crosley field sales mgr. for appliances, named TV-radio sales mgr., replacing John S. Mills, resigned . . . Harry Price Jr., Price's Inc., Norfolk, elected interim pres. of NARDA, replacing Vergal Bourland, who resigned because of illness but continues on board; he'll serve until new pres. is elected at annual convention at Chicago's Conrad Hilton Hotel Jan. 9-11 . . . Donald F. Miersch, ex-Crosley, named Sparton gen. sales mgr., replacing B. G. Hickman, who remains with company on special assignment . . . Dr. Wayne B. Nottingham, Massachusetts Institute of Technology, appointed research v.p., Electronics Corp. of America, Cambridge, Mass.; Dr. Raymond H. McFee appointed research director . . . Arthur W. Hooper, editor of *Electrical Wholesaling Magazine* (McGraw-Hill), named exec. director of National Assn. of Electrical Distributors, succeeding late Charles G. Pyle . . . Fred Okon, adv. & sales promotion mgr. of CBS-Columbia Distributors, N. Y., named adv. mgr. of parent company, reporting to Gerald Light, director of adv. & sales promotion . . . M. C. Thomsen, ex-Crescent Industries, named exec. v.p. of Wilcox-Gay Corp. (Majestic); Barnet S. Trott resigns as v.p. of Garod Radio Corp. . . . Robert E. Snare promoted to GE district tube sales mgr., Pittsburgh . . . Frank Hickey named CBS-Hytron mideastern district sales mgr., Pittsburgh . . . R. W. Herrick, ex-Admiral & Emerson, named Capehart-Farnsworth regional mgr., Chicago; John P. Mathieu, ex-Arthur Fulmer Radio Sales Corp., Memphis (Emerson), named Memphis mgr., Harold

Avery promoted to Charlotte mgr., succeeding J. L. Miller, transferred to Cleveland . . . R. H. Williamson, GE, heads special RETMA committee in charge of its participation in test of atom bombs' effect on electronics equipment next spring at Nevada Proving Grounds . . . Lee Schoenfeldt, from major appliances div., Louisville, named GE TV-radio research mgr. . . . Quincy D. Baldwin named counsel of GE component products div., Ft. Wayne . . . Bert Schaefer, ex-Admiral, named v.p. & sales mgr. of Republic Electric Co., South Bend (CBS-Columbia) . . . Rear Adm. J. S. Laidlaw, USN (Ret.), appointed asst. to pres. of Hycon Mfg. Co., Pasadena (electronics equipment) . . . Jack Powers named sales mgr., Edwin I. Guthman & Co. . . . Edwin Cornfield resigns as Pilot Radio sales mgr. to become partner in Orfeo Music Studios, N. Y. high-fidelity specialty store; his duties are assumed temporarily by v.p. Joseph Benjamin . . . Miss Barrie Byrd heads new internal export dept., Merit Coil & Transformer Corp., Chicago . . . Bruce E. Vinkemulder, ex-Sangamo Electric, named electronics div. sales mgr., Carter Parts Co., Chicago . . . Frederick W. Ruhl, ex-Westinghouse & Stromberg-Carlson, named Magnavox Boston district mgr. . . . Irvin H. Webster named mgr. of GE's new communication equipment center, Redwood City, Cal., for assembly of 2-way equipment.

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Dabbling in predictions, Motorola's Paul V. Galvin this week estimated 6,500,000 black-&-white sets would be produced this year; dollar volume for all electronics in 1955 would be 5% higher than this year; military electronics sales by industry will be higher next year than in 1954; 2-way radio sales to continue 8-10% annual gain. As to his own company, he said that Sept. TV sales by Motorola were higher than any month in its history and 50% above Sept. 1953.

**Topics & Trends of TV Trade:** Here's a leading TV dealer who rushes in where a lot of his fellow retailers have feared to tread—coming out with an appeal to dealers to understand the problems manufacturers face and help work for their solution, instead of constantly criticizing them for low markups, overloading merchandise, encouraging discount houses, etc.

Wallace Johnston, past NARDA pres. and chairman of its manufacturer relations committee, told NARDA regional meeting in Atlanta Oct. 13 that learning what the TV market can absorb has been a costly experience for many manufacturers and, in some cases, a fatal experience. Finding leadership needed to bring greatness to a brand name has meant major changes in factory personnel, he said. Consequently, he declared, there have been great shifts in products and in emphasis, mergers and violent upheavals.

"We, as dealers, owe it to ourselves to shoulder our full share of the blame for the chaotic conditions in which the industry finds itself," he said. "Let's give our support to the manufacturers and distributors who are trying to do things right. Let's make it real, enthusiastic support that they can feel in both ordinary sales and the ones that come from our really trying. We have a job to do and it's one that contains no griping and allows few backward glances. Ours is the job of bringing our manufacturers' products to our customers as extensively, skillfully and economically as we can, of making sure those customers are satisfied with our brands, and of knowing which are our brands and believing in them and the companies behind them with a passion."

Johnston turned a mirror on his fellow dealers with remark that "the manufacturer has plenty of valid criticism he can level at us: undercapitalization, lazy sales and diffident management, stores that lack brightness and activity, petty gripes, lack of strong business controls, diversification among brands—and among those criticisms are some that apply to almost all of us."

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Picture tube rebuilders, as listed in Dun & Bradstreet study (including manufacturers who make both new & rebuilt tubes; see p. 7): New York area—Tele-Ray Tube Co., N. Y.; American Standard TV Tube, Jamaica; Progressive Electronics, Yonkers; Universal Vacuum Tube Corp., Yonkers; Claremont Laboratories Inc., Westbury; National Electronics Research Laboratory, N. Y.; Tel-O-Labs Co., N. Y.; General Vacuum Tube Co., N. Y.; Le-Hi Electric Co., N. Y.; Eureka TV Corp., Newark; Mercury Tube Corp., Newark; Liberty Electronics, Newark; Atlantic Electronics Corp., Passaic, N. J.; Sheldon (Allied Electric Products Corp.), Irvington, N. J.; Dale Electronics Corp., Clifton, N. J.; Arcturus (General Electronics Corp.), Paterson, N. J.; Haydu Bros., Plainfield, N. J.; Advance Tube Service Co., Lodi, N. J. Philadelphia area—Continental Electronics Corp., Philadelphia; Selson Electronic Tube Co., Darby. Chicago—National Video Corp. (which says rebuilding is extremely small part of its business); Multi-Tron Laboratories; La Salle Tube. Los Angeles—Televideo Tube Co.; Calvideo Tube Co.; Pioneer Electronics. San Francisco area—Glass-Kraft Co., San Francisco; Vactron Inc., San Francisco; Lloyd Enterprises, Berkeley. Elsewhere—Pittsburgh TV Corp., Pittsburgh; Allen Electronics Corp., Pontiac, Mich.; Standard TV Co., Jacksonville, Fla.; Pan-American Electronics Inc., Miami.

Deadline for comments on spurious radiation proposal of FCC (Vol. 10:11, 34, 39) was extended to Jan. 3, on request of RETMA, and Commission also requested that "parties not filing their final comments prior [to Jan. 3] should advise the Commission as to their interim views . . . on or before Nov. 15."

**DISTRIBUTOR NOTES:** CBS-Columbia appoints Rutherford Distributing Inc., 1900 E. Jefferson Ave., Detroit (Wm. Rutherford, pres.), Republic Electric Co., South Bend, Ind. (H. W. Schoenduve, pres.) and Tri-State Distributors Inc., Colonie & Montgomery Sts., Albany (L. Richard Fried, pres.) . . . DuMont: Charles L. Bell Co., 14th & Gordon Sts., Allentown, Pa. (Charles Bell, pres.), replacing Clark Distributing Co. . . . Sylvania: Mid-Cal Distributors, 1239 F St., Fresno (George S. Ballas, pres.) . . . Stromberg-Carlson: Houseman Distributing Co., 1749 Walker Rd., NW, Grand Rapids (Weldon K. Houseman, president) and Kelvinator Corp., 708 S. 3rd St., Minneapolis . . . Capehart-Farnsworth: Dorfman Endel Inc., 32-14 Northern Boulevard, Long Island City, N. Y., replacing John W. Walters Inc., and Tedesco Inc., Syracuse, replacing Paul Jeffrey Co. . . . Bendix Radio: Pioneer Appliance Co., Michigan & Alameda Sts., San Francisco (George Hornstein, pres.); Donigan Co., M&M Bldg., Houston (Z. V. Donigan, pres.); Wiggert Bros., La Crosse, Wis. (Harry & John Wiggert, partners) . . . Stewart-Warner: Fred Barber Supply Co., 51 Webster St., Oakland, Cal. . . . Packard-Bell: Duane & Davis, 846 S. Robertson Blvd., Beverly Hills, Cal., replacing Stewart & Stevens, now DuMont . . . Trav-Ler Radio to open factory branch at 1251 Folsom St., San Francisco, replacing Associated Radio Distributors . . . Admiral Distributors, San Francisco, appoints Helmuth Tamberg gen. mgr., replacing Paul Dorsey, transferred to Chicago; Edward F. Sweeney named San Francisco sales mgr., replaced as Sacramento mgr. by Robert K. Bergen; Clenton W. Price named mgr. of Fresno branch . . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints v.p. Wm. Vodges to additional duties of gen. field sales mgr.; Herb Lieberman named sales promotion mgr. . . . CBS-Columbia Distributors, N. Y., appoints Irving Bilus adv. & sales promotion mgr., replacing Fred Okon, now adv. mgr. of parent company . . . Peaslee-Gaulbert Corp., Atlanta (Emerson) appoints Louis G. Miller sales promotion mgr.

Emerson raised prices by \$10 on 5 sets (Vol. 10:41): 17-in. mahogany table, from \$160 to \$170; 21-in. ebony metal table \$160 to \$170; 21-in. walnut, maple, blonde or limed oak table \$230 to \$240; 21-in. open-face mahogany console \$230 to \$240, blonde \$250 to \$260. In addition, uhf version of each of above models was correspondingly raised by \$10. Emerson left intact its 17-in. ebony wood table model leader at \$130 and its 14-in. "portable" set at \$150.

Capehart-Farnsworth won't raise TV prices as long as it's able to maintain current high output and sales rate, distributors meeting in N. Y. was told this week by E. W. Gaughan, v.p. & gen. sales mgr. He said only an unexpected rise in inventories could force company to alter that policy. At same meeting, Capehart introduced a 21-in. mahogany table model, with 4 front-mounted speakers, at \$280, blonde \$290. Optional uhf tuners are \$30 extra.

Admiral's share of 31,000,000 sets-in-use is now about 10%, with every indication that its share of 1954 market will be considerably higher than that, v.p. W. C. Johnson told distributors meeting in Benton Harbor, Mich. Oct. 14. He said "mass production" of 21-in. color sets might be achieved in third quarter of 1955 but added that color will not reduce black-&-white sales by more than 250,000 units next year.

New accessories for TV Eye industrial TV system, being offered by RCA: high gain video amplifier, which extends operating range of monitor to more than mile from camera; weather-proof and explosion-proof camera housings.

Motorola adds 17-in. maroon plastic table model at \$140—higher by \$10 than its 17-in. leader, which remains in line.

**Financial & Trade Notes:** General Electric, aided by substantially lower tax bill, achieved all-time earnings record of \$140,691,000 (\$1.62 a share) in first 9 months of 1954, up 20% from profit of \$116,386,000 (\$1.34) in same period of 1953. This despite 7% decline in sales to \$2,167,397,000, from \$2,341,048,000 in first 9 months year ago. Provision for Federal taxes and renegotiation for 9 months this year was \$153,000,000 vs. \$257,000,000 same 1953 period. Report by pres. Ralph J. Cordiner gave no breakdown by product but said sales of commercial lines for year should nearly equal record high of 1953. Appliance sales, GE noted, took upturn in Sept., though defense sales were lower. For 3 months ended Sept. 30, profit was \$46,835,000 (54¢) after taxes of \$38,500,000 on sales of \$719,800,000, compared to \$40,969,000 (47¢) after taxes of \$62,000,000 on sales of \$780,600,000 same period of 1953.

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Lamb Industries Inc., headed by broadcaster-publisher Edward Lamb who's currently engaged in stormy FCC hearing on renewal of his license for WICU, Erie (see p. 5), this week gained majority control of Air-Way Electric Appliance Corp., Toledo (vacuum cleaners) following purchase of 32,000 shares. Lamb and Harry C. Samuels of N. Y. are seeking to call special meeting of Air-Way stockholders to amend bylaws to increase number of directors to 19. Besides Lamb and Samuels, additional directors would include ex-Attorney General J. Howard McGrath and Frank C. Oswald, v.p. of Lamb Industries. Pres. Joseph H. Nuffer, who's fighting Lamb group, this week said Air-Way earnings and sales in third quarter ended Sept. 30 exceeded the \$38,117 profit, \$2,606,101 sales, in third quarter of 1953.

Among officers' and directors' stock transactions reported by SEC for Aug.: John W. Belanger bought 1500 GE (June), sold 600 as trustee, holds 3901; George G. Montgomery bought 200 GE, holds 800; Ross I. Parker bought 1221 GE, holds 3222; Robert Paxton bought 1500 GE (July), holds 6115; Ray W. Turnbull bought 1047 GE, holds 2847; Walter E. Green sold 350 General Precision Equipment (GPE), holds 285; R. B. LaRue sold 650 GPE, holds 650; C. F. Adams Jr. bought 3500 Raytheon (March, April, July), holds 11,000; A. D. Bestelbreurtje bought 1000 Texas Instruments, holds 12,000; Tomlinson Fort bought 850 Westinghouse, sold 500, holds 1065; W. O. Lippman sold 142 Westinghouse (July), bought 600, holds 2000.

General Instrument Corp. had net loss of \$249,946 on sales of \$9,671,000 in 6 months ended Aug. 31, compared to profit of \$711,400 (\$1.15) on sales of \$19,139,300 in corresponding period year ago. Number of common shares increased from 617,973 to 818,273. Chairman Abraham Blumenkrantz blamed loss on drop in TV output and trend to lower prices. He noted, too, that in Aug. company prepaid \$1,250,000 to bank to cover loan which normally would require semi-annual payments through Nov. 1, 1960. He predicted improvement in both earnings and sales for 6 months ending Feb. 28, 1955.

Long, tangled patent infringement suit by Zenith against RCA, GE & Western Electric (Vol. 10:25, 31, 33), advanced a step this week when Federal Judge Paul Leahy, in Wilmington District Court, declared that Zenith should be given until Nov. 17 to complete all pre-trial depositions and should tell court Jan. 4 when it will be ready to begin trial. At same time, Judge Leahy denied Zenith access to all but one of 42 RCA patent documents it had previously sought. He considered others to be "work product" between attorney and client and need not be produced.

Clarostat Mfg. Co. earned \$68,182 on sales of \$2,819,181 in 6 months ended June 30. No comparison with last year was available.

**Color Trends & Briefs:** Tremendous cost of the big color shows is attributable in no small part to huge fees commanded by big theatrical names—many of them lured into TV for first time by offers they found impossible to resist. Prize example probably is the widely-publicized case of Mario Lanza, who received a reported \$40,000 fee for appearing on recent show merely mouthing words of song he recorded several years ago. Some of the others are presumed getting as much or more.

Whether trend will continue is another question, because of sometimes disappointing results. At any rate, public is currently being treated to live TV view of such performers as: Betty Hutton, Helen Hayes, Claudette Colbert, Fredric March, Charles Coburn, Ann Sothern, Judy Holliday, Betty Grable, Mario Lanza, Harry James, Monty Woolley, Merle Oberon, Joan Bennett, Bert Lahr, ZaSu Pitts, Reginald Gardiner, Ginger Rogers, Jeanmaire, Margaret Sullivan, Joseph Cotten, Maurice Evans, Judith Anderson, Ruth Hussey.

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Competition over "first" to originate local color got warm in Los Angeles last week. Learning that KNXT had scheduled live show Oct. 10, KTLA's Klaus Landsberg rushed film & slide show on Oct. 7. Ironically, KTLA owner Paramount Pictures sponsored color clips from its *Rear Window* on KNXT, claiming a first for that kind of commercial. In Minneapolis, WCCO-TV became first there to produce local color show.

Next week's network color schedules: NBC-TV—Oct. 18, *Producers' Showcase*, 8-9:30 p.m.; Oct. 21, *Ford Theatre*, 9:30-10 p.m.; Oct. 23, spectacular *Follies of Suzy*, 9-10:30 p.m. CBS-TV—Oct. 18, 19, 22, *Bob Crosby Show*, 3:30-4 p.m.; Oct. 18, *Studio One*, 10-11 p.m.; Oct. 23, *Two for the Money*, 9-9:30 p.m.

CBS-Columbia's most elaborate color ad to date is double-page 4-color spread in Oct. 18 *Life Magazine*, showing both front & back of set and keyed to theme: "The most important part of a color set is turned toward the wall."

Color film and slide scanner have been ordered from DuMont by WFMY-TV, Greensboro, N. C., color slide scanner by Canadian Westinghouse for delivery to Brantford, Ont. headquarters.

**TEN-POINT CRITERIA** for rating services were disclosed this week by special Advertising Research Foundation committee, which hastens to add that none of the existing services meet all 10. The 10-man committee, appointed 2 years ago by ARF in effort to eliminate some of confusion and duplication by rating services, sets up these standards for ideal rating service:

- Accuracy specifications*—(1) A representative sample of an entire household. (2) Minimum error of recording. (3) Total broadcast area coverage. (4) Minimum conditions of timing behavior. (5) Adequate sample size. *Information specifications*—(6) Average instantaneous audience. (7) Total tuning in on channel. (8) All broadcasting hours. *Mechanical specifications*—(9) Adequate frequency. (10) Reasonable speed.

Full report still hasn't been made public, but its release is imminent. In Oct. 29 *Collier's Magazine* article, *Who Knows Who's on Top?* Dr. E. L. Deckinger, Biow, is quoted: "We have a feeling that the study will be the Kinsey Report of the TV industry."

Committee reportedly recommends a minimum sample of 1200 households for accuracy. It analyzes 6 major rating services — American Research Bureau, Hooper, Nielsen, Pulse, Trendex & Videodex—and gives Nielsen cleanest bill of health. It says its fails on only 2 counts inability to measure out-of-home listening and likelihood of presence of Audimeter device psychologically inducing a family to increase its viewing.

SENATE HEARINGS on TV and juvenile delinquency are scheduled next Tue. & Wed., Oct. 19-20 in Washington (Vol. 10:40), and subcommittee chairman Hendrickson (R-N. J.) put out carefully worded statement this week, giving some indication of feelings of the 4 subcommittee members. Hearings, he said climax 4 months of staff-level study of TV, and will consist of "comprehensive analyses [of] TV's contribution to the education, entertainment and culture of American children."

"The subcommittee," Hendrickson said, "has been told repeatedly that TV shows are loaded with crime, horror and violence during the hours when children can watch such programs. We do not know if such is the case and our sole objective is to determine, through these public hearings, just what mental climate is created via the mass communications medium. My colleagues and I on this subcommittee are opposed to censorship in any form. But at the conclusion of these hearings, if we determine that remedial steps are in order, such a blueprinting will certainly be included in our final report."

At week's end, subcommittee did not release list of witnesses, but reiterated previous statement that group would hear network officials, producers, sponsors, actors, psychologists, station managers, govt. officials. Only witness known to be definitely slated to testify is NARTB pres. Harold Fellows.

Almost certain to come up in hearings are 2 recently published views on TV and crime: (1) Study by NBC-TV film div. based on FBI reports showing that crime increased less in TV cities than in non-TV cities from 1948 to 1952. (2) Column by Walter Lippmann blaming TV, movies and comic books for rise in crime and sadism, and professing "no objection in principle to censorship of the mass entertainment of the young."

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Two TV applications, both vhf "satellite" operations, were filed with FCC this week. Forest Capital Bcstg. Co. (KTRE), which relinquished its CP for Ch. 9 in Lufkin, Tex. last June for economic reasons, re-applied for it this week, saying it has concluded arrangement with Houston's KPRC-TV to broadcast all its programs, with additional local sponsorships. Thus, it says, "programming costs will be kept to a minimum." Biggest stockholder (32%) is pres. R.W. Wortham. Other application was for Ch. 3 in Mayaguez, P.R., by Jose Ramon Quinones, who seeks it as satellite for his WAPA-TV, San Juan. Applications bring total pending to 182. [For further details about these applications, see *TV Addenda 19-N* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

Station clearance problems which plague sponsors, agencies and networks "will pretty much have cleared up by the end of 1956," NBC-TV network sales v.p. George Frey told Oct. 15 AAAA meeting in Chicago. By that time, he said, there will be enough stations in all major cities to provide each network with "sure outlets" for all programs. "By the end of 1956," he said, "75% of all United States homes will be looking at TV." He forecast 430 stations by end of this year, 525 by end of 1955 and 600 by end of 1956. He also predicted minimum of 25,000 color sets in use by end of this year, 350 by end of 1955 and 2,130,000 in 1956.

Voice of Democracy transcriptions, for use during National Radio and TV Week Nov. 7-13, now being shipped to NARTB's 2200-odd members. Transcriptions contain excerpts from addresses of 5 previous national winners of Voice of Democracy competitions; 6 five min. programs giving high school students instructions on entering contest, and an interview with Dr. Elsworth Tompkins of U. S. Office of Education.

New optional ID station break plan was offered this week by NBC Spot Sales to the 10 TV stations it represents. Under new method, an advertiser may use full screen for 7¼ seconds for his message and station will use full screen for 2¾ seconds for its call letters and channel number. Current method gives advertiser ¾ of screen for full 10 seconds, with station using upper right-hand quarter for ID. Thomas B. McFadden, director of NBC Spot Sales, said alternative plan was designed to meet objections of advertisers who complained of cost of printing separate films with individual call letters of each station used. Under new plan, individual film print for each station is not required.

Control of WROW-TV, Albany, N. Y. (Ch. 41) and WROW (5-kw day, 1-kw night, 590 kc, ABC) is being acquired by group headed by commentator Lowell Thomas. As specified in application filed this week with FCC, Thomas group gets 83.45% by buying 2668 shares from 24 of the 26 stockholders, paying \$298,800 cash and assuming approximately \$380,000 in obligations. New owners are Thomas with 31.28%; his business mgr. Frank M. Smith, 20.24%; N. Y.-Washington attorney Alger B. Chapman, 10.45%; Mrs. Edward L. Elliott, wife of New York stockbroker, 20.24%. Two remaining original owners are Louis H. Gross, holding 7.88%, and WROW pres. Dean Taylor, 8.66%, who also is Congressman from N. Y. and Republican national committeeman.

Leasing agreement for WPFA-TV, Pensacola, Fla. (Ch. 15) was approved by FCC this week, giving majority stockholder Charles W. Lamar Jr. authority to operate station as an individual. He leases facilities for 50 months from WPFA-TV Inc., which has 8 other stockholders, gets CP for \$1, pays \$2000 a month for first 6 months, \$1500 second 6, \$500 remaining 38. Lease may be terminated on 10 days' notice if station loses CBS affiliation or goes in red any one month.

Highly qualified applicants for exec. v.p. of Quality Radio Group (Vol. 10:36-37) are so numerous, according to QRG pres. Ward Quaal of Crosley stations, that job of selecting man is extremely difficult. Meeting in New York next week, group hopes to make choice, begin commercial operations from N. Y. headquarters shortly thereafter. QRG comprises 26 stations, and Quaal says aim is to have 32-36, though bylaws permit 50.

Network interconnection schedule, as planned by AT&T's long lines dept.: KAKE-TV, Wichita, Kan., Oct. 14; WSAU-TV, Wausau, Wis., Oct. 17; WCNY-TV, Carthage-Watertown, N. Y., Oct. 19; WTVW, Milwaukee, Oct. 27; WKNA-TV, Charleston, W. Va., Oct. 30; WBLN, Bloomington, Ill., Nov. 1.

NARTB extended deadline to Oct. 20 for stations to return questionnaires on extent of beer and wine advertising, as required for report to House Interstate & Foreign Commerce Committee considering Bryson bill, which would ban all such advertising (Vol. 10:17,38,40).

New 7-hop microwave has been ordered from Philco by Cuba's Circuito CMQ (Goar Mestre) to extend its network facilities 150-mi. from Santa Clara to Camaguey. Also planned is further extension to Santiago, which would interconnect 5 of Mestre's 6 stations.

Power increases: WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) Oct. 5 switched to 25-kw transmitter; WKBN-TV, Youngstown, O. (Ch. 27) Oct. 7 to 12½-kw; WTOP-TV, Washington (Ch. 9) Oct. 16 to 316-kw ERP.

FCC Chairman McConaughy, in first speech since taking office 2 weeks ago, addresses Radio-TV Executives Society luncheon Oct. 28 at New York's Biltmore Hotel.

Personal-size TV: Restaurant in Paramus, N. J. claims to be first to install TV sets in individual booths.

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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**COLOR EQUIPMENT STATUS OF AFFILIATES:** NBC-TV's recent report on color plans of its affiliates (Vol. 10:41) -- their capabilities for handling network color and target dates for equipping themselves for local slide, film and live origination -- was brought up to date this week by research & planning dept. under Hugh M. Beville.

There's so much interest in stations' color plans that we're publishing the compilation as Special Report herewith, showing specific target dates of each NBC-TV affiliate as of Oct. 15. Other networks haven't queried affiliates on such plans. However, CBS-TV has supplied list of its affiliates now able to handle network color and it's included in the Special Report.

NBC-TV's revised summary shows this lineup as of Oct. 15: 69 stations able to carry network color now, 6 equipped for slides, 2 for film, 4 live; figures by Jan. 1 are expected to be 93, 20, 18 & 5, respectively; by July 1, 1955, 99, 32, 31 and 14; by Jan. 1, 1956, 113, 45, 43 and 21.

RCA announced shipment of 3-V color film camera to WMAR-TV, Baltimore, this week -- first to anyone other than NBC-TV. Forty more are to go out within 30-90 days. For list of stations to get them, see p. 13.

**CBS BUYS MILWAUKEE UHF IN WEEK OF 'DEALS':** With FCC's new "5-&-2" rule effective Oct. 22, CBS lost no time acquiring a uhf station, announcing purchase of WOKY-TV, Milwaukee (Ch. 19) for \$350,000 and stating it's "going forward with studies and other plans to acquire a second uhf station as soon as possible." Other networks haven't indicated markets they'll seek, but NBC expects to do so next week.

CBS was busy in several markets, setting house in order so that it can own maximum of 7 stations, of which 5 may be vhf. Having sold 45% interest in WTOP-TV, Washington, it dismissed Ch. 5 application for Boston this week, continued negotiations for sale of 47% interest in WCCO-TV, Minneapolis. At same time, it settled tortuous litigation with Zenith over Ch. 2 in Chicago, Zenith dismissing application and leaving CBS undisputed claimant to WBBM-TV's channel.

CBS's complement at the moment is this: 100% ownership of WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles -- and it apparently means to continue fighting for Ch. 11, St. Louis, in hearings now in progress. With disposition of WCCO-TV holdings and acquisition of WOKY-TV, CBS will have interests in 4 vhf entities and 1 uhf, is thus in position to add 1 vhf, 1 uhf. CBS had nothing to say about which markets it's studying, but Albany is most frequently rumored as uhf quarry.

Milwaukee is one of best uhf markets in country, almost solely because CBS had given full affiliation to WCAN-TV (Ch. 25), which now finds itself in desperate situation with loss of CBS programs. CBS plans to boost WOKY-TV to maximum power.

In picking Milwaukee, CBS enters city ranking 17th or better by most standards -- rather than choosing market in 25th to 50th range, as pres. Frank Stanton had previously indicated CBS planned to do.

Milwaukee has potential of 3 commercial vhf stations -- pre-freeze WTMJ-TV (Ch. 4), imminent WTVW (Ch. 12) and whoever wins 3-way hearing for suburban Whitefish Bay's Ch. 6 -- plus the 2 existing uhfs and a vhf educational station (Ch. 10). WTMJ-TV is staunch old-line NBC-TV affiliate; WTVW is taking ABC-TV and DuMont, both of which had previously fed programs to WOKY-TV.

Seller of WOKY-TV is Bartell family, which retains radio WOKY. Same interests own WMTV, Madison, Wis. (Ch. 33) and radio WAPL, Appleton, Wis.

CBS came out nicely from the Chicago fracas. Zenith drops claims to Ch. 2; CBS pays it \$575,000 for Ch. 2 equipment; Zenith pays CBS approximately \$500,000 for 25-week sponsorship in "Omnibus" starting Oct. 24.

**UNITED FRONT AGAINST 'CRIME' CENSORSHIP:** Senate probers heard no evidence to prove TV programs can cause juvenile crime at this week's 2-day TV hearings.

They did hear 15 witnesses from within and without TV industry -- none of whom was the least bit responsive to the idea of a program "czar," to proposals that FCC be given censorship powers or to any kind of censorship but self-censorship.

Senate's 4-man juvenile delinquency subcommittee, headed by Sen. Hendrickson (R-N.J.) will issue special report on its TV studies. On basis of testimony heard this week, best bet is that it will urge entire telecasting industry -- including TV film producers -- to subscribe to NARTB's self-regulating code and live up to it.

TV industry spokesmen did convincing job of counteracting hearing's curtain-raising presentation by subcommittee's exec. director Richard Clendenen. He used 2 impressive gimmicks: (1) Comparative program logs of TV fare in Washington, Denver, Chicago, San Francisco, Philadelphia, Atlanta, Cleveland, Seattle, Kansas City and Dallas, with "crime and violence" programming (including westerns) blocked in red. (2) "Composite" one-hour film showing "scenes of violence" selected from one week's kiddie programming on Washington's 4 stations. Films selected were taken from 3 westerns, 2 adventure serials. A couple of scenes were pretty gruesome -- and the network and station witnesses didn't deny programming excesses exist.

Representatives of the 4 networks outlined methods of screening material aimed at children, quoted scientific studies which found no positive relationship between TV shows and delinquency, endorsed NARTB code and deplored censorship. Sen. Hendrickson, only Senator attending hearings, asked most witnesses their opinion of code-enforcing industry "czar", was told each time that such a proposal was not only impractical, but potentially dangerous.

"Why couldn't the whole industry be policed by the FCC to remove any doubts [about programming] -- isn't that the appropriate agency?", Sen. Hendrickson asked a witness Oct. 19, first day of hearings. Next day he belabored press for implying that he favored the idea, and he agreed with witness that program content "is a moral problem" which can't be solved by govt. regulation.

Representing FCC, Comr. Hyde testified: "We cannot agree with those critics of radio and TV who believe, however sincerely, that the only way to secure the highest quality program service is to provide a group of govt. officials with a blue pencil. We believe that it would be dangerous, as well as contrary to our democratic concepts, for a few officials in Washington [to] have such power." He praised industry code as "a definite step in the right direction."

\* \* \* \*

NARTB pres. Harold Fellows said all 4 networks and 231 TV stations (including 13 grantees not yet on air) subscribe to code, and that subscribers have responded quickly to warnings by Code Review Board. He outlined these upcoming NARTB projects: (1) Continuing and expanding [program] monitoring operation" to be conducted on behalf of Code Board by unnamed national organization. (2) Pilot study of attitudes toward TV...to be conducted by a recognized research organization," seeking viewer reaction to types of programming at various hours of the day. (3) Enlargement of staff of Code Review Board, now in progress.

Among witnesses outside U.S. TV industry: Director James V. Bennett of U.S. Bureau of Prisons proposed special advisory committee to study TV programming and



report to Congress and the President. Miss Enid Love, who helps plan school telecasts for BBC, stated that "no one in Britain has ever seriously contended that TV or radio by itself can either cause or cure juvenile delinquency."

Even crusading Clara Logan, pres. of National Assn. for Better Radio & TV -- while characterizing NARTB code "completely ineffective" -- opposed "legal censorship." She listed "objectionable" programs and urged public to boycott sponsors of shows harmful to youthful viewers, patronize sponsors of beneficial programs.

Added and widely publicized diversion was appearance of TV's "Captain Video," an actor named Al Hodge, who testified he couldn't see how TV contributed to crime. Press was charmed by respectful way Sen. Hendrickson addressed him as "Captain".

Subcommittee's TV findings will be issued as special report, Hendrickson said at conclusion of hearings. It won't be consolidated with group's other studies on possible causes of delinquency because "it might get lost in the big report." He couldn't predict when TV report would be issued. He closed hearings by reiterating his group's opposition to censorship and determination not to "harm any industry."

Other subcommittee members are Langer (R-N.D.), Kefauver (D-Tenn.), Hennings (D-Mo.). Chief counsel is Herbert W. Beaser.

**UPSTATE N. Y. VHF ON AIR, TEXAS UHF OFF:** Northern New York got its first TV station this week -- and a uhf station, facing bankruptcy, returned to CP status, leaving on-air total at 410, of which 290 are vhf, 120 uhf.

✓ WCNY-TV, Carthage-Watertown, N.Y. (Ch. 7), near Canadian border where the St. Lawrence River meets Lake Ontario, began CBS & ABC programming Oct. 22 after 2 days of test patterns. Nearest other TV outlets are in Syracuse, 65 mi. away, and Utica, 70 mi. It has 20-kw GE transmitter, 12-bay antenna atop 500-ft. guyed tower midway between Carthage and Watertown. Owner is John B. Johnson, who has AMs at Watertown and Massena, N.Y., and publishes Watertown Daily Times. He once held CP for Ch. 48 in Watertown. Louis Saiff Jr. is gen. mgr. Base hour rate is \$150. Rep is Weed.

Station which went off air is KETX, Tyler, Tex. (Ch. 19) -- where vhf KLTW went on air last week (Vol. 10:42). Owner Jacob Newborn, plagued by financial woes, shut down station briefly last March because of "labor dispute and equipment damage" (Vol. 10:14-15). This week he told FCC he is going off air Oct. 23, and filed petition to shift Ch. 9 from Lufkin to Tyler.

**EXHIBITORS ORGANIZE TO BATTLE FEE TV:** To the delight of subscription-TV proponents, they're now recognized as a "threat". Representatives of most major theatre exhibitors' associations met in Chicago last week and formed a Joint Committee on Toll TV to start members on a "great crusade" open to "all groups interested in preserving free home TV for the American people."

Hope of those pushing fee TV is that this "crusade" will stir up enough excitement to prod FCC into giving the subject some consideration. Up to now, Commission has merely shrugged its shoulders and pigeonholed every petition asking for start of rule-making to commercialize pay-as-you-look TV. Hopes of fee-TV forces were running fairly high with Rosel Hyde as FCC chairman, for they felt that he was familiar enough with subject to give them a hearing eventually. With McConnaughey in, however, they fear that a new job of "education" is to be done.

\* \* \* \*

Exhibitors have been shaking warning finger for years, cautioning that subscription TV would mean death of movie theatres -- assuming producers would switch all their product to the electronic medium.

Last week's move is first organized effort, however. Co-chairmen of committee are Alfred Starr, Theatre Owners of America, and Trueman Rembusch, Allied States Assn. Treas. is Philip Harling, Metropolitan Motion Picture Theatres Assn.; secy. is James Arthur, Southern California Theatre Owners. Counsel are Abram Myers, Allied States; Herman Levy, TOA; plus Arthur and Harling.

Though exhibitors are sparking move, they're anxious for support from anyone who fears he has something to lose if pay-as-you-look is launched. They seek

aid even from such "fringe" businesses as transit companies, theatre concessionaires, restaurants -- everyone who benefits from getting people out of the home.

Each of the 3 organizations pushing a subscription TV "system" was happy to comment on the theatre groups' action. "It's like trying to stop the wheels of progress with a fly swatter," said Zenith pres. Eugene McDonald. "It will prove as futile as other attempts by other industries to kill off competition that might cut into profits. I am sure that Congressmen from rural areas will not take kindly to any attempt to stop the one development that can give their constituents good TV."

International Telemeter v.p. Paul MacNamara came out with these soothing words: "I don't think exhibitors realize the possibilities of pay-as-you-see TV as an aid to theatres and how they can tie in with it. We would like to work with them in finding a solution to what they regard as a problem."

Skiatron pres. Arthur Levey scored the "war of misrepresentation," stating: "Our intention is merely to supplement the present limited variety of programs available over free TV. This declaration of war on toll TV is a declaration of an inferiority complex by the motion picture exhibitors."

**FCC GRANTS 2, REMOVES 'ANTI-STRADDLING' RULE:** While granting 2 uhf CPs and issuing one initial decision, FCC marked end of one phase of post-freeze application processing. It did this by eliminating the "anti-straddling" rule which had prohibited any grantee from seeking a new channel in its city while hanging on to its original channel. FCC also showed it doesn't go much for "selective de-intermixture" by turning down requests for deletion of Ch. 10 from Waco, Tex. and designation of Ch. 11 in Durham and Ch. 5 Raleigh, N.C. as educational channels. Week's grants:

Toledo, O., Woodward Bcstg. Co., Ch. 79; Washington, D.C., WGMS, Ch. 20. Initial decision, after dropout, sets up WHIS for Ch. 6 grant in Bluefield, W.Va. after Southern W.Va. TV Inc. pulled out upon payment of \$31,361.

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Elimination of "anti-straddling" rule will have negligible effect. In only a couple cities will uhf operators have opportunity to vie for vhf -- for almost all desirable vhf's are in hearing status, covered by procedural "umbrella" which bars any newcomer from seeking the channels now. The only exceptions are "drop-ins", where vhf channels are now being added through rule-making -- in such cities as Monroe, La. (Ch. 6) and Elmira, N.Y. (Ch. 9).

As for uhf operators seeking lower uhf channels, there are relatively few opportunities still open -- in the east, at least -- according to FCC staff.

In changing processing rule, FCC made it clear that applicants must still specify channels assigned to cities in allocation table, and that processing will remain channel-by-channel -- each channel in a city being considered separately. New rule is effective immediately. It's Public Notice 54-1305, Mimeo. 11433, available from Commission or we'll get you copy.

\* \* \* \*

Turning thumbs down on "de-intermixture" in Waco, FCC stated: "Since there is already a vhf station operating in the area, the instant petition would not eliminate intermixture completely. Petitioner has not advanced any compelling arguments which convince us that we should deviate from the assignments thus far made in the Waco area. The assignments in Waco were made effective in June of 1952. In reliance upon these assignments, two parties have prosecuted their applications for Ch. 10 at an expenditure of considerable time and expense. It is fair and reasonable that this assignment should be changed in the manner here proposed only upon a clear showing that the public interest requires such a change [and we] are of the view that such a showing has not been made." FCC hasn't yet released opinion giving reasons for denying Durham-Raleigh "de-intermixture" petition.

Even as FCC was turning down those 2 requests, it received similar petition from WFIE, Evansville, Ind. (Ch. 62) and WEHT, Henderson, Ky. (Ch. 50), asking that Evansville's Ch. 7 be reserved for educators. In light of FCC's actions this week, it seems that their request, along with others pending, have little chance.

Commission moved quickly on some other allocations actions: (1) Finalized assignment of Ch. 19 to North Adams, Mass., granting WMGT change from Ch. 74 to 19. (2) Started rule-making which would permit WFTL-TV, Ft. Lauderdale, Fla. to move to Miami "antenna farm" by substituting Ch. 39 for Ch. 27 in Miami, Ch. 27 for Ch. 25 in Belle Glade, Fla. WFTL-TV was granted STA to move, subject to outcome of rule-making, and WMIE-TV, Miami (Ch. 27), not on air, was ordered to show cause why it shouldn't be shifted to Ch. 39 to permit the WFTL-TV move.

Allocations petitions received by FCC were: (1) From WCOC-TV, Meridian, Miss. to add Ch. 7. (2) From KETX, Tyler, Tex. (Ch. 19), which went off air this week (see p. 3), to shift Ch. 9 from Lufkin to Tyler. (3) From New Hampshire Commission on Educational TV to shift Ch. 11 from Durham to Gorham, N.H.

Rule-making to add Ch. 13 to Princess Anne, Va. (Norfolk) took a new turn when application for Ch. 13 was filed in New Bern, N.C. In petitioning for addition of Ch. 13 to Princess Anne, WTOV-TV, Norfolk (Ch. 27) had said the channel should be deleted from New Bern because no one was seeking it there.

**FCC CHARTS TV REVENUE-INCOME IN 1953:** Basic overall figures on TV stations' revenues, income and expenses in 1953 were given out by FCC during the Potter uhf hearings (Vol. 10:21), but Commission's full report this week fills out the bare bones of the earlier compilation. Most of the details are about pre-freeze stations because post-freeze stations operated only 4.6 months during 1953, for median station. Fundamental figures are only slightly changed from the Potter committee report:

(1) Industry's revenues were \$432,700,000, up 33% over 1952; expenses were \$364,700,000; income before Federal income tax was \$68,000,000, 23% above 1952.

(2) Networks and their 16 o-&-m stations had revenues of \$231,700,000 vs. \$180,200,000 in 1952, income before taxes of \$18,000,000 vs. \$9,900,000 in 1952. Their AM revenues dropped to \$92,600,000 from \$95,800,000 in 1952, their AM income settling to \$9,400,000 from \$10,200,000 in 1952.

(3) Average pre-freeze station (other than the 16 network-owned) achieved revenue of \$1,896,456, net of \$657,609. Total revenues reported by 114 post-freeze vhf stations were \$16,100,000, but with expenses of \$20,300,000 they lost \$4,200,000. Reports from 112 post-freeze uhf stations showed revenues of \$10,400,000, but their expenses of \$16,700,000 left them with \$6,300,000 loss.

Among new data disclosed was breakdown of revenues by source. Networks and their 16 stations took in \$126,541,000 from network time sales, \$36,870,000 from national & regional spot, \$19,576,000 from local. The 244 other stations giving breakdown (only those with more than \$25,000 are required to report), show \$45,359,000 in network time sales, \$87,448,000 in national spot, \$68,898,000 local.

Networks and their 16 stations garnered \$60,888,000 in talent sales, \$22,792,000 in "sundry broadcast revenues." Other 244 stations received \$9,681,000 for sales of talent, \$16,185,000 for sundry. For all networks and stations, network time sales were up 25% over 1952, spot up 55%, local up 36%.

In breakdown of expenses, networks and their stations paid \$37,368,000 for technical, \$137,448,000 for program, \$13,439,000 for selling, \$25,406,000 for general & administrative. Other 244 stations paid \$30,416,000 for technical, \$61,746,000 for program, \$14,125,000 for selling, \$40,566,000 general & administrative.

A completely new feature in report was revenue increases in one-station markets. The 19 stations which acquired no competitors in 1953 increased their revenues 33.5%. Those getting vhf competition increased 26%, while those faced with new uhf stations attained 35% improvement.

All networks and stations employed total of 18,211 people -- 16,108 full time, 2103 part time. Stations with revenues under \$1,250,000 averaged 58 full time employes, 11 part time. Those with revenues in excess of \$1,250,000 averaged 94 full time, 12 part time. Average of all stations was 83 full time, 12 part time.

Report contains 19 tables, includes great variety of breakdowns -- by size of markets, by income groups, by number of stations in community, etc. It's Public Notice 12387, available from FCC or from us.

**Personal Notes:** John H. Mitchell, v.p. & gen. mgr. of WABC-TV, N. Y. and onetime gen. mgr. of WBKB, Chicago, appointed ABC-TV network v.p., replacing Alexander Stronach Jr., who resigned several weeks ago in wave of resignations and economy dismissals (Vol. 10:39-40); Ted Oberfelder, v.p. & gen. mgr. of radio WABC, succeeds Mitchell . . . Edward F. Lethen Jr., deputy director of Voice of America, named CBS-TV mgr. of network sales development, succeeding Edward P. Shurick, now station relations director . . . Jack Harris, KPRC-TV, Houston, appointed chairman of NARTB TV information committee . . . Robert D. Sanford named gen. mgr. of WSIX-TV, Nashville, succeeding Louis Draughon, who recently sold 1/3 interest each to Sanford & W. H. Crisswell . . . Harry M. (Pete) Bitner Jr., pres. of WFBM-TV & WFBM, Indianapolis, elected pres. of all other Bitner TV-radio interests (WOOD-TV & WOOD, Grand Rapids; radios WFDF, Flint, and WEOA, Evansville), succeeding his father, who becomes chairman; Wm. Kiley promoted to succeed younger Bitner as gen. mgr. of WFBM-TV & WFBM . . . FCC Comr. Rosel H. Hyde, accompanied by staff members Joseph Kittner, James Barr and Bruce Longfellow, scheduled to leave Nov. 3 to head U. S. delegation at NARBA conference on AM in Mexico City . . . John Fitzgerald, FHA attorney, has been tapped by FCC chairman George C. McConaughy for job of chief of office of opinions & review, one of Commission's most exacting positions, to replace acting chief Sol Schildhause who's expected to fill in as asst. to broadcast bureau chief Curtis Plummer during absence of Joseph Kittner . . . H. G. (Jock) Fernhead, ex-KYA, San Francisco, named mgr. of KTVW, Tacoma, which changed from KMO-TV when purchased by J. Elroy McCaw . . . Martin Codel, publisher of *Television Digest*, due back from London Oct. 25 . . . Emil A. Sellars, ex-WGVL, Greenville, S. C., named chief engineer of WBTW, Florence, S. C. . . Sydney King promoted to program mgr., WBAL-TV, Baltimore, replacing Victor F. Campbell, transferred to Hearst Corp. TV-radio headquarters, N. Y. . . . Lloyd G. Chapman named sales mgr., WDTV, Pittsburgh, succeeding George L. BarenBregge, now mgr. of WABD, N. Y., replacing Norman Knight, resigned . . . Owen L. Saddler, v.p.-mgr. of KMTV, Omaha, elected to

CBS-TV Affiliates Advisory Board at Oct. 18-19 meeting . . . W. V. Barton promoted to program mgr., WIBW-TV, Topeka . . . Larry Rasco promoted to director of news & special events, KRLD-TV & KRLD, Dallas, replacing John Hogan, resigned . . . R. W. Hofstetter, CKWS radio mgr., named gen. mgr. of CKWS-TV, Kingston, Ont. (Ch. 11), due in Nov.; Harry Edgar, national rep in Toronto for affiliated Thomson newspapers, named commercial mgr., Bill Luxton promoted to TV program director, Bert Cobb to be chief engineer . . . Wm. P. Davey, ex-*Des Moines Register and Tribune*, named promotion mgr., KSTP-TV & KSTP, Minneapolis-St. Paul, replacing Joseph C. Cook, now NBC, N. Y. . . . Pat Campbell, ex-Don Lee, now TV-radio-film chief for U. S. Information Service, London . . . Roland F. Howe Jr. promoted to TV-radio production mgr., Ruthrauff & Ryan . . . George S. Gladden resigns as TV film mgr., J. Walter Thompson Co. . . . Elmer F. Jaspán named TV-radio director, Adrian Bauer Adv., Philadelphia . . . Robert Gibbons, ex-Lang, Fisher & Stashower, named asst. TV-radio mgr., McCann-Erickson, Cleveland . . . Fanshawe Lindsley, ex-*Fortune Magazine*, named gen. sales mgr. of TNT Tele-Sessions, business & industrial div. of Theatre Network Television Inc.



SMPTE 1955 officers, announced Oct. 18 at Los Angeles convention: John G. Frayne, Westrex Corp., pres.; Barton Kreuzer, RCA, exec. v.p.; Norwood L. Simmons, Eastman Kodak, editorial v.p.; Byron Roudabush, Byron Inc., convention v.p.; Edward S. Seeley, Altec Service, secy.



James S. Tyler, 41, Mutual adv. & promotion director, onetime CBS & J. Walter Thompson Co., died Oct. 22 of heart attack in his office.



Charles P. Skouras, 65, pres. of National Theatres and one of 3 brothers identified with movie industry for more than 25 years, died Oct. 22 in Los Angeles of heart ailment. He was listed by Treasury Dept. for several years in the 1940s as nation's highest paid corporation executive, received \$985,000 in salary during 1948.

Sir Kenneth Clark, chairman of new Independent TV Authority which late next year introduces commercial TV in England, arrived in N. Y. Oct. 21 on *Ile de France*, will receive honorary degree from Columbia U for contributions to arts Oct. 25 (he's former chairman of British Arts Committee), returns to London Nov. 3. While in N. Y., he will look into TV situation; he's staying with friends at 123 E. 79th St. Meanwhile, ITA's new director general Sir Robert Fraser, ex-chief of govt. information under Prime Minister Churchill, this week occupied new ITA headquarters at 12 Woods Mews, Park Lane (Mayfair 6272) and will begin mustering staff.

"I do not think it is too much to say that TV & radio are the reason for the decline of strength, and the decline of the menace, of Sen. McCarthy," E. R. (Curly) Vadeboncoeur, WSYR-TV, Syracuse, told recent meeting of English Speaking Union at Glasgow, Scotland. "He is now facing official censure from the U. S. Senate because TV did the work of exposing him to the American people."

Resumption of hearings on communist allegations against broadcaster Edward Lamb was postponed until Oct. 25 because of illness of FCC attorneys Walter Powell Jr. and Thomas Fitzpatrick. Meanwhile, FCC shelved Lamb's petition to sell radio WHOO, Orlando, Fla. (Vol. 10:36) pending outcome of current hearings.

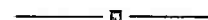
Add tall towers: WSM-TV, Nashville, has filed for permission to erect 1340-ft. structure to cost \$481,000. The 1254-ft. Blaw-Knox tower and antenna will run \$400,000.

**A** "LIGHT AMPLIFIER," one of the 3 "presents" RCA chairman Gen. David Sarnoff asked his researchers to invent by 1956 (Vol. 7:39), is not too far out of reach, Gen. Sarnoff stated Oct. 19, speaking at St. Louis Chamber of Commerce Luncheon celebrating light's diamond jubilee.

"I am speaking of light which is produced directly within a thin layer of electronically active material," he said. "Already, I have seen this light amplification experimentally, in ratios of more than 20; and further progress is certain to be made . . . A first benefit from this research will be bigger and better TV pictures in the home. I believe that the TV tube of today will eventually be eliminated. It will be displaced by a thin, flat screen like a picture on the wall."

Other work with light amplifier, Gen. Sarnoff said, "may be expected to lead to devices which will make vision possible in darkness. These will add greatly to the safety of our transportation on land, at sea and in the air."

As for the other 2 "presents," he noted that TV tape had already been demonstrated (Vol. 9:49) and that "encouraging progress" is being made in development of an "electronic air conditioner," with a laboratory model "now under way."



American Newspaper Guild, rebuffed few weeks ago in bid to represent TV newsmen and writers, plans to invite Writers Guild of America to affiliate with it in near future, according to Joseph Campo, ANG's international rep on west coast.

**Telecasting Notes:** More feature films are headed for TV as result of Supreme Court's Oct. 18 rejection of appeals by cowboy stars Gene Autry and Roy Rogers from separate San Francisco appeals court rulings that Republic Pictures is legally entitled to offer their movies to TV (Vol. 7:22-24, 8:20, 10:24). Directly involved were 81 Rogers movies, 57 made by Autry, which Republic pres. Herbert J. Yates once estimated were worth \$3-4,000,000 as TV material (Vol. 10:16). But Supreme Court's action may also discourage other movie stars whose contracts with producers are similar to Autry's and Rogers', from attempting legal action to hold up release of their films. While standard Screen Actors Guild contract awards all rights—including TV—to producer, Autry's and Rogers' pacts had clauses giving the actors the rights to control use of their names in advertising of commercial products; this clause, they contended, gave them control over commercial TV use of their pictures . . . "Film Features Reaching TV at Better Than One-a-Day" captions survey of TV movie availabilities in Oct. 23 *Billboard*. Story points out that at least 378 titles now on TV weren't available year ago and that total will probably pass 400 before year is out. Of total, at least 70 were made in U. S. since 1950, another 70 were made here in the '40s. The 378, says *Billboard*, "are being sold in 18 different packages by 15 different distributors" . . . "Shoot a Video Film and See the World," headlines story in Oct. 23 *Billboard*, enumerating these countries where Govt. and private film interests are offering to help defray costs of TV film making by American producers: Yugoslavia, India, Argentina, Africa, Brazil, Australia, Spain, Italy, Germany, France, England . . . Local TV personalities can now interview Bing Crosby or Rosemary Clooney, present comedy sequences by Martin & Lewis, or show excerpts from latest movies—courtesy of Paramount Pictures. The interview films, 5 min. long, are prepared for "split-screen" techniques, whereby local TV m.c. (live) asks the (prepared) questions and the star answers them (on film). Other sequences, such as Martin & Lewis, are excerpts from new movies. Oct. 20 *Variety* reports 50-60 of Paramount's free-plug films are "in use constantly" . . . Clever promotion: ABC film syndication div. sending out toy handcuffs with material on its *Passport to Danger*, featuring Cesar Romero . . . Masterminding future of "spectaculars" is favorite pre-occupation of

show business press these weeks, Oct. 20 *Variety* guessing that "the networks will revert back to business-as-usual next year and write off the pattern of 90-min. top-budgeted extravaganzas as a 'one-season wonder'" and reporting Sunday night NBC-TV spectacular co-sponsor Hazel Bishop "wants out." But Oct. 23 *Billboard* reports NBC-TV engaged in "deeper examination of the soundness of the once-a-month programming concept," and that "Hazel Bishop does not wish to cancel its spectaculars but wants NBC to find a cure for the trouble" through changing format and perhaps shortening them to one hour . . . Trendex, meet Nielsen: In contrast to the unspectacular 25.4-26 rating given NBC-TV's first Saturday night spectacular, *Lady in the Dark*, by Trendex's 10-city survey (Vol. 10:40), national Nielsen ratings for 2 weeks ended Sept. 25 put that show in No. 4 position for the period with 39.1, topped only by *Dragnet*, *Milton Berle*, and *Jackie Gleason* (*Lucy* hadn't started yet) . . . "Out-of-town tryouts" now testing dramatic material selected for Ford Foundation's *Omnibus* (CBS-TV); first was airing of 2 short plays Oct. 20 on WCAU-TV, Philadelphia . . . Hearty welcome-back to *Omnibus* extended editorially by *New York Herald Tribune*, hailing the program as one "unflinchingly dedicated to the principle that TV can operate successfully on the adult level" . . . WPIX "sports network" began fall-winter season this week, with over 100 events from Madison Square Garden and elsewhere to be picked up off-air from New York station by 9 northeastern uhf outlets . . . New "Gulf Combination" rate, with \$340 Class A hour, announced by WEAR-TV, Pensacola (\$200 base hour), and WJDM, Panama City (\$150 base); Mel Wheeler is gen. mgr. of both stations which have different owners . . . Rate increases: WAAM, Baltimore, raises base hour from \$850 to \$975, min. \$150 to \$175; WCAN-TV, Milwaukee, from \$500 to \$600 & \$85 to \$100; WSPD-TV, Toledo, from \$750 to \$850 & \$150 to \$170; KELO-TV, Sioux Falls, S. D., from \$200 to \$300 & \$40 to \$60; KGGM-TV, Albuquerque, from \$250 to \$300 & \$42 to \$50; KTTV, Los Angeles, raises Class A min. from \$290 to \$365 . . . Rate decrease: WATO-TV, Cambridge-Boston, cuts all rates, Class A hour going from \$375 to \$250, min. \$75 to \$50 . . . Petry rep firm moves Los Angeles office to 530 W. 6th St., Tucker 3171 . . . New rep: KULA-TV, Honolulu, to Adam Young (from Headley-Reed).

**Network Accounts:** By rejiggering budgets, increasing number of advertisers found money for network TV sponsorship in first 9 months of 1954 at expense of network radio and magazine & newspaper supplements, reports Oct. 16 *Business Week Magazine*. It says 8 of 15 major categories of advertisers increased network TV purchases while cutting radio buys by average 26% below first 9 months of 1953 and magazine & newspaper supplement space by 11%. As example, it cites Procter & Gamble, which this year took \$200,000 from other media to boost TV ad budget by \$3,500,000 . . . Camels to sponsor new Robert Cummings film series as replacement for *Hunter* on NBC-TV starting Jan. 2, Sun. 10:30-11 p.m., thru Wm. Esty Co. . . . Instant Maxwell House Coffee to sponsor *December Bride* on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Paper-Mate Pen Co. to be alt. sponsor (with Toni) of *People Are Funny* on NBC-TV, Sun. 4-4:30 p.m., thru Foote, Cone & Belding . . . Gemex (watch bands) buys 10 min. of *Stork Club* on ABC-TV, Sat. 10-10:30 p.m., thru BBDO . . . ABC-TV drops *Let's Dance* Sat. 8-9 p.m., effective Oct. 23, inserts sustainer *Dottie Mack Show*, currently Sat. 7:30-8 p.m.

Speaking about network radio's future Oct. 19, at meeting of Radio & TV Executives Society in N. Y., Mutual chairman Thomas F. O'Neil had this to say about RCA-NBC chairman David Sarnoff's bearish views of network radio (Vol. 10:36): "I agree wholeheartedly with the recent statements of Gen. Sarnoff. On the other hand, I would have agreed with the criticism of his remarks—if that criticism had been based on a proper appraisal of his words. Unfortunately, his remarks were subjected to misquotations and false generalization, although I am sure that these inferences had no malicious objective and grew out of sincere misunderstanding. I believe that the General was speaking to a group of TV affiliates who also have radio properties—and whose past inflexibility, on several occasions, proved a larger deterrent to radio network progress than any lack of ingenuity on the part of the network."

Anti-trust suit against 12 movie producers to compel them to release 16mm films to TV and other non-theatrical outlets (Vol. 8:30, 39) was set for pre-trial hearing Dec. 13 in Los Angeles Federal Court. Judge Harry C. Westover, who set date this week, indicated case may go to trial by spring.

Muzak in elevators—12 of them—is feature of new 26-story building at 112 W. 34th St., N. Y., built by Webb & Knapp Inc.

Uhf straw in the wind? WTVP, Decatur, Ill. (Ch. 17) on Oct. 15 announced its second rate increase this year base hour from \$250 to \$300, min. \$50 to \$60.

**Station Accounts:** Unique rate card, which provides for refunds to advertisers if programs they sponsor don't attain specific rating, was disclosed this week by WATV, Newark. Under its rate card No. 5, effective Nov. 15 (when it goes to 316-kw), Class A hourly rate is set at \$2000, min. at \$400. But new rates require station to deliver a Pulse rating of 6% of all TV receivers in area for Class A programs, 4.5% in B time, 3% in C, 2.2% in D. In case program doesn't attain that rating, advertiser may elect to receive a cash or time credit . . . Standard Oil of Ohio, introducing new Boron Supreme gasoline, will sponsor 30-min. film, *Milestones of Motor-ing*, on all Ohio outlets Oct. 26, thru McCann-Erickson . . . Habitant Soup Co., Manchester, N. H., backing up its entry into national distribution with extensive TV-radio spot campaigns, thru Chambers & Wiswell Inc., Boston . . . Brazil Nut Assn., 100 Hudson St., N. Y. (T. R. Schoonmaker, exec. secy.) marks 20th anniversary with big fall TV campaign, thru Charles W. Hoyt Co., N. Y. . . Unique tie-in has *Los Angeles Daily News* sponsoring 5-min. news program Mon.-thru-Fri. 6 p.m. on KCOP (owned by Copley Press), using excerpts from that day's columns and exclusive news stories appearing in *News*, thru Paul & Baum . . . Bucking newspaper exclusive, WABI-TV, Bangor, launches daily classified ad program, reports 70% sell-out of local sponsors . . . General Bev-

erages (Donald Duck soft drinks) breaks into Los Angeles market with sponsorship of *Little Little Theatre* on KNXT, Sat. 5:30-6:30 p.m. . . Beatrice Foods Co. (Meadow Gold butter) buys *Sports for the Family*, 15-min. film show, in 30 major markets, thru Foote, Cone & Belding . . . Among other advertisers currently reported using or preparing to use TV: Alva Laboratories, Chicago (Alleghyn hay fever capsules), thru Advertising Co. of America, Chicago; Golden Gate Hotel, Miami Beach, Fla., thru Roland-Bodee & Flint Advertising Agency, Miami Beach; National Pickle Packers Assn., Oak Park, Ill. (pickle promotion), direct; Richfield Oil Corp. of N. Y., N. Y. (gasoline & oil), thru Morey, Humm & Johnstone, N. Y.; Time Inc., N. Y. (*Life Magazine*), thru Young & Rubicam, N. Y.; Ohio Oil Co., Cleveland (Marathon Mile-Maker gasoline), thru N. W. Ayer; Mullins Mfg. Co., Warren, O. (Youngstown steel kitchens), thru Brooke, Smith, French & Dorrance, Detroit; Gold Medal Candy Corp., Brooklyn, N. Y., thru Emil Mogul Co., N. Y.; Premium Beer Sales Inc., Chicago (Lowenbrau beer), thru Olian & Bronner, Chicago.

Advertising Council to use TV-radio heavily next month for annual campaign to increase attendance in churches. Time will be donated as public service. J. Walter Thompson Co. is handling arrangements.

Color standards for TV film have been established by SMPTE, and 6-min. test film will be available to TV and film industries at cost in 16 & 35mm prints early next year, it was announced Oct. 21 at SMPTE's Los Angeles convention. Following year's study by TV committee, test requirements were agreed to by Eastman Kodak, Technicolor and Ansco. Test film shows values of brightness, contrast and color balance required for best color TV reproduction. SMPTE convention also heard paper by Sid Solow, v.p.-gen. mgr., Consolidated Film Industries, outlining new color film techniques which can save money for TV producers. Original color negative can now be edited to obtain lap dissolves and fades in black-&-white and color prints, he said, without the additional expense or loss of quality inherent in the current dupe negative method. He estimated that a half-hour show can be shot in color for approximately \$5000 more than black-&-white, including increased costs for film, processing, sets, makeup, etc.

Petition to exercise option for 25% of WGR-TV, Buffalo (Ch. 2) and WGR (5-kw, 550 kc, NBC) by *Niagara Falls Gazette* was approved this week by FCC. Currently selling radio WHLD (Vol. 10:41), *Gazette* is buying 2400 shares of WGR Inc. for \$24,000, plus subscription to \$185,000 of unsecured debenture bonds.

ABC-TV signed long-term, exclusive consultative contract this week with Theatre Guild, effective Oct. 28, in effort to improve quality of dramatic programming. Theatre Guild is currently associated with ABC-TV in production of *U. S. Steel Hour* Tue. 9:30-10:30 p.m.

American Cancer Society's 1954 Distinguished Service award was presented to CBS Oct. 21 in recognition of post-graduate cancer education course for physicians, featuring 30 hour-long closed-circuit color telecasts. CBS pres. Frank Stanton this week was elected to ACS board.

Fifteen Disney films originally shown in theatres will be used in this season's *Disneyland* series (ABC-TV) which premieres Oct. 27, while 21 of the programs will consist of new material. Next season, 13 of 39 programs will be made up of old Disney theatrical films.

Sen. Warren Magnuson (D-Wash.) will be chairman of Senate Interstate & Foreign Commerce Committee next year if Democrats win control of Senate, Minority Leader Lyndon B. Johnson (D-Tex.) announced Oct. 22.

Quality of black-&-white pictures from color transmissions troubles GE's Dr. W. R. G. Baker, who was chairman of NTSC which set up color standards. He points out that standards permit excellent monochrome quality and that this is frequently achieved in practice. Sometimes, however, pictures are decidedly lacking in contrast. "The reason, I think," Dr. Baker says, "is that people aren't careful enough. They're moving too fast. There's a lot to be known about lighting, and there's an awful lot of equipment to take care of. I hope they'll clean it up, because it makes the whole industry look bad." Degradation is largely at origination end rather than at stations, he says, noting that he's looked at color from quite a few stations and found poor pictures on all of them at times.

Nation's first uhf TV station, Portland's KPTV (Ch. 27), expects to be operating on maximum power of one megawatt by next March, mgr. Russell K. Olsen announced this week. It will be RCA's second 1,000,000-watt installation, first being WBRE-TV, Wilkes-Barre (Ch. 28), for which no target date has been announced, but which is expected to be in operation around first of next year (Vol. 10:39). KPTV's 25-kw amplifier and 45-gain antenna are expected to arrive in February. Olsen estimated cost of power-boosting project at \$350,000. Construction of new 540-ft. tower to replace present 210-ft. structure is now underway, with Nov. 15 completion goal.

Suit against WTVJ, Miami, by local investment broker John Jacova, who asked \$500,000 damages when his picture was televised along with group of gamblers and bookies after raid on restaurant, was thrown out of court this week by Miami Circuit Judge Herin, who held that although Jacova might have been "innocent bystander" (he was not arrested), he had no cause of action.

Educational WCET, Cincinnati, gets \$10,000 check Oct. 25 from Emerson's Ben Abrams, who has pledged to give them to first 10 educational stations on air. WCET is 6th.

Due for AT&T network interconnection Nov. 1: WBLN, Bloomington, Ill.; WSAZ-TV, Huntington, W. Va. (replacing private link); KSWM-TV, Joplin, Mo.

CJON, St. John's, Newfoundland, this week received authorization to build TV station on Ch. 2. This is 30th Canadian CP to date, of which 18 stations are now on air. Grantee is privately owned by Newfoundland Bestg. Co.

**T**HERE ARE STILL 203 TV grantees who are not on the air—but more than half of these have no plans to begin telecasting, or at best only vague and indefinite plans. Subtracting the 27 educational CPs (12 vhf, 15 uhf), there are 176 commercial CPs outstanding, of which 62 are vhf, 114 uhf. In our regular canvass of upcoming stations, we have been notified of definite on-air plans, targets and equipment orders by most of the 62 vhf grantees—but vast majority of the 114 uhf permit holders are in the “indefinite” file.

No transmitter shipments to upcoming stations were reported this week. Only report in our weekly survey of equipment manufacturers was shipment of RCA 12½-kw amplifier Oct. 18 to WSJV, Elkhart, Ind. (Ch. 52).

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

KVOO-TV, Tulsa (Ch. 2), has set Nov. 15 test pattern and Dec. 5 programming targets, writes gen. mgr. C. B. Akers. It has temporary 200-ft. self-supporting Blaw-Knox tower ready for GE antenna, gives Nov. 10 date for installation of 35-kw GE transmitter, which arrived Oct. 14. Contract for permanent 1052-ft. tower will be awarded by Nov. 1, for completion by next March. Principals are oilmen Wm. Skelly and Sen. Robert S. Kerr (D-Okla.), latter also controlling WEEK-TV, Peoria, Ill. Rep will be Blair.

KREM-TV, Spokane, Wash. (Ch. 2), now hopes to get on air Oct. 31, reports gen. mgr. Robert H. Temple. It will use 25-kw Federal transmitter and 747-ft. Truscon tower with 5-bay GE antenna. Network affiliation hasn't been signed yet. Base rate will be \$300. Rep will be Bolling.

WIRI, Bloomingdale, N. Y. (Ch. 5), has transmitter building ready for 5-kw DuMont unit shipped Oct. 18, reports pres.-gen. mgr. Joel H. Scheier. It expects to have 100-ft. Trylon tower and 6-bay RCA antenna on Terry Mt. ready by Oct. 29 in order to begin test patterns on Oct. 30, programming Nov. 24. Base rate will be \$250. Canadian rep will be Radio & TV Sales Inc.; U. S. rep not yet chosen.

KWIK-TV, Pocatello, Ia. (Ch. 6), owned by new Pocatello Television Corp. following merger of Brady-Carman-Wrathall group with Tribune Journal Co. (Vol. 10:40), now has “no possibility” of beginning operations before the summer of 1955, according to gen. mgr. John R. Taylor. Rep will be Hollingbery.

KCTS, Seattle (Ch. 9, educational), hopes to begin test patterns “not too long after Nov. 1,” according to mgr. Loren B. Stone. It has complete RCA 5-kw transmitter and 2-camera chain, 2 RCA film projectors and other equipment donated by KING-TV. The 6-bay antenna ordered from RCA has arrived and construction has begun on modified 210-ft. Bethlehem self-supporting tower, also donated by KING-TV. It plans 4 hours of programming, 5 days a week, shortly after Dec. 1.

KOED-TV, Tulsa (Ch. 11, educational), plans to get going the early part of 1955, reports director John W. Dunn of Oklahoma Educational Television Authority, which also holds CP for KETA, Oklahoma City (Ch. 13). KOED-TV plans to order transmitter soon, already has 14-section RCA antenna on hand for installation on KOTV tower, leasing use of tower & space in transmitter house for \$1 year. Construction will be financed by bond issues retired from dedicated funds; operating funds will come from legislative appropriation.

KTRK-TV, Houston (Ch. 13), formerly KTLJ, now plans Nov. 4 test patterns, with commercial start scheduled for Nov. 13, reports gen. mgr. Willard E. Walbridge. It will use 50-kw RCA transmitter, 960-ft. Ideco tower with 12-bay RCA antenna. It affiliates with ABC. Base rate will be \$700. Rep will be Blair.

WSFA-TV, Montgomery, Ala. (Ch. 12), being sold to WKY-TV & WKY, Oklahoma City (Vol. 10:40), now plans No. 28 commercial start, according to its current pres. David E. Dunn. It has 750-ft. Ideco tower with 12-bay superturnstile antenna ready and 50-kw RCA transmitter was being checked out last week. It has signed as basic NBC, will be city's second outlet, WCOV-TV (Ch. 20) having begun in April, 1953. Headley-Reed will be rep.

KPAR-TV, Sweetwater, Tex. (Ch. 12), will be built after delivery of 50-kw transmitter to KDUB-TV, Lubbock, also owned by Texas Telecasting Inc., reports pres. W. D. (Dub) Rogers. DuMont 500-watt transmitter and 400-ft. Andrews tower have been ordered for Sweetwater, which is to be virtual satellite of Lubbock outlet. Rep will be Avery-Knodel.

KRCG, Jefferson City, Mo. (Ch. 13) now plans late Dec.-early Jan. test patterns. Its 500-ft. tower and 12-section superturnstile RCA antenna are due to be ready Nov. 15 and 10-kw RCA transmitter is due in Dec., reports 60% owner Mrs. Betty G. Handy, whose family also controls local radio KWOS and *Jefferson City Capital News & Post Tribune*. Rep will be Meeker.

WGMS, Washington, which received Ch. 20 grant this week, believes “the only way uhf can succeed here is for all the outlets to go on the air simultaneously and promote simultaneously,” says pres. M. Robert Rogers, adding that he plans to propose that grantee WOOK-TV (Ch. 50) and local educational group which hopes to apply for Ch. 26, all use 450-ft. WGMS tower for their TV antennas. TV station will choose new call letters, he said, since it won't be identified with WGMS, a “good music” operation. Equipment hasn't been ordered.

KDTX, Dallas, Tex. (Ch. 23), and KTVP, Houston (Ch. 23), are in “indefinite” status according to attorney for both, Ross K. Prescott. Owners are Texas oilmen R. L. Wheelock, W. L. Pickens and H. H. Coffield. Equipment hasn't been ordered, nor have reps been chosen.

WIBG-TV, Philadelphia (Ch. 23), hasn't reported transmitter order or selected sales rep, doesn't expect to begin construction until next year, according to exec. v.p. Joseph Lang. Owner is *Philadelphia Daily News*.

WMIE-TV, Miami, Fla. (Ch. 27), now is in “indefinite” status, reports gen. mgr. Kurt A. Meer. Principal owner is Georgia ex-Gov. E. D. Rivers Sr., who also holds CP for WCTV, Thomasville, Ga. (Ch. 6), and owns 60% of WOBS-TV, grantee for Jacksonville, Fla. (Ch. 30). Rep will be Stars National.

WSBM-TV, Saginaw, Mich. (Ch. 51) now doesn't plan to get on the air until Dec., 1955, writes pres. John L. Booth. He also operated WBKZ-TV, Battle Creek (Ch. 64), now permanently off air and holds CP for WJLB-TV, Detroit (Ch. 50), which has Sept. 1956 target, and is applicant for Ch. 10 in Parma-Onondaga, Mich., as well as operator of 3 Michigan AMs. Rep will be Pearson.

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CKCW-TV, Moncton, N. B. (Ch. 2), is installing 2-kw RCA transmitter, hopes to begin test patterns about first or second week of Nov., programming Dec. 1, reports pres.-gen. mgr. F. A. Lynds. It will use 300-ft. tower with 3-bay RCA antenna on Caledonia Mt., south of Halifax, about halfway to Alma on Bay of Fundy. Studios will be in Victory Industrial Centre Bldg. Base hour will be \$200. Reps will be Adam Young and H. N. Stovin & Co.

CKWS-TV, Kingston, Ont. (Ch. 11), now plans Nov. 15 test patterns, regular programming within following two weeks. It will use 10-kw RCA transmitter and 400-ft. tower with 12-slot wavestack antenna. It's owned by Sen. W. Rupert Davies, publisher of *Kingston Whig-Standard* (51%) and Roy Thomson, chain newspaper publisher, who also are building CHEX-TV, Peterborough, Ont. (Ch. 12), due next Feb. Reps will be Weed and All-Canada.

**BEHIND THE STORY OF HIGH RETAIL SALES:** You hear a lot of explanations these days for the big boom in TV market, which has the trade pinching itself to make sure it's true. While some of the explanations are subject to individual interpretation, the figures don't lie -- and they show sales to public averaging about 220,000 a week so far in Oct. For first 9 months, sales totaled about 4,300,000 -- including about 1,000,000 in 5-week Sept. Only once since 1950 have retail sales gone over the million mark in a single month, that being in statistically 6-week Dec. 1952.

Sylvania's Frank Mansfield, a pioneer in trade statistical research, noted the glowing picture this week in speech to annual Boston Conference on Distribution and went on to predict retail sales of nearly 7,000,000 TVs this year. That's an estimate we've heard privately from other set makers in recent weeks -- indicative of how wrong some of them were at start of year, with 5-6 million sales forecasts.

Reasons for the boom take in a lot of territory, say trade leaders. First, this is normally TV's best season (though last year it was disappointing). Then there are the low prices. Despite some recent increases (for hikes this week, see p. 11), fact is that a 17-in. table model sold for around \$300 in 1950, about \$200 last year, and \$130-\$170 this year. Add such factors as strong fall programming, improved styling of sets, more aggressive selling by dealers -- and you have just a few of the reasons behind the good business volume.

The replacement and second-set markets are coming into their own, too. The old 12 & 14-in. sets are beginning to wear out and are being replaced or retained as supplementary sets. That there's a big market for second sets is attested by recent survey of American Research Bureau indicating fewer than 1,000,000 homes had 2 or more sets as of July (Vol. 10:41).

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Influence of color as stimulant to black-&-white sales is another factor you hear mentioned with increasing frequency. Trade had been freely predicting for year or more that color would build traffic on dealer floors. Generally, it didn't work that way with 15-in. sets, due to paucity of programs, small screens, high prices.

But limited number of 19-in. color sets now on market (by CBS-Columbia and Motorola) seem to have given a new push to black-&-white. As one manufacturer explained it: "The prices haven't come down, even though screens are larger and there is more programming. A lot of folks have just realized for the first time that they can't afford color in the foreseeable future and are buying black-&-white now."

DuMont's Dan Halpin, who says his company won't market a color set this year, had some observations this week on how color should be merchandised. He told us:

"Color is a high-priced electronic specialty which requires specialized selling techniques. A color set cannot be sold over the counter, as a \$150 black-&-white set can. You must build the sale well in advance. You're shooting for about 1% of the public next year and you must direct your efforts to separate the wheat from the chaff, the buyers from the merely curious. You must develop special mailing programs, color demonstrations and you must sell pride in ownership to the potential 1%. You've got to make him brag about being the only one in his neighborhood to own a color set. Tell him he can organize color parties for shows the way he did in the early days of black-&-white. The problems are similar."

Continuing big-splash promotions, Motorola was scheduled to present color to public Oct. 24 in Baltimore, Oklahoma City & Dallas, then Boston Oct. 28. In addition, it conducted dealer meetings in Milwaukee Oct. 21, Washington Oct. 23, planned meetings in San Diego Oct. 25, Minneapolis, Grand Rapids, Columbus, O. and Richmond Oct. 28. Dealer meetings usually precede introduction to public by about 2 weeks. CBS-Columbia, presenting color to top consumer prospects with minimum of fanfare, opened up Chicago this week, goes into Atlanta and Indianapolis Oct. 28.



TV production keeps going up, totaling 217,931 week ended Oct. 15, compared to 207,791 preceding week and 199,173 week ended Oct. 1. Week's total was just under unofficial weekly production record of 219,680 in Oct. 1950. For 40 weeks to date, output was about 5,050,000, compared to 5,900,000 in corresponding 1953 period.

Radio production went to year's high of 234,276 (79,064 auto), up from the 207,712 week ended Oct. 8 and 207,673 week before. For 40 weeks, output was about 7,435,000, compared to approximately 10,485,000 in same period year ago.

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**Topics & Trends of TV Trade:** Failures among TV-radio-appliance manufacturers totaled 39 in first 9 months of 1954, compared to 23 in same period of 1953, reported Dun & Bradstreet this week, which wasn't able to estimate percentage of operating concerns. Liabilities rose to \$12,015,000 from \$6,149,000 year ago. Failures among TV-radio-appliance wholesalers totaled 22 vs. 21 in first 9 months of 1953; liabilities were \$2,581,000 vs. \$720,000. Among retailers, there were 373 failures vs. 244 same 1953 period; liabilities were \$26,860,000 vs. \$11,947,000.

Business failures in Dun & Bradstreet tabulations include businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure or attachment; voluntarily withdrew; were involved in court actions as receivership, reorganization, Chapter XI arrangement or voluntarily compromised with creditors out of court. They don't include withdrawals due to changes in ownership and voluntary liquidation in which there is no indication of loss to creditors.

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Probe of alleged service racketeering in N. Y. was ordered this week by Mayor Wagner following indictment of Sutter TV Service, Brooklyn TV repair firm charged with defrauding customers of \$350,000 annually. After meeting with Kings County District Attorney Silver, Wagner said \$39,000,000 service industry in metropolitan N. Y. presented a "wide opportunity" for abuses by unscrupulous operators. He said "a study of this situation will be a protection to honest repairman." Persistent complaints, he said, have reached his office and Better Business Bureau about fraudulent repair bills. He said he was not sure whether licensing of servicemen would solve problem. A licensing bill has been pending before City Council's welfare committee since last Jan. 19. It sets up a schedule of fees for technicians, apprentices, service contractors and dealers and provides strict rules for enforcement under 8-man supervisory committee appointed by mayor. Violators would be subject to license revocation, fines of \$100-\$500 and/or 6 months in prison.

First all-transistor pocket radio aimed at mass market is now in production by Regency Div., Industrial Development Engineering Associates Inc., manufacturer of uhf converters, TV boosters and hi-fi equipment. Pres. Edward C. Tudor says initial production rate is 1000 units a day, and radio will go on sale Nov. 1 in New York and Los Angeles at \$49.95 list. Distribution will later be expanded to other cities, backed by heavy promotional campaign. Radio measures 3x5x1 1/4 in., weighs less than 12 oz., is powered by single miniature battery. The 4 transistors used, developed and manufactured by Texas Instruments Inc., are mixer-oscillator, audio amplifier and 2 IF amplifiers. Germanium diode is used as detector. Radio is equipped with 2 1/2-in. Jensen speaker and "private ear" phone which cuts off speaker when in use.

International Resistance Co. this week purchased Van Dyke Instruments Inc., St. Petersburg, Fla., manufacturer of precision potentiometers. Headed by Irwin Braun, company will be operated under present management as IRC wholly-owned subsidiary.

**DISTRIBUTOR NOTES:** Stromberg-Carlson appoints Glosser Co., 2844 NW 10th St., Oklahoma City (John Glosser, pres.); Empire Distributing Co., 1024 Madison Ave., Toledo (M. N. Isaacson, v.p.); Kelvinator Corp., 622 Broadway, Cincinnati . . . Capehart-Farnsworth: Harold N. Lieberman Co., 257 Plymouth Ave., Minneapolis (Harold N. Lieberman, pres.) and Knoxville Television Distributors, 4717 Clinton Highway, Knoxville (V. H. McLean, pres.) . . . DuMont: Kelvinator Corp., 60 Arsenal St., Watertown, Mass. (Walter R. Gunberg, mgr.) . . . Packard-Bell: Norris Teakle Co., Oakland, Cal., replacing Don Fleming Co. . . . Arvin: H. J. Walt Co., Sacramento (Homer J. Walt, pres.) . . . Scott Radio (Meck TV): Gateway Motor & Auto Supply, La Crosse, Wis.; Electro Distributing Corp., Morgantown, W. Va.; General Industrial Supply Corp., Midland, Tex.; Frankland's Carriage Co., Jackson, Tenn.; Roberts Inc., Parkersburg, W. Va. . . . John W. Amberg Co., Seattle (Admiral) appoints Frank W. Chaney operations mgr. . . . Westinghouse Electric Supply Co., Newark, promotes John W. Bamert to consumer products mgr. . . . GE Supply Co., Nashville, appoints D. B. Farrer regional mgr.

Zenith raised prices this week on following models (all 21-in.): Model R2228YU, ebony table, from \$220 to \$230; R2229YU, ebony table \$230 to \$240, mahogany \$240 to \$250, blonde \$250 to \$260; R2230RU, mahogany table \$260 to \$270, blonde \$270 to \$280; R2253M, open-face maple console \$320 to \$330; R22503MU, open-face maple console \$360 to \$370; R2337RU, open-face mahogany console \$380 to \$385, blonde \$390 to \$395; R2359RU, open-face mahogany console \$420 to \$425, blonde \$430 to \$435; R2360RU, open-face mahogany console \$440 to \$445; R2367EU, open-face blonde console \$490 to \$495, ebony \$500 to \$505; R2671RU, open-face mahogany console \$440 to \$465, blonde \$460 to \$485; R2387RU, full-door mahogany console \$720 to \$725, blonde \$740 to \$745. In addition, R2671R, a 24-in. open-face mahogany console, was raised from \$400 to \$420, blonde \$420 to \$440.

Admiral introduced 17-in. table model with printed circuit section "equivalent to over one-half of all the normally exposed wiring" and using "series string" tubes, priced at \$130—\$20 under current price leader. New "featherweight" set weighs 46 lbs., uses 90-degree deflection tube, is housed in cabinet 3-in. shorter than regular 17-in. receivers. It's available in metal at \$130, mahogany finish \$140, blonde oak \$150. Also added to line were 21-in. open-face mahogany console, with 8-tube printed circuit section and 90-degree tube, at \$230, de luxe version \$250, blonde oak & maple \$260, and 21-in. mahogany combination at \$350, blonde \$370.

TV shipments to dealers totaled 3,463,871 in first 8 months, when production was 3,785,519, according to RETMA state-by-state and county-by-county report released this week and available on request. They compared with shipments of 3,797,832, production of 4,754,285 in same period of 1953. New York led in shipments, with 333,226; California second, 247,933; Pennsylvania third, 216,210. Aug. shipments were 466,694 vs. 329,574 in July and 465,018 in Aug. 1953.

Motorola adds 21-in. open-face mahogany console at \$300, replacing comparable model at \$280.

**Trade Personals:** Frank Folsom, RCA pres., a trustee of National Security Industrial Assn., presents President Eisenhower with Assn.'s James Forrestal Memorial Award "for outstanding contributions to national security" at ceremonies in Washington's Mayflower Hotel Oct. 25; morning of same day, Folsom receives "Cross of Commander, Royal Order of the Phoenix" from Greek ambassador . . . Arthur V. Loughren, Hazeltine exec. v.p., presented annual plaque by RETMA for contribution to color circuitry, at radio fall meetings in Syracuse . . . Martin F. Bennett, RCA west coast regional mgr., named national director of RCA's 8 regional offices . . . John D. Small, onetime v.p. & exec. asst. to Emerson pres. Benjamin Abrams, chairman of Munitions Board from 1950-52, elected pres. of Emerson subsidiary Quiet Heat Mfg. Co. (air conditioners, oil burners), where he has been exec. v.p. for last year . . . Vinton D. Carver promoted to product engineering mgr., Farnsworth Electronics Co., Ft. Wayne (IT&T); Walter G. Hawkins appointed mgr. of missile & radar development . . . Charles Herrmeyer, ex-Price Waterhouse & Co., named chief financial officer, Crosley & Bendix home appliance divs.; Lisle W. Adkins resigns as controller . . . Gordon T. Ritter named director of Arvin's new marketing & product research div.; John C. Marshall, TV-radio sales v.p., assumes added duties of electric housewares sales director . . . F. Gene Abrams, from Motorola Norfolk distributor Ashman & Marquette, joins parent company as sales promotion mgr., replacing Wm. E. Nelson, resigned . . . James W. Safford resigns as Sylvania TV-radio eastern sales mgr. . . . Lewis D. Eastmead, ex-Servel, named mgr. of contract & builder sales, Crosley & Bendix home appliance divs. . . . Brig. Gen. Samuel M. Thomas, Army Signal Corp. (ret.), now Hazeltine asst. v.p., assigned to London office at 18 Grosvenor Sq. . . . Ivor Bowen resigns as director of air equipment research in British Ministry of Supply to become General Precision Equipment's Great Britain rep . . . Wm. W. Garstang, ex-Raytheon manufacturing v.p., named chief engineer, Allen-Bradley Co., Chicago (parts) . . . Peter G. Anderson named industrial accounts mgr., Crescent Industries, Chicago (phonographs); Herbert J. Naper Jr. named export mgr., Lee Hicks service mgr., Geoffrey Eirich, customer relations mgr. . . . Donald L. McKenna named Tung-Sol southeastern sales mgr., Atlanta . . . Arnold Bromberger appointed N. J. district mgr. for Majestic International's line of German radios, headquartering at 79 Clinton Pl., Newark . . . Norman Lorber, ex-WPIX & *New York Times*, named Chromatic Labs public relations director, replacing Sol Sanders, resigned . . . Anthony J. Froio, ex-DuMont, joins J. Walter Thompson on Sylvania account . . . James L. Brown, ex-GE & Westinghouse, named CBS-Hytron mid-western sales mgr., Chicago . . . Clifford M. Rigsbee named RCA administrator of consumer products analysis, succeeded as RCA Service Co. commercial service mgr. by Conrad R. Odden.

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National Electronic Distributors Assn. elects new officers: pres., H. M. Carpenter, Thurow Distributors, Tampa; first v.p., Lewis J. Bonn, Lew Bonn Co., Minneapolis; 2nd v.p., Frank Kearns, Kearns Inc., Atlantic City; secy., Albert Steinberg, Albert Steinberg & Co., Philadelphia; treas., R. C. Whitehead, Whitehead Radio Co., Columbus, O. Aaron Lippman, Aaron Lippman Co., Newark, was re-elected chairman.

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Canadian Aviation Electronics Ltd., Montreal, exclusive producer of DuMont TVs in Canada, expands production to include high-fidelity radio-phono combination and clock radios, with major appliances due to be manufactured next year. To handle expanded output, consumer products div. has been created under gen. mgr. Ernest L. Hall.

**Financial & Trade Notes:** RCA, moving closer to first billion-dollar gross this year, reports sales for 9 months ended Sept. 30 at record \$660,345,000—8.4% higher than sales of \$609,428,000 in corresponding period of 1953. Net earnings after Federal taxes of \$28,866,000 amounted to \$27,557,000 (\$1.80 per common share), up 9.6% from the \$25,152,000 (\$1.62) earned in same period year ago.

Sales in third quarter totaled record \$215,976,000, up from \$198,742,004 in same 1953 quarter. Net profit after taxes of \$8,531,000 was \$8,289,000 (54¢), up 19% from \$6,967,000 (44¢) earned in same quarter of 1953.

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American Broadcasting-Paramount Theatres, despite loss on operations of ABC division in third quarter, noted profit in consolidated operations both for 9 months and quarter ended Sept. 30. Pres. Leonard H. Goldenson reported ABC "sustained a sizeable loss in the programming of the NCAA football series," said "approximately 25% of this loss was taken in the third quarter, and the remainder of the loss will be taken in the fourth quarter." In week before NCAA schedule began, ABC-TV signed Zenith, Amana Refrigerating Co. and Maytag as national sponsors, reportedly at sharply reduced rates, after Carnation Milk had signed for west coast, Humble Oil for Texas (Vol. 10:38). Referring indirectly to recent wave of resignations and dismissals (Vol. 10:39-41), he said "the realignment of operational functions within the ABC organization, under consideration for some time and recently put into effect," resulted in certain additional non-recurring costs in the third quarter. "Barring any unforeseen changes," he said, "the increase in the number of sponsored programs over last year, together with recent economies, will substantially offset the NCAA loss in the fourth quarter." Consolidated AB-PT earnings for 9-month period were \$3,127,000 (68¢ per common share), compared to \$3,182,000 (71¢) in corresponding period of 1953. Net capital gains were \$86,000, compared to \$4,377,000 in first 9 months of 1953, latter figure resulting principally from sale of WBKB, Chicago, at time of merger Feb. 9, 1953. Third-quarter profit was \$1,373,000 (31¢) vs. \$946,000 (20¢) same 1953 quarter.

Motorola earnings this year are expected to approximate the \$7,075,366 (\$3.66 a common share) earned last year, despite slow start in 1954, financial v.p. Edwin P. Vanderwicken told newsmen this week. Reporting that Sept. TV sales were highest in company's history, he commented: "The TV pot is boiling right now, and if the market continues its present activity, I expect we might equal 1953 earnings."

Meredith Publishing Co. (WHEN-TV, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix; KCMO-TV, Kansas City) earned \$3,682,470 (\$2.85 per common share) on sales of \$41,298,782 in fiscal year ended June, compared to \$3,349,153 (\$2.60) on \$39,009,361 in preceding year. Broadcasting interests accounted for \$5,237,000, or 12.7% of company's total revenues. It also publishes *Better Homes & Gardens* and *Successful Farming*.

Collins Radio earned \$3,390,000 (\$6.83 a common share) on sales of \$90,330,000 in fiscal year ended July 31, compared to \$1,953,613 (\$3.90) on \$80,028,767 in preceding fiscal year. Backlog of orders was \$167,000,000 vs. \$250,000,000.

P. R. Mallory & Co. earned \$521,048 (44¢ a common share) on sales of \$39,462,774 in 9 months ended Sept. 30, compared to \$2,157,739 (\$3.18) on \$55,411,671 in corresponding period year ago.

Standard Coil Products Co. earned \$1,912,279 (\$1.30 a common share) on sales of \$55,707,168 in 9 months ended Sept. 30, compared to \$3,306,963 (\$2.25) on \$69,677,133 in corresponding period year ago.

**Color Trends & Briefs:** Reporting delivery of first commercial 3-V color film camera to WMAR-TV, Baltimore—as opposed to developmental models used by NBC-TV—A. R. Hopkins, mgr. of broadcast equipment marketing for RCA, stated that camera “will be a major factor in increasing the variety and volume of color TV programs. It will enable broadcasters to supplement appreciably their ‘live’ programming with a wealth of available color motion picture film and slides.”

Forty stations are due to get their 3-V's within 30-90 days, he said. Among first of these: WTMJ-TV, Milwaukee; WKY-TV, Oklahoma City; WPTZ, Philadelphia; KSD-TV, St. Louis; WSYR-TV, Syracuse.

Other 35 are: KFMB-TV, San Diego; KHJ-TV, Los Angeles; KHQ-TV, Spokane; KPHO-TV, Phoenix; KRCA-TV, Los Angeles; KRON-TV, San Francisco; KSTP-TV, St. Paul; WBAL-TV, Baltimore; WBAP-TV, Ft. Worth; WBEN-TV, Buffalo; WBTW, Charlotte; WBZ-TV, Boston; WCBS-TV, New York; WCCO-TV, Minneapolis; WCHS-TV, Charleston, W. Va.; WDAF-TV, Kansas City; WDEL-TV, Wilmington, Del.; WDSU-TV, New Orleans; WFIL-TV, Philadelphia; WRC-TV, Washington; WRCA-TV, New York; WFLA-TV & WTVT, Tampa; WGAL-TV, Lancaster; WHAM-TV, Rochester, N. Y.; WJAC-TV, Johnstown; WJAR-TV, Providence; WNBK, Cleveland; WNBQ, Chicago; WSAZ-TV, Huntington; WSB-TV, Atlanta; WSM-TV, Nashville; WTPA, Harrisburg; WTVR, Richmond; WTVW, Milwaukee.

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If you had a \$1000 windfall to spend for “something you'd like but don't absolutely need,” what would you do with it? *Tide Magazine* asked that question of the 5000 marketing executives on its “leadership panel,” found at head of list—a color TV set. Next was “travel”; third was “new car.” Question was part of query about Christmas gifts, about which panel recommended: “Send liquor preferably, something for the family as a second choice—or don't send any Christmas gifts at all.”

Price of image orthicon tube used in color cameras was reduced this week from \$1900 to \$1700—RCA tube div. sales mgr. Lee F. Holleran noting this means \$600 saving per camera, since each uses 3 tubes.

Westinghouse 19-in. color set, using CBS “Colortron 205” picture tube, will list at \$995 in mahogany, \$1025 in blonde. It has built-in uhf tuner, will be marketed in few weeks.

**Electronics Reports:** Electronics' biggest expansion in next 10 years will be in field of office work, GE commercial equipment mgr. Wm. J. Morlock told IRE-RETMA Radio Fall Meeting Oct. 19 in Syracuse. Drawing on GE's market research, he predicted sales of electronic equipment, exclusive of military, will increase to \$5 billion yearly in next 10 years. During same period, he said, commercial electronics will expand from its present 8% share of the business to 25%. Industrial electronic equipment will account for more than half of commercial sales—a 700% increase while older electronics fields will expand about 50%.

He divided field of industrial electronics into 3 broad categories of equipment—(1) automation & instrumentation in the factory, (2) communications, (3) business office electronics. “The application of electronics,” he added, “will have its greatest growth in the clerical areas of accounting, inventory control, material control, payrolls, purchasing and order service.” Key to mechanizing the office is in field of data processing equipment, which acts as combined electronic memory, high-speed card sorting machine, high-speed printer and computer. TV will have its “office” functions, too, he said—predicting widescale use of intercity closed-circuit TV between branch offices.

Three new areas of color equipment activity are reported by Ray Clurman, pres. of Telechrome Inc., Amityville, L. I.: (1) Automatic balance control (ABC) for stations' colorplexers or encoders, now being tested by CBS. As Clurman explains it, current encoders are the “weak point” of color transmission, requiring 1-2 hours for warmup plus a technician standing by for frequent adjustments. New ABC, he says, has station ready in about 1 min., can run for “weeks and weeks” without adjustment. Price is about \$600. (2) A 3-vidicon film camera chain is in works, to be offered soon, in addition to continuous-motion flying-spot chain which has been available for several months. (3) Color kine recording equipment to be sold or leased—or Telechrome will kine-record on contract basis. Clurman claims equipment produces brightness of 500 ft. lamberts. Recently returned from Europe, he reports visiting 10 countries, working with TV principals for purpose of acquainting them with U. S. color standards and techniques.

Packard cars and color sets, frequently lumped together in same price concept by trade leaders, are truly tied in single package by Fohrman Motors Inc., Chicago, which is giving away a CBS-Columbia 19-in. color set with each purchase of a 1954 Packard. The Packards sell for \$2650-\$6200.

Next week's network color schedules: CBS-TV—Oct. 28, *Shower of Stars*, 8:30-9:30 p.m.; Oct. 28, *Mama*, 8-8:30 p.m. NBC-TV—Oct. 28, *Ford Theatre*, 9:30-10 p.m.; Oct. 31, opera *Abduction from the Seraglio*, 3-4:30 p.m. Next week, DuMont is expected to announce schedule of color film transmissions over WABD, N. Y.

Setting good example for similar groups, Kansas City Electric Assn. and Baltimore TV Circulation Committee have begun reporting color set sales to consumers. Kansas City sales total 74 to date; Baltimore group notes 4 sold in Sept., doesn't give total to date.

GE's choice of color tube for production hasn't been made yet, according to v.p. Dr. W. R. G. Baker. He says that “beam deflection” tube with gun at angle to face, described in October *Proceedings of the IRE* by GE's James M. Lafferty, isn't “it” and was dropped some time ago.

Promoting NBC spectaculars in particular, plus its other programs, KSD-TV, St. Louis, reports it will place 50,000 lines of ads in its affiliated *St. Louis Post-Dispatch* in 3½-month period, including 7 full-page ads, 3 of them in color.

Diamond Power Specialty Co., Lancaster, O., plugs its low-priced “UtiliVue” industrial TV system in large *Wall Street Journal* ad Oct. 19, suggesting these possible uses: instrument monitoring, instructional uses such as scientific experiments and demonstrations, closed-circuit hotel TV systems, guarding plant gates.

Portable 1-mc frequency standard, stable to a few parts in 100,000,000 per day, has been developed by P. G. Sulzer of National Bureau of Standards. Compact and relatively simple, device is expected to have wide application in checking TV-radio transmitters and measurements as well as other industrial and research fields.

Dage TV div. of Thompson Products Inc., manufacturers of industrial and studio camera chains, will move from Beech Grove, suburb of Indianapolis, to Michigan City, Ind., where it expects to employ 300.

Raymond L. Sanford, asst. chief of National Bureau of Standards electricity & electronics div., best known for his work in magnetic measurements, has retired from Bureau after 44 years' service.

Edward L. Nelson, technical director of Signal Corps Engineering Labs, Ft. Monmouth, N. J., appointed Signal Corps scientific chief of research & development.

Color theatre-TV system using NTSC standards was described Oct. 19 by RCA's John Volkman, reading paper by RCA's L. L. Evans & R. V. Little at Los Angeles SMPTE convention. System projects color pictures 15 x 20-ft., with brightness of approximately 5 ft. lamberts on embossed aluminized screen, he said. The system, still classified as "experimental," can also be used for monochrome TV, he said, and is basically an adaptation of RCA's black-&-white theatre-TV system. It uses 3 Schmidt optical systems and decoder system to distribute color information to 3 picture tubes. RCA last showed color theatre TV 3 years ago, with 9 x 12-ft. picture (Vol. 7:42). Volkman said closed-circuit use of color theatre TV would be far more satisfactory with 7 or 8-mc bandwidth in place of home TV's 6-mc band. First RCA color projection system is in operation in NBC's Brooklyn color studio.

Upcoming report on rating services, being prepared by special committee of Advertising Research Foundation (Vol. 10:42), is being misunderstood in advance, according to at least one member of committee. He says that report is to be a theoretical analysis of pros and cons of different rating techniques—not of specific rating services. Originally, ARF was to conduct study covering several phases of ratings, of which forthcoming report would be first, but industry hasn't yet provided funds. After theoretical comparison, ARF committee wanted to go out in field, check exactly how different services function, compare them, find out why they differ—and, if necessary, conduct test surveys in specific communities using the various techniques, such as recorders, phone calls, diaries, etc.

Evils of overcommercialization before, during and after station breaks are scored by editorial in Oct. 18 *Advertising Age*, which declares: "The poor viewer gets a barrage of a closing commercial on a show, a lot of dull credits for some mysterious back-stage broom sweepers, a cross plug for next week's sponsor or a hitchhike, a 20-second spot, a 10-second ID, opening product identification, show credits frontside, opening commercial, and then—after some 6 minutes go by—he gets to the show." It predicts abuses will be stamped out by "the ire of the viewer pushed by the indignation of the advertiser." Editorial also plumps for standardization of IDs.

Sale of 90% of KJR, Seattle (5-kw, 950 kc) to 10% owner C. Howard Lane for \$135,000 was sought this week by Theodore R. Gamble in application filed with FCC. Gamble wants to sell in order to exercise option for 1/3 of KOMO-TV, Seattle (Ch. 4) & KOMO (50-kw, 1000 kc, NBC). Onetime ABC affiliate, KJR reports loss of \$9490 in 2 months ended Sept. 30. Lane and Gamble are officers of KOIN-TV, Portland, Ore. In addition, Lane will be 6.33% owner of KTVH, Hutchinson, Kan. (Ch. 12), if merger with radio KFBI is approved (Vol. 10:41).

Abe Lincoln's Trendex rating on his historic Gettysburg Address would be nearly zero, judged by present-day application of "quickie" ratings based on instantaneous audience reaction to color "spectaculars." So muses *Variety*, poking good-natured fun at rating services—noting that Lincoln's address was delivered in the rain, heard by only a few in the front rows, and was given scant attention by newspapers next day.

Committee to save educational KTHE, Los Angeles (Ch. 28), temporarily off air as result of withdrawal of financial backer Capt. G. Allen Hancock (Vol. 10:26, 32), was formed this week under chairmanship of Dr. C. C. Trillingham, supt. of Los Angeles County schools. If station cannot be put back on air, committee is empowered to study possibility of buying existing commercial station.

Power increases: WJAR-TV, Providence, Oct. 14, to 316-kw ERP; WTVP, Decatur, Ill., Oct. 19, to 213-kw ERP; WTPA, Harrisburg, Pa., Oct. 18, to 12 1/2-kw transmitter.

Beer and wine industries were urged this week by Advertising Federation of America to curtail their advertising voluntarily in hopes of avoiding crackdown by Congress, as envisioned in Bryson bill, which would ban all advertising of alcoholic beverages in interstate media (Vol. 10:17, 38). In its legislative news bulletin, AFA warns that Bryson bill "met with more favorable consideration in Congress than similar previous bills" and adds: "Certainly the issue will be pressed again in the next Congress. The wine and beer industries might well consider very carefully the amount and kind of advertising they do, particularly on the air, lest they be forbidden to do any." Meanwhile, another TV station, WJAC-TV, Johnstown, Pa., has advised beer and wine advertisers that, effective Jan. 1, all commercials showing actual drinking will not be accepted. Michigan Assn. of TV-Radio Broadcasters and New Haven's WNHC-TV recently took same action.

Four TV applications were filed with FCC this week—biggest batch in many months—and total now pending Commission action is 180 (15 uhf). Week's applications: for New Bern, N. C., Ch. 13, by WNHC, Henderson, N. C. (Nathan Frank); for Rapid City, S. D., Ch. 3, by KOTA; for Fairbanks, Alaska, Ch. 11, by local group headed by A. G. Hiebert, pres.-gen. mgr. of KTVA, Anchorage (Ch. 11); for Mayaguez, P. R., Ch. 3, by owners of WJMR-TV, New Orleans Ch. 61. [For further details about these applications, see *TV Addenda 19-O* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

WNCT, Greenville, N. C. (Ch. 9), asked FCC this week for permission to sell WGTC (5-kw day, 1-kw night, 1590 kc, MBS) for \$65,000. H. W. Anderson, who controls radio WVOT, Wilson, N. C., heads purchasing group, all WVOT stockholders. Application states they're buying because "with the advent of TV in the area, it becomes financially necessary to own a second station near Wilson to maintain adequate earnings." Combined WNCT-WGTC balance sheet shows profit of \$36,726 as of July 31, accounts receivable of \$88,180.

Fifty projection TV units have been purchased by Nathan L. Halpern's Theatre Network TV Inc. from General Precision Laboratory for closed-circuit business meetings in hotels. Most of the units will be new GPL model PB 610, capable of providing pictures 4x6 to 9x12 ft., but included in the order are some standard theatre-TV units which give 9x12 to 24x36 ft. picture. TNT will place equipment in hotels for individual meetings, depending on requirements of sponsoring organizations.

Application to buy WJW, Cleveland for \$330,000 (Vol. 10:41), filed by Storer Bestg. Co. this week, discloses Storer's net income of \$1,618,828 in 1953, after Federal & state taxes, \$1,458,173 in 1952, current assets of \$4,741,733, total assets of \$23,782,339, current liabilities of \$3,691,537. Payment for WJW to owner Wm. J. O'Neil is to be \$30,000 at time of agreement, \$250,000 at closing, \$25,000 one year after closing, \$25,000 one year after that.

Sen. Bricker's TV probers this week sent questionnaire to networks—seeking information on coverage of affiliates, including maps and figures, plus criteria used by networks in selecting new affiliates, etc. Meanwhile, FCC staffers have been conferring with Senate investigators in attempt to get them to narrow down scope of the material they want Commission to supply (Vol. 10:41).

In first speech since becoming FCC chairman, George C. McConaughy addressed civic banquet celebrating light's diamond jubilee in Cleveland Oct. 21, reiterated belief in "as few govt. controls as possible." "My firm conviction," he said, "is that Govt. should exert a minimum of interference with the lives and fortunes of its citizens."

As of Oct. 15, 1954

## COLOR STATUS OF NETWORK AFFILIATES

From Information Supplied by Networks

Dates for Origination of Local Color, for NBC-TV Affiliates, Were Supplied to NBC-TV Research & Planning Dept. in Response to Questionnaire. Similar Data Not Available from Other Networks

Asterisk (\*) Indicates Station Now Equipped to Rebroadcast Network Color

Note: Though networks other than NBC-TV have not summarized color origination plans of affiliates, all stations receiving color origination equipment (live, film & slide) are reported in *Television Digest* as information is received.

### NBC-TV BASIC AFFILIATES

City	Station	Slide	Film	Live
Atlanta, Ga.	*WSB-TV	Nov. 1954	Nov. 1954	July 1955
Baltimore, Md.	*WBAL-TV	Oct. 1954	Oct. 1954	Jan. 1955
Birmingham, Ala.	*WABT	—	—	—
Boston, Mass.	*WBZ-TV	Nov. 1954	Nov. 1954	—
Buffalo, N. Y.	*WGR-TV	Late 1955	Late 1955	—
Chicago, Ill.	*WNBQ	Feb. 1955	Feb. 1955	April 1955
Cincinnati, O.	*WLWT	—	—	—
Cleveland, O.	*WNBK	Feb. 1955	Feb. 1955	April 1955
Columbus, O.	*WLWC	—	—	—
Dallas, Tex.	*WFAA-TV	—	—	—
Davenport, Ia.	*WOC-TV	—	—	—
Dayton, O.	*WLWD	—	—	—
Denver, Colo.	*KOA-TV	—	—	—
Detroit, Mich.	*WWJ-TV	—	—	—
Ft. Worth, Tex.	*WBAP-TV	June 1954	Oct. 1954	May 1954
Grand Rapids, Mich.	*WOOD-TV	—	—	—
Houston, Tex.	*KPRC-TV	Aug. 1955	Aug. 1955	Jan. 1956
Huntington, W. Va.	*WSAZ-TV	Nov. 1954	Nov. 1954	Feb. 1955
Johnstown, Pa.	*WJAC-TV	Dec. 1954	Dec. 1954	—
Kansas City, Mo.	*WDAF-TV	July 1954	Oct. 1954	—
Lancaster, Pa.	*WGAL-TV	Nov. 1954	Jan. 1955	Jan. 1955
Lansing, Mich.	*WJIM-TV	—	—	—
Los Angeles, Cal.	*KRCA	Feb. 1955	Feb. 1955	Feb. 1955
Louisville, Ky.	*WAVE-TV	—	—	—
Memphis, Tenn.	*WMCT	July 1955	July 1955	Jan. 1956
Milwaukee, Wis.	*WTMJ-TV	July 1954	Oct. 1954	July 1954
Nashville, Tenn.	*WSM-TV	—	—	—
New Haven, Conn.	*WNHC-TV	—	—	—
New Orleans, La.	*WDSU-TV	—	—	Fall 1954
New York, N. Y.	*WRCA-TV	1954	1954	1954
Norfolk, Va.	*WVEC-TV	Fall 1955	Fall 1955	—
Oklahoma City, Okla.	*WKY-TV	June 1954	Oct. 1954	May 1954
Omaha, Neb.	*WOW-TV	—	—	—
Philadelphia, Pa.	*WPTZ	Nov. 1954	Nov. 1954	—
Portland, Ore.	*KPTV	Late 1955	Late 1955	—
Providence, R. I.	*WJAR-TV	Spring 1955	Spring 1955	Summer 1955
Richmond, Va.	*WTVR	Jan. 1955	Feb. 1955	Fall 1955
Rochester, N. Y.	*WHAM-TV	—	—	—
Salt Lake City, Utah	*KTVT	July 1955	Oct. 1955	—
San Antonio, Tex.	*WOAI-TV	—	—	—
San Diego, Cal.	*KFSD-TV	—	—	—
San Francisco, Cal.	*KRON-TV	Oct. 1954	Oct. 1954	Nov. 1954
Schenectady, N. Y.	*WRGB	Nov. 1955	Nov. 1955	Nov. 1955
Seattle, Wash.	*KOMO-TV	March 1955	March 1955	—
St. Louis, Mo.	*KSD-TV	Nov. 1954	Nov. 1954	—
St. Paul-Minneapolis, Minn.	*KSTP-TV	Jan. 1955	Jan. 1955	—
Syracuse, N. Y.	*WSYR-TV	Dec. 1954	Dec. 1954	Late 1955
Utica, N. Y.	*WKTU	Feb. 1955	Feb. 1955	Nov. 1955
Washington, D. C.	*WRC-TV	Feb. 1955	Feb. 1955	April 1955
Youngstown, O.	*WFMJ-TV	—	—	—

### NBC-TV AFFILIATES INDIVIDUALLY AVAILABLE

City	Station	Network Rebroadcast	Slide	Film	Live
Altoona, Pa.	WFBG-TV	Feb. 1955	—	—	—
Amarillo, Tex.	KGNC-TV	1955	—	—	—
Augusta, Ga.	WJBF	July 1955	—	—	—
Austin, Tex.	*KTBC-TV	—	July 1955	July 1955	April 1956
Bakersfield, Cal.	KERO-TV	Jan. 1, 1955	—	—	—
Bangor, Me.	WABI-TV	1955	—	—	—
Baton Rouge, La.	WAFB-TV	—	—	—	—
Bay City-Saginaw, Mich.	WNEM-TV	Oct. 1954	—	—	—
Bethlehem, Pa.	WLEV-TV	Sept. 1954	—	—	—
Binghamton, N. Y.	WBNF-TV	Oct. 1954	—	—	—
Bloomington, Ind.	*WTTV	—	—	—	—
Champaign, Ill.	WCIA	Oct. 1954	—	—	—
Charlotte, N. C.	*WBTU	—	Aug. 1954	Aug. 1954	—
Charlotte, N. C.	WAYS-TV	—	—	—	—
Chattanooga, Tenn.	WDEF-TV	1955	—	—	—
Chico, Cal.	KHSL-TV	—	—	—	—
Colorado Springs, Colo.	KRDO-TV	—	—	—	—
Columbia, Mo.	KOMU-TV	—	—	—	—

**NBC-TV AFFILIATES INDIVIDUALLY AVAILABLE—(Continued)**

City	Station	Network Rebroadcast	Slide	Film	Live
Columbia, S. C.	WIS-TV	Jan. 1, 1955	—	—	—
Columbus, Ga.	WDAK-TV	—	—	—	—
Des Moines, Ia.	*WHO-TV	—	—	—	—
Duluth, Minn.	KDAL-TV	—	—	—	—
Durham, N. C.	WTVD	1955	—	—	—
Eau Claire, Wis.	WEAU-TV	—	—	—	—
Elkhart, Ind.	WSJV-TV	Nov. 1954	Nov. 1954	Early 1955	1955
Elmira, N. Y.	WIVE	—	—	—	—
El Paso, Tex.	KTSM-TV	Feb. 1955	—	—	—
Erie, Pa.	WICU	Oct. 1954	—	—	—
Eugene, Ore.	KVAL-TV	—	—	—	—
Evansville, Ind.	WFIE-TV	Jan. 1, 1955	—	—	—
Ft. Lauderdale, Fla.	WFTL-TV	—	—	—	—
Ft. Wayne, Ind.	WKJG-TV	Oct. 1954	—	—	—
Fresno, Cal.	*KMJ-TV	—	—	—	—
Greenville, N. C.	WNCT	1955	—	—	—
Greenville, S. C.	WFPC-TV	Nov. 1954	Jan. 1956	Jan. 1956	Jan. 1957
Harrisonburg, Va.	WSVA-TV	—	—	—	—
Indianapolis, Ind.	*WISH-TV	—	—	—	—
Jackson, Miss.	*WLBT	—	—	—	—
Jacksonville, Fla.	WJHP-TV	Oct. 1954	—	—	—
Kalamazoo, Mich.	WKZO-TV	Oct. 1954	1956	1956	—
Kingston, N. Y.	WKNY-TV	—	—	—	—
Knoxville, Tenn.	WATE	Oct. 1954	—	—	—
Lima, O.	WLOK-TV	—	—	—	—
Little Rock, Ark.	KARK-TV	Oct. 1955	—	—	—
Lubbock, Tex.	KCBD-TV	—	—	—	—
Macon, Ga.	WNEX-TV	—	—	—	—
Madison, Wis.	WMTV	—	—	—	—
Medford, Ore.	KBES-TV	Dec. 1955	—	—	—
Meridian, Miss.	WTOK-TV	July 1955	July 1955	July 1955	—
Miami, Fla.	WTVJ	Oct. 1954	Jan. 1955	Jan. 1955	—
Monroe, La.	KNOE-TV	Oct. 1954	—	—	June 1955
Muncie, Ind.	WLBC-TV	—	—	—	—
Orlando, Fla.	WDBO-TV	March 1955	—	—	—
Palm Beach, Fla.	WJNO-TV	—	—	—	—
Peoria, Ill.	WEEK-TV	Sept. 1954	—	—	—
Phoenix-Mesa, Ariz.	KVAR	Jan. 1, 1955	—	—	—
Pittsburgh, Pa.	*WDTV	—	—	—	—
Pittsburgh, Pa.	WENS	Late 1955	—	—	—
Portland, Me.	*WCSH-TV	—	—	—	—
Pueblo, Colo.	KCSJ-TV	Spring 1955	Fall 1955	Fall 1955	—
Quincy, Ill.	WGEM-TV	Sept. 1954	Dec. 1954	Dec. 1954	—
Reading, Pa.	WEEU-TV	—	—	—	—
Rcanooga, Va.	*WLSL-TV	—	—	—	—
Rochester, Minn.	KROC-TV	Jan. 1, 1955	Jan. 1956	Jan. 1956	—
Rockford, Ill.	WTVO	—	—	—	—
Sacramento, Cal.	KCCC-TV	—	—	—	—
Santa Barbara, Cal.	KEYT	July 1955	Dec. 1955	Jan. 1956	1956
Shreveport, La.	KSLA	1955	—	—	—
Sioux City, Ia.	KTIV	Oct. 1954	—	—	—
Spokane, Wash.	KHQ-TV	Feb. 1955	Dec. 1954	Dec. 1954	—
Springfield, Ill.	WICS	—	—	—	—
Springfield, Mass.	WWLP	Oct. 1954	—	—	—
Springfield, Mo.	KYTV	Sept. 1955	—	—	—
Stockton, Cal.	KTVU	—	—	—	—
St. Petersburg, Fla.	WSUN-TV	—	—	—	—
Tampa, Fla.	WFLA-TV	Jan. 1, 1955	—	—	—
Temple, Tex.	KCEN-TV	Jan. 1955	—	—	—
Toledo, O.	*WSPD-TV	—	—	—	—
Tucson, Ariz.	KVOA-TV	July 1956	July 1956	July 1956	—
Tulsa, Okla.	*KOTV	—	—	—	—
Tulsa, Okla.	*KCEB	—	—	—	—
Waterloo, Ia.	KWWL-TV	Oct. 1954	Jan. 1955	Jan. 1955	—
Wheeling, W. Va.	*WTRF-TV	—	1955	—	—
Wichita, Kan.	KEDD	Nov. 1954	—	—	—
Wichita Falls, Tex.	KFDX-TV	Sept. 1954	—	—	—
Wilkes-Barre, Pa.	*WBRE-TV	—	Fall 1955	Fall 1955	1957
Wilmington, Del.	*WDEL-TV	—	Dec. 1954	Dec. 1954	—
Winston-Salem, N. C.	*WSJS-TV	—	Feb. 1955	Sept. 1955	—
Yakima, Wash.	KIMA-TV	—	—	—	—
Zanesville, O.	WHIZ-TV	Late 1955	—	—	—

**CBS-TV BASIC REQUIRED AFFILIATES**

City	Station	City	Station	City	Station	City	Station
Atlanta, Ga.	*WAGA-TV	Denver, Colo.	*KLZ-TV	Louisville, Ky.	*WHAS-TV	Rochester,	
Baltimore, Md.	*WMAR-TV	Detroit, Mich.	*WJBK-TV	Miami, Fla.	*WTVJ	N. Y.	*WHEC-TV & WVET-TV
Birmingham, Ala.	*WBRC-TV	Galveston-Houston, Tex.	KGUL-TV	Minneapolis, Minn.	*WCCO-TV	Rock Island, Ill.	*WBFB-TV
Boston, Mass.	*WNAC-TV	(Due Dec. 15, 1954)		Nashville, Tenn.	*WLAC-TV	St. Louis, Mo.	*KWK-TV
Buffalo, N. Y.	*WBEN-TV	Hutchinson-Wichita, Kan.	*KTVH	New York, N. Y.	*WCBS-TV	Salt Lake City, Utah	*KSL-TV
Charlotte, N. C.	*WBTV	Indianapolis, Ind.	*WFBM-TV	Norfolk, Va.	*WTAR-TV	San Antonio, Tex.	*KGBS-TV
Chicago, Ill.	*WBBM-TV	Indianapolis, Ind.	*WISH-TV	Oklahoma City, Okla.	*KFTV	San Diego, Cal.	*KFMB-TV
Cincinnati, O.	WKRC-TV	Jacksonville, Fla.	*WMBR-TV	Omaha, Neb.	*KMTV	San Francisco, Cal.	*KPIX
(Due Jan. 1, 1955)		Kalamazoo, Mich.	*WKZO-TV	Philadelphia, Pa.	*WCAU-TV	Syracuse, N. Y.	*WHEN-TV
Cleveland, O.	*WEWS	Kansas City, Mo.	*KMBC-TV	Phoenix, Ariz.	KPHO-TV	Tacoma-Seattle, Wash.	*KTNT-TV
Columbus, O.	*WBNS-TV	Los Angeles, Cal.	*KNXT	(Due Jan. 1, 1955)		Toledo, O.	*WSPD-TV
Dallas, Tex.	*KRLD-TV			Portland, Ore.	*KOIN-TV	Tulsa, Okla.	*KOTV
Dayton, O.	*WHIO-TV			Providence, R. I.	*WJAR-TV	Washington, D. C.	*WTOP-TV

**CBS-TV SUPPLEMENTARY AFFILIATES**

Ames-Des Moines, Ia.	*WOI-TV	Harrisburg, Pa.	WHP-TV	Muncie, Ind.	WLBC-TV	Richmond, Va.	*WTVR
Austin, Tex.	*KTBC-TV	(Due Jan. 1, 1955)		(Due Nov. 1, 1954)		Saginaw, Mich.	*WKNX-TV
Bangor, Me.	*WABI-TV	Henderson, Ky.	WEHT	New Britain, Conn.	WKNB-TV	Schenectady, N. Y.	*WRGB
Elmhurst, N. Y.	*WNEF-TV	(Due Jan. 1, 1955)		(Due Nov. 1, 1954)		Sioux City, Ia.	KVTV
Cedar Rapids, Ia.	WMT-TV	Jackson, Miss.	*WJTV	New Haven, Conn.	*WNHC-TV	(Due Nov. 15, 1954)	
(Due Nov. 1, 1954)		Johnstown, Pa.	*WJAC-TV	New Orleans, La.	*WDSU-TV	South Bend, Ind.	*WSBT-TV
Champaign, Ill.	WCIA	Knoxville, Tenn.	*WTSK-TV	Peoria, Ill.	*WEEK-TV	Springfield, Mo.	KTTS-TV
(Due Nov. 1, 1954)		Lubbock, Tex.	WDUB-TV	(Due Jan. 1, 1955)		(Due Jan. 1, 1955)	
Charleston, W. Va.	WCHS-TV	(Due Jan. 1, 1955)		Pine Bluff, Ark.	KATV	Terre Haute, Ind.	WTHI-TV
(Due Jan. 1, 1955)		Lynchburg, Va.	WLVA-TV	(Due Nov. 1, 1954)		(Due Oct. 22, 1954)	
Columbia, S. C.	*WNOK-TV	(Due Dec. 1, 1954)		Portland, Me.	*WGAN-TV	Topeka, Kan.	*WIBW-TV
Erie, Pa.	*WSEE	Macon, Ga.	*WMAZ-TV	Raleigh, N. C.	WNAO-TV	Utica, N. Y.	*WKTU
Fresno, Cal.	*KMJ-TV	Milwaukee, Wis.	*WCAN-TV	(Due Jan. 1, 1955)		Waterloo-Ft. Wayne, Ind.	WINT
Grand Rapids, Mich.	*WOOD-TV	Monroe, La.	*KNOE-TV	Reading, Pa.	WHUM-TV	(Due Dec. 1, 1954)	
Hannibal, Mo.	*KHQA-TV			(Due Jan. 1, 1955)		Youngstown, O.	*WKBN-TV

**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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**COLOR ORIGINATIONS SIMPLE, STATIONS REPORT:** Those pioneers with live color cameras -- what are they doing with them? And how do they size up color now? We reached virtually all of them this week, elicited 2 basic reactions: (1) Unabated enthusiasm for color. (2) Opinion that techniques are quickly mastered. They've had cameras ranging from 8 months down. Here are their reports:

P.A. (Bud) Sugg, WKY-TV, Oklahoma City: Now originating 5½ hours a week -- cooking show 1-2 p.m. daily and half-hour variety (Motorola-sponsored) 3 Saturdays out of 4. Has 2 chains and 3 cameras, plus slide equipment, expecting vidicon film camera "any day now."

"We've had no outages at all," says Sugg, "and the advertisers are very much impressed. We have them in all the time, testing their products, particularly those with grocery items. Color promotion has brought new business to us."

Color set sales are still minor, Sugg says, amounting perhaps to 100-200, but he looks for stepped up rate with availability of big-screen receivers. In that oil-rich area, he adds, there are plenty of people who will pay big prices to be first with color. "But there is this, however," he noted, "some of the color sets I've seen aren't too good, while others are terrific."

\* \* \* \*

Harold Hough, WBAP-TV, Ft. Worth: Has 2 cameras, expects film camera in a couple weeks, will be colorcasting film by Christmas. "We've had no bobbles yet," he says, "the operation is just as simple as black-&-white." Carries 6-8 hours weekly, including cooking show daily, plus fashions, beauty tips -- "including one beauty program demonstrating green hair, believe it or not."

No new business has been traced to station's possession of color equipment, Hough says, though agencies are in every day testing products -- "and they're finding some packages aren't well designed for color TV."

Though only some 125 sets have been sold, Hough says there's good market now waiting for big-screen sets at present prices. Motorola just moved in this week, and Hough reports it has had good reaction, dealers staying open nights for shows.

"The public is enraptured," Hough says, "and we have every confidence in color. I think it will take all next year to get enough sets out to bring an economic impact. Then I expect very hurried growth. The main things we've learned are these: The public likes color and it's no bugaboo for the station."

\* \* \* \*

Walter Damm, WTMJ-TV, Milwaukee: "We have one camera and we're taking it easy, just as we did in black-&-white when we started with 6-11 p.m. daily and then built up from there." Station has no regular color schedule, having gone through the "NBC pattern" of giving each sponsor one crack at color. "We're getting our vidicon film camera any day now, and when color film is available, our sponsors want

it in color. Then, maybe next April or May, we'll get a second camera and put on regular color shows -- cooking, women's, kids'."

Engineering staff finds color easier every day, Damm says. "We've reduced the warmup time from 3 to 2 hours, and we've learned that you need a little time between rehearsal and the show for adjustments. We've also found that with Electro-Zoom and slides we can do an awful lot with one camera. The idea that color is tough came from the networks -- and you know they do everything the hard way."

"I have absolutely no doubt," Damm went on, "that color will catch on when sets are available -- large screen, not small. The dealers and distributors haven't been pushing color here; I haven't seen any ads lately. There are Motorola sets on the dealers' floors, but they aren't advertising them."

"We're busy testing products for sponsors and agencies," Damm continued. "Why, we even have them coming up from Chicago. Do you know there isn't a single color camera in the entire city of Chicago? As for the quality of our color, I know the networks lose something in the cable, but I think our colors are truer than theirs. However, each network show is better than the last."

\* \* \* \*

F. Van Konynenburg, WCCO-TV, Minneapolis: "We've had one chain for about 6 weeks. We've telecast one show, but our staff and clients have been experimenting with it. The techniques are not difficult. Ad agencies are very interested, and we're very enthusiastic. We have no plans for regular programs yet, and we're not promoting color. Only an extremely small percentage of the public is aware that we have color equipment. A second camera chain is expected shortly, and film & slide equipment will be acquired in a few months. The station has 15 sets in the homes of department heads, and we're working closely with executives from large network users located here -- such as General Mills."

A.H. Kirchhofer, WBEN-TV, Buffalo: "We have live, film & slide equipment and we expect to swing into action in 7-10 days -- with 2-3 shows weekly. The equipment is complicated, but it's a challenge to our people; they're thrilled with it. Judging by the reaction of the public to network color presented here, they're really going to want it."

Other stations which recently obtained live cameras or are due to get them soon are: KTLA, Los Angeles; KRON-TV, San Francisco; WSAZ-TV, Huntington; KFMB-TV, San Diego. As they gain experience, we'll report their results.

**4 STARTERS INCLUDE MILWAUKEE & ATLANTA:** New outlets in Milwaukee, Spokane, Atlanta and Wausau, Wis., bring grand total of U.S. TV stations in operation to 414, of which 293 are vhf, 121 uhf. Ten more grantees are on our "imminent" list, having indicated firm plans to get started in November (list on p. 9). The new starters:

WTVW, Milwaukee (Ch. 12) started test patterns Oct. 26, using 50-kw RCA transmitter and interim 300-ft. self-supporting tower with 6-bay antenna pending Dec. 1 completion of 1105-ft. Blaw-Knox tower to be topped by 12-bay antenna. It's 2nd vhf in market where CBS last week purchased uhf WOKY-TV (Vol. 10:43), other local outlets being Milwaukee Journal's pre-freeze WTMJ-TV and uhf WCAN-TV. WTVW is primary ABC affiliate, will carry some DuMont programs. Though Milwaukee Area Tele-casting Corp. (theatreman L.F. Gran and others) is station's present owner, it's due to merge with WEMP, WFOX and Kolero Telecasting Corp., all former applicants. Exec. v.p. is L.F. Thurwachter, station mgr. Soren H. Munkhof, business mgr. Thomas Allen, program mgr. Elden Anspach. Base hour rate is \$950. Petry is rep.

KREM-TV, Spokane, Wash. (Ch. 2), city's 3rd vhf, begins commercially Nov. 1, following first test patterns Oct. 29 and inaugural show Oct. 31. It has Federal 25-kw transmitter, 747-ft. Truscon tower, 5-bay GE antenna. Owner is Louis Wasmer. Robert H. Temple is mgr.; Byron Shrader, program coordinator; Ralph Meador, chief engineer. Base Class A hour rate is \$300. Rep is Bolling.

WSAU-TV, Wausau, Wis. (Ch. 7) opened up new market in rich farming and resort region when it began CBS programming Oct. 24. Nearest other TVs are in Neenah (79 mi.) and Green Bay (85 mi.). It has 10-kw RCA transmitter, 12-bay RCA antenna on radio WSAU's 400-ft. Blaw-Knox tower. Principal owners are John Lemke and Wausau



Record-Herald, 5 other area dailies having minority interests. George T. Frechette is v.p.-gen. mgr.; Richard D. Dudley, commercial mgr.; James K. Harelson, program mgr.; Roland W. Richardt, chief engineer. Base rate is \$200. Rep is Meeker.

WQXI-TV, Atlanta (Ch. 36), now transmitting test patterns, plans to begin its programs Nov. 15 as independent, using local and film shows to buck 3 pre-freeze vhf outlets. It has GPL-Continental 1-kw transmitter, 450-ft. Truscon tower with RCA antenna in northwest section of city. Owner-gen. mgr. Robert W. Rounsaville also holds uhf CPs for Cincinnati and Louisville and operates 6 southern AMS. Bob Corley is program mgr.; Paul Cram, chief engineer. Hollingbery is rep. Rates not announced.

Elections will bring one long-silent uhf back on the air -- but only for two days, WRAY-TV, Princeton, Ind. (Ch. 52) this week asked FCC for, and received, STA to operate Nov. 1-2 to carry election results "in answer to many requests."

**ONLY ONE CP, ALLOCATIONS ACTIONS HEAVY:** FCC produced but one grant this week, while devoting time to station sales (see below) and allocations actions. Sole CP went to WRRF, Washington, N.C., Ch. 7 -- Comr. Hennock dissenting because several radio stations in area are controlled by principals, saying she's worried about "concentration." Grantee is headed by pres.-treas. W.R. Roberson Jr.

In one rare action, the FCC started revocation proceedings against grantee Leonard J. Shafitz, holder of CP for WSHA, Sharon, Pa. (Ch. 39), charging him with misrepresenting finances and failure to answer requests for information.

Allocations decisions were of all kinds. WBEN-TV, Buffalo, was denied waiver of Zone I rules to permit it full 100 kw at 1200 ft. above average terrain. Chairman McConnaughey & Comr. Lee dissented from denial, said they think there should be a hearing, while Comr. Hyde said no action should be taken because rule-making is pending which may give Zone I stations full power up to 2000 ft. (Vol. 10:39).

In other allocations actions, the Commission: (1) Denied "de-intermixture" petition asking Ch. 3 be made educational in Madison, Wis., Comr. Bartley dissenting. (2) Denied request that Ch. 3 be shifted from Lewiston, Idaho to Richland, Wash. (3) Dismissed, for "nonconformity with the rules," petition asking assignment of Ch. 7 to Meridian, Miss. (4) Finalized assignment of Ch. 10 to Goodland, Kan. (5) Started rule-making to switch Ch. 2 & 9 between Caldwell & Boise, Ida.

Commission received these allocations petitions: (1) From KVDO-TV, Corpus Christi, Tex. (Ch. 22) to de-intermix by deleting Ch. 6 & 10, adding Ch. 56, 65, 74, 83. (2) From Jack Rose, Albert S. Rose & S.A. Rosenbaum, asking assignment of Ch. 7 to Laurel, Miss. (3) From WTVU, Scranton, Pa. (Ch. 73), requesting shift putting Ch. 38 in Scranton so that it can move to the lower channel.

Hassle between KTRK-TV, Houston and KGUL-TV, Galveston was set for hearing Nov. 15, Commission recognizing KTRK-TV's protest against recent FCC action permitting KGUL-TV to move closer to Houston. Move is held up pending hearing.

**MANY STATION SALES, LOTS OF DICKERING:** This was another big week of "deals" -- topped off with FCC approval of Storer Bcstg. Co.'s (George Storer) \$10,000,000 purchase of Herbert Mayer's Empire Coil Co. -- pending for almost a year (Vol. 10:2). FCC's new "5-&-2" multiple ownership rule made approval possible. CBS continued scrounging around for vhf & uhf properties, while NBC is still mum on uhf plans.

Price of Empire Coil was \$8,500,000, but its "net quick" position rose some \$500,000 during year, and agreement provides that this be added to price. In addition, Storer assumes liabilities of about \$1,000,000.

Storer thus gets vhf WXEL, Cleveland (Ch. 8), biggest asset in the package, plus uhf KPTV, Portland, Ore. (Ch. 27), first post-freeze uhf and one of the most profitable -- plus New Rochelle, N.Y. plant which is a major supplier of coils and transformers to TV-radio set manufacturers.

Storer now has 5 vhfs, 1 uhf -- and a chain of sales was required to keep him within limit of FCC rules. FCC approved Storer's sale of KGBS-TV & KGBS, San Antonio, which he bought for \$1,050,000 in 1951, to Express Pub. Co. for \$3,500,000; in turn, Express sold its KTSA & KTSA-FM to O.R. Mitchell Motors for \$175,000. In

addition to new acquisitions, Storer's holdings now are: WAGA-TV-AM-FM, Atlanta; WJBK-TV-AM-FM, Detroit; WSPD-TV-AM-FM, Toledo; WBRC-TV-AM, Birmingham; WGBS-AM-FM, Miami; WWVA-AM-FM, Wheeling -- plus pending purchase of WJW-AM-FM, Cleveland.

Two of TV's phenomenal individual successes were brought together in deal. Both Mayer and Storer took early post-war plunge into TV, taking tremendous gamble and losing at fearsome rate at outset. Mayer currently is on round-the-world cruise.

Comr. Bartley dissented from approval, wanted a hearing. "The sum total of the transactions here involved," he said, "is greater concentration of the control of mass communications...In view of what has happened in recent years with respect to switching of network affiliations after Storer entered a community by purchasing a station, I have no doubt that the effect of these transactions will extend to network affiliation, national spot advertising and local advertising."

Bartley said he believes multiple ownership should be limited primarily to networks -- for origination points and revenues. Comr. Hennock joined dissent but said she disagreed with Bartley's views on networks.

\* \* \* \*

CBS continued shopping, meanwhile, still dickering for purchase of WSTV-TV, Steubenville, O. (Ch. 9) in Pittsburgh area, and negotiating for sale of its 47% of WCCO-TV, Minneapolis (Ch. 4). CBS's purchase of Milwaukee's Ch. 19 WOKY-TV (Vol. 10:43) is expected to be followed by another uhf acquisition.

CBS's deals came under fire this week in St. Louis Ch. 11 hearing when counsel for WEW said he'll ask recall to stand of Frank Stanton, Jack Van Volkenburg and Merle Jones for examination on its recent sales and purchases.

The merger which produced grant for KWK-TV, St. Louis (Ch. 4) was approved by FCC this week, leaving this setup: Globe-Democrat 23%; Robert T. Convey, as trustee, 28%; KSTP Inc. (KSTP-TV, St. Paul) 23%; KXOK Inc., headed by Elzey M. Roberts Sr., 23% -- remaining 3% held by 39 others. KSTP Inc. and KXOK Inc. paid \$207,082 each. At same time, Roberts divested himself of interest in KXOK, with company headed by son Elzey M. Roberts Jr. taking over for \$300,000.

\* \* \* \*

Purchase of WLOK-TV, Lima, O. (Ch. 73) by holders of CP for WIMA-TV (Ch. 35) there was sought this week. Owners of WIMA would drop TV grant, ask modification of WLOK-TV to Ch. 35, keep radio WIMA, drop radio WLOK. According to mgr. R.O. Runnerstrom, price is \$150,000 plus nominal \$750 for stock and assumption of \$150,000 liabilities. Station has lost about \$60,000, but is showing profit lately.

Control of KRDO-TV, Colorado Springs, Colo. (Ch. 13) & KRDO is being acquired by v.p. Wm. J. Gregory and Hoth family, according to application filed this week. Joseph Rohrer, now mgr. of Des Moines' radio KIOA, is selling his 50.37% for \$24,500. Major stockholders will be: Gregory 39.21%; Harry Hoth Sr. 27.16%; Harry Hoth Jr. 22.93%; Priscilla Gitz 6.13%.

Substantial radio sale this week was for KQV, Pittsburgh. Principals Earl Reed and Irwin Wolf, who recently bought back 45% interest from CBS for \$236,250, negotiated 100% sale to Tele-Trip Policy Co., aviation insurance company which recently bought WTAC, Flint and KPOA, Honolulu. Purchase price for KQV: \$750,000. KQV is involved in 5-way hearing for Pittsburgh's Ch. 4 which almost merged into a grant this week. One participant pulled out at last minute.

Known to be on block are many others -- particularly uhf. One even advertised this week: "Assume liabilities and it's yours." That was WAYS-TV, Charlotte, N.C. (Ch. 36), owned by G.W. Dowdy, J. Horton Doughton and Harold H. Thoms, latter also owning WISE-TV, Asheville (Ch. 62).

WAYS-TV's liabilities total \$150,000, of which \$90,300 is due on equipment, payable in monthly installments. Bills, film rental, etc. come to \$37-40,000. The station went on air in Dec. 1953, carries ABC & NBC programs, has one competitor -- vhf WBTB. It claims \$1200 monthly in local business, \$1500 in national business, has but 3 full-time TV employes. Station will continue operation even if buyer can't be found, says gen. mgr. James P. Poston. Radio WAYS is not for sale.

**Personal Notes:** Albert D. Johnson, ex-gen. mgr. of KOY-TV & KOY, Phoenix, appointed gen. mgr. of KGBS-TV & KGBS, San Antonio, stations acquired by Frank Huntress Jr.'s Express Publishing Co. from Storer Bestg. Co. with FCC approval of purchase this week (see p. 3); Wayne Kearn, ex-KGMB-TV, Honolulu, & KSL-TV, Salt Lake City, named sales mgr. . . . Alexander (Sandy) Stronach Jr., ex-ABC-TV network v.p., named a TV v.p. of Music Corp. of America, joining James Stirton, ex-ABC-TV midwest director now with MCA . . . Donn B. Tatum resigns as ABC-TV western div. director, his duties assumed by Ken Craig, program director; Philip G. Caldwell resigns as chief TV-radio engineer for western div. . . . Norman S. Ginsburg resigns as DuMont Network adv. & program promotion mgr. . . . Wm. Rambo, ex-KCOP, Los Angeles & Vitapix, named gen. sales mgr., KOVR, Stockton; Marshall Plant named sales service mgr. . . . Michael Renault promoted to mgr. of radio WABC, N. Y., succeeding Ted Oberfelder, recently named mgr. of WABC-TV . . . Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, elected chairman of National Outdoor Advertising Bureau, to serve out term of late Allen Billingsley, pres. of Fuller & Smith & Ross . . . John L. FitzGerald, ex-Housing & Home Finance Agency, named chief of FCC offices of opinions & review this week, is first top staff member brought to Commission by new chairman George C. McConnaughey . . . Harold Schilz, FCC examiner, resigned Oct. 29 to join FHA . . . Wm. B. Faber, ex-Headley-Reed, named sales mgr. of upcoming WFLA-TV, Tampa (Ch. 8), due in Jan. . . . Jacob A. Evans, who resigned 2 weeks ago as NBC adv. & promotion director, named v.p. of *Sponsor Magazine*, in charge of all sales operations . . . Payson Hall, treas. & TV-radio director of Meredith Publishing Co., married recently to Mrs. Donna Wild Telder in Phoenix . . . R. W. Kirkpatrick, ex-WPAG-TV, Ann Arbor, Mich., named operations mgr. of upcoming WEAT-TV, West Palm Beach (Ch. 12) . . . Frederic H. von Stange resigns as production director, WJNO-TV, Palm Beach, Fla., to join Voice of America as TV producer . . . Michael Henry, ex-

WKOW-TV, Madison, named gen. mgr. of Greater Boston TV Corp., Ch. 5 applicant . . . J. I. Meyerson, mgr. of KOB-TV, Albuquerque, named national sales rep of all Time Inc. TV-radio stations, headquartering in N. Y. . . . Shelby Storck named mgr. of educational KETC, St. Louis, replacing Tom Quigley, who had been filling post temporarily . . . Charles Cady, ex-WBNS-TV, Columbus, O., named asst. to Edward H. Bronson, director of NARTB code affairs . . . Jean Paul King, ex-gen. mgr. of KLAS-TV, Las Vegas, named mgr. of radio KORK there . . . Rudy Bretz, ex-CBS-TV & WPIX, N. Y., named program consultant to upcoming educational WEDB, Birmingham, Ala. (Ch. 10), due about Nov. 15.

Miss Nancy Ann Rintoul, 25, daughter of Mr. & Mrs. Stephen R. Rintoul (he's partner in rep firm of Venard, Rintoul & McConnell), died Oct. 23 in Albany, N. Y. after a long illness. She was a graduate of Smith College, member of Albany Junior League, worked as technician in Albany Hospital. Besides her parents, 2 younger brothers and a sister survive.

P. K. Ewing, 62, veteran broadcaster and newspaperman, died in New Orleans Oct. 28. Once gen. mgr. of WDSU, New Orleans, and of the old *Daily States* there, he later became owner of stations in Gulfport, Jackson & Vicksburg, latterly owned radio WGRM, Greenwood, and WMIS, Natchez.

L. B. Wilson, 63, owner of radio WCKY, Cincinnati, which he founded in 1929, died Oct. 28 in Cincinnati after heart attack. He was applicant for Ch. 10 in Miami, owned chain of northern Kentucky theatres as well as interests in Churchill Downs and Lincoln Downs race tracks.

Alanson Case Deuel, 80, pres. & publisher of *Niagara Falls Gazette*, which holds 25% of WGR-TV & WGR, Buffalo, died Oct. 19 at his Lewiston Heights, N. Y. home.

Henry S. Lewis, 54, pres. & publisher of *Norfolk Virginian-Pilot* and *Ledger-Dispatch* (WTAR-TV & WTAR), died Oct. 24 after 6-month illness.

TV's biggest independent "regional network" is finally off the ground, now boasts 10 stations, with another 5 due to join up soon. Officially known as Telepool Inc., with headquarters in Stockbridge, Mass., it's successor to last year's "WPIX sports network"—but it now makes it clear that it hopes to go beyond sports and New York originations. "Network" operation consists strictly of off-air pickups, thereby avoiding line charges. Currently, New York's WPIX is feeding Madison Square Garden sports to Telepool's 9 uhf members. WPIX signal is picked up directly off-air by WMGT, Adams, Mass.; WATR-TV, Waterbury, Conn.; WGLV, Easton, Pa.; WTVU, Scranton. WGLV feeds WHUM-TV, Reading, Pa., which in turn feeds WCMB-TV, Harrisburg, and WNOW-TV, York. WKNY-TV, Kingston, N. Y., and WWOR-TV, Worcester, Mass., pick up signals from WMGT. Programs are being offered on co-op basis to regional and local sponsors.

Movie producer David O. Selznick's view of TV, after producing 2-hour 310-station *Light's Diamond Jubilee*, as quoted in Oct. 24 *New York Times*: "The terrible thing about TV is that you have no idea—everything becomes such a nightmare in the hour before broadcast time—whether you have a hit or a flop until the show is on, and then it is too late to do anything about it. I will say this much: I predict the time will come when there will be a small network where a show can be tried out. It doesn't seem logical to me that TV should be the only form of show business where you don't have a chance to check audience reaction, to spot the strong and weak points in a show until after 60 or 80,000,000 people have seen it first."

"TV isn't a big bad wolf as far as we are concerned—it will help us make a bigger and better newspaper." Thus Oct. 25 *Advertising Age* quotes John K. Herbert, former NBC sales v.p. now exec. publisher of *New York Journal-American*. He makes these points in interview: "TV keeps more people at home. That is highly significant to a newspaper publisher—particularly to one whose papers go into the home in the evening. [People read newspapers] partly to find out what is going on in TV and radio . . . When it comes to color TV, [we] can be sure that advertisers will want to use the flexibility of local newspapers to support their merchandising efforts in key markets and to provide impact close to the point of purchase. Color in newspapers, reproducing brand names and package designs, will supply intensive market coverage and reader impact that will enable users of color TV to cash in on their heavy expenditures."

James C. Hanrahan, gen. mgr. of WEWS, Cleveland, appointed consultant to Australian TV industry to set up both govt. & commercial stations, was to leave for new assignment Oct. 31.

Owen D. Young, ex-pres. & chairman of GE, "father" of RCA and currently on ABC board, celebrated 80th birthday Oct. 27 at home in Van Hornesville, N. Y.

Radio-TV News Directors Assn. schedules annual convention Nov. 18-20 at Chicago's Sheraton Hotel. Charles Harrison, WFIL, Philadelphia, is handling arrangements.

Interconnected to AT&T network circuits last week end were WSAU-TV, Wausau, Wis., and WCNY-TV, Carthage-Watertown, N. Y.

**M**INIMUM of govt. controls over TV-radio industry was advocated anew this week by FCC chairman McConnaughey in address to joint meeting of Radio & TV Executives Society and National Assn. of Educational Broadcasters in New York. On specific industry problems, such as uhf and continuation of non-commercial channel reservations, he was non-committal, asking more time to study matters.

He chided educators somewhat for failing to use many channels available—and immediately Comr. Henneck took up cudgels for educators, calling McConnaughey's statement "amazing." She also blamed both manufacturers and stations for plight of uhf, urged all-industry planning to put 82 channels in every set.

McConnaughey proposed increased cooperative programming of educational groups with commercial stations and networks. He said it was duty of broadcaster to "inform the people more fully, fairly and freely" and that it "goes without saying that commercial broadcasting should not be confined to just sales plugs interspersed with entertainment, as the public won't stand for that, desiring sober thought and enlightenment along with entertainment."

Another speaker, Dr. Samuel M. Brownell, U. S. Commissioner of Education, warned that while educational TV could be an invaluable aid to teaching, its future depends on quality of teacher. He said that while there might be "electronic blackboards," he was concerned with "what appears on those blackboards."

GE's Dr. W. R. G. Baker said TV should be used to "sell youth the benefits of more education," declaring: "If through educational TV, 25% of those who are now dropping out of school before completing high school could be convinced of continuing their education, it would give impetus to the increasing technology of the nation, to the creation of new jobs calling for greater skill and learning and to the advancement of our standard of living."

Ralph Steetle, exec. director of Joint Committee on Educational TV, predicted 17 educational stations would be on air by early 1955, acknowledging that many hurdles still were in path of "country-wide educational TV."

"Somewhere between 2-D and 3-D" is effect produced, without use of glasses, with new camera developed by David Williams, Weehawken, N. J., according to N. Y. attorney Max Schorr, counsel for interested parties. Demonstration of camera, claimed to have potential for TV, movies & stills, was seen in New York recently by FCC staff members Hart Cowperthwait, chief of rules & standards div. and Wm. Campbell, asst. to Comr. Robert E. Lee. RCA engineers are now studying camera, are expected to report on it in a few weeks. Development may or may not really amount to something, Schorr says, but he stated that "one very prominent engineer" believes it has excellent possibilities. It's still in "very crude stage," he added. Also interested in device is author Wythe Williams, brother of the inventor.

Attack on FCC chairman George McConnaughey for "conflict of interests" was launched this week by Chicagoan Harry R. Booth, identified as "a former FCC official." Organizer of a "Utility Users League" fighting phone company rate increases, Booth wired presidential assistant Sherman Adams, saying that McConnaughey's law firm had represented Bell System subsidiaries in Ohio seeking rate increases "at least through last year."

Long hassle over Empire State Bldg. TV antenna fees was settled this week when building's new owner, Col. Henry Crown, agreed to new 15-year pact with New York's 7 stations providing for increase of about 15%. Tower license fees for each station were set at \$80,000 a year. Including space rentals, New York's stations will pay Empire State Bldg. \$11,000,000 over 15 years.

**Network Accounts:** Value of alternate-week sponsorship is pointed up by Joel L. Martin, Emil Mogul director of media & research, who writes in Oct. 22 *Advertising Agency Magazine* that a larger unduplicated audience can be reached by 26 weeks of alt. sponsorship than by 13 weeks as full sponsor for virtually same cost. He cites example of Esquire Shoe Polish, which attained far greater product identification with alt. sponsorship of *Arthur Godfrey Time* than its full sponsorship of *Blind Date* . . . Sweets Co. of America (Tootsie Rolls) to sponsor variety show starring Steve Allen Tues. Nov. 9, 8-8:30 p.m., thru Moselle & Eisen, N. Y., in time period vacated by Bob Hope, who skips next month's show because of command performance in Britain . . . Pharmaceuticals Inc. to sponsor *Juvenile Jury* on NBC-TV, Sun. 4-4:30 p.m., thru Edward Kletter Assoc. . . Dow Chemical buys 89 partic. on NBC-TV's *Home*, Mon.-thru-Fri. 11 a.m.-noon, starting in Jan., thru MacManus, John & Adams; Dow thus joins Chevrolet, Cadillac & Odorono (deodorant) as sponsors on *Home, Today* (7-9 a.m.) and *Tonight* (11:30 p.m.-1 a.m.) . . . A. E. Staley Mfg. Co. (corn starch) to sponsor Mon. 10:15-10:30 a.m. portion of *Garry Moore Show* on CBS-TV starting Jan. 10, thru Ruthrauff & Ryan . . . Simoniz Co. to sponsor Wed. 3:30-3:45 p.m. portion of *Bob Crosby Show* on CBS-TV starting Jan. 5, thru Sullivan, Stauffer, Colwell & Bayles . . . National Biscuit Co. reportedly dropping its partic. sponsorship of *Arthur Godfrey Time* on CBS-TV because of what pres. George H. Coppers called a "false and damaging" attack by Godfrey on integrity of independent grocer on Sept. 27 program; Godfrey said independent grocer prices a product at whatever "he can get away with" because of chain store competition, and apologized for remark following day.

Lamb hearing was just as confusing and acrimonious as ever this week as it resumed after week's recess. Oct. 25 saw Mrs. Marie Natvig on stand again. Lamb attorney Russell Brown told hearing he has "direct evidence" she was committed to Bellevue Hospital, New York mental institution—to which Mrs. Natvig retorted: "You're a liar." He also said he had information she never married or divorced her second husband and that she never attended Radcliffe College, as she claimed. Next FCC witness was Eugene Stoll, former Toledo Communist, who said he sold Lamb a subscription to the Sunday edition of *Daily Worker* in 1934, but testified he is "absolutely confident that he had not accepted communism intellectually or in any other way." Under cross-examination he refuted details in testimony of previous witnesses Ernest Courey, Wm. G. Cummings and Mrs. Natvig. He said he turned down offer of \$25-a-day "consultant" job at Immigration & Naturalization Service last January. Another ex-communist witness, Mabel Flicker, testified Lamb spoke at dedication of Communist Political Assn. headquarters in Toledo in 1944. Week's final witness didn't testify at all. Identified as Max Wall, he invoked 5th Amendment, refusing even to give his name. Brown charged FCC counsel "never intended to get any testimony" from the witness, merely called him to "invite drawing of inferences that might be derogatory to Mr. Lamb."

Italy and Germany lead continental Europe in TV progress, DuMont international div. director Ernest A. Marx said on his return from fact-finding survey of European TV. High cost of sets, lower standard of living and poorer programming preclude TV development paralleling the U. S., he declared.

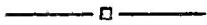
When FCC will take action on subscription TV petitions is unknown, FCC chairman George McConnaughey told reporters after NAEB-RTES luncheon in New York this week. while Comr. Frieda Henneck said it's "high time" hearings were held.

**R**EALIGNMENT of "top 10" TV shows in first national ratings since return of full fall-winter program roster strikingly demonstrates inroads of opposition programming on some long-time favorites. New Oct. 7-13 ARB national ratings show perennial top-ranking *I Love Lucy* (CBS-TV) edged out of top place by *Toast of the Town*, although by only two-tenths of a point. Responsible for *Lucy's* slippage, at least to some degree, is competition from NBC-TV's *Medic* in same time slot, which got 19.2 to *Lucy's* 52.1. *Medic's* rating in September was 21.9.

NBC-TV's *Dragnet*, in second place most of last season, dipped to 5th, with 44 rating, due to CBS-TV's new *Climax* which pulled 25.6% of all TV homes in time slot opposite *Dragnet*. *Arthur Godfrey's Talent Scouts*, running about 3rd much of last year, was 10th in Oct. ratings—with NBC-TV's *Caesar's Hour* (Sid Caesar) getting 22.8 during same time period. Top-rated *Toast of the Town* beat out competition of NBC-TV spectacular *Sunday in Town*, which got 21.9 for 7:30-8 segment, dropped to 18.1 & 17.1 for 8-9 period opposite *Toast*. Some newcomers to top 10 appear to be there mainly because they had no significant competition during their time periods.

ARB tally is first to measure impact of NBC-TV's new late evening *Tonight*, its ratings during the week going as high as 6.3—generally above most late movies measured in individual cities surveyed same week. ARB's top 10 for Oct. 7-13:

- (1) *Toast of the Town*, CBS, 52.3; (2) *I Love Lucy*, CBS, 52.1; (3) *Bob Hope*, NBC, 47.7; (4) *You Bet Your Life*, NBC, 46.4; (5) *Dragnet*, NBC, 44; (6) *Jackie Gleason*, CBS, 41; (7) *Godfrey & Friends*, CBS, 36.9; (8) *I've Got a Secret*, CBS, 35.5; (9) *GE Theatre*, CBS, 35.4; (10) *Godfrey's Talent Scouts*, CBS, 35.3.



Defense of program rating services was offered last week by Norman Glenn, TV-radio v.p., Doherty, Clifford, Steers & Shenfield, N. Y. He said differences should be expected because they measure different things by different techniques and he warned against disregarding their findings. As examples of differences, he said Trendex restricts itself to 10 major cities with 3 or more TV stations; others draw their sample from all over U. S. In addition, he said, ARB, Hooper & Videodex rely on diary kept by viewers; Trendex uses telephone calls. He observed: "We still have to decide what we would prefer to have measured, what kind of an audience measurement will give us the most useful information. The answer depends on the individual needs and for this reason there will always be a number of rating services." He spoke to 11th annual Ohio State U adv. conference in Columbus.

Canadian Govt. is "juggling the allotment of private TV channels [to] kill competition from U. S. bordering channels," Oct. 21 *Toronto Telegram* alleges in banner-headlined front page story. Article is keyed to tentative CP grant of Ch. 3 to CKBB, Barrie, Ont., some 50 mi. north of Toronto and 110 mi. from Buffalo (Vol. 10:40). *Telegram* points out that Barrie originally was allocated a uhf channel, and quotes Canada Dept. of Transport's W. B. Smith as saying adjacent channel interference from Barrie station will block out reception of Buffalo's Ch. 2 & 4 in Toronto unless viewers there purchase costly directional antennas. Smith is quoted as saying "nonsense" to allegations of CBC "plot" to black out reception of U. S. channels. Surveys have shown Toronto viewers prefer Buffalo stations to CBC's local CBLT. Several weeks ago *Telegram* attacked CBC for using taxpayers' money to "shove [Canadian-produced] TV programs down advertisers' throats" when U. S.-produced shows are available at lower cost. CBC denied this too, said most sponsors are cooperating in development of "Canadian talent."

Stroke of public-relations genius was Oct. 25 televised meeting of President Eisenhower's Cabinet to hear Secy. of State Dulles' report on Western European defense plan. White House press secy. James C. Hagerty said initiative had come from "within the TV industry." Actually, CBS news & special events v.p. Sig Mickelson telephoned Hagerty Oct. 24 to ask if it would be possible to televise next day's Cabinet meeting. Hagerty took it up with the President, who gave his OK. Mickelson later explained the whole thing wasn't exactly his idea—he had received this "tip," from someone he couldn't identify: "Why don't you call Jim Hagerty, ask him if you can cover the Cabinet meeting, and see what happens." Democratic reaction was quick. National Chairman Stephen Mitchell called Cabinet meeting "just another advertising man's gimmick," and added: "It was rehearsed all afternoon and even then they didn't get their cues right. The suggestion that TV & radio interests promoted that Cabinet meeting is completely false. I charge that James Hagerty promoted this extravaganza himself and even importuned one station to carry the show." Mitchell asked free time from all networks for Adlai Stevenson to reply to "partisan political" statements made by President Eisenhower in recent free broadcasts. NBC granted request, offering 30-min. on TV & radio; all other nets refused. Then GOP chairman Leonard W. Hall demanded free time on NBC to answer Stevenson's answer. He got it.

Political time disputes got some attention from FCC this week. As result of complaints by GOP national chairman Leonard Hall and 2 Republican candidates—Thomas P. Wall Jr., running for Senate, and Congress candidate Robert Donihi—Commission wrote Nashville TV stations WSM-TV, WSIX-TV and WLAC-TV to determine why they refused to sell political time to the nominees. WSM-TV replied it had cancelled all political broadcasts effective Sept. 30 as result of slander suit by Edward Lamb against it and the other 2 Nashville stations based on previous political broadcast (Vol. 10:29-39). WLAC-TV said it had cancelled political broadcasts "until it could satisfactorily determine its future course." It added that county election commission had ruled that Donihi was "not a qualified candidate" and his name wasn't on ballot. WSIX-TV offered similar reason. FCC then advised Hall and candidates that it was "unable to conclude" that stations violated Communications Act, but also advised stations of the desirability of making reasonable amount of time available in general elections if they had afforded time to candidates in primaries. Comr. Hennock, in separate comment, urged FCC to undertake over-all study of political use of TV-radio and report to Congress. In another sticky case, FCC advised WJBK-TV, Detroit that GOP Congress candidate Gregory M. Pillon is entitled to free time because Rep. John Dingell (D-Mich.) spoke on station during time made available to him free by CIO.

Politicians strike it rich: Last month Rep. Robert W. Kean (R-N. J.) appeared on CBS-TV's *Strike it Rich* as escort of a woman who told her troubles to the TV audience. After the show, his Democratic opponent for Congress, Martin Fox, assailed Kean's appearance as "a neat campaign stunt worth a fortune in free publicity." He demanded and got equal time, appeared on *Strike it Rich* Oct. 27.

TV-radio industry got a chuckle Oct. 25 when President Eisenhower got his industry presidents mixed up. RCA pres. Frank Folsom had just presented him National Security Industrial Assn.'s James Forrestal Award on nationwide TV hookup, but when President got up to accept award, he referred to the man making presentation as "Mr. Stanton."

**Telecasting Notes:** First real "film network" is ready for business with this week's announcement of Vitapix-Guild Films agreement under which Guild will provide \$12,000,000 worth of programming during coming year for national spot sponsorship, while Vitapix clears time among an anticipated 60 member stations. Vitapix is owned by 37 member stations, most of them network basics. Pending applications are expected to bring membership up to 60, covering just about every major market except New York and Chicago. Guild will offer total of 10 hours programming weekly, is producing 5 new half-hour nighttime shows for the venture, including *The Goldbergs* and *Confidential File* as well as currently available *Liberace*, *Frankie Laine*, *Joe Palooka* and others. It will also turn out four daytime 15-min. shows—*Connie Haines*, *Bride & Groom*, *It's Fun to Reduce* and Rev. Norman Vincent Peale inspirational . . . ABC-TV has its biggest hit in *Disneyland*; premiere Oct. 27 drew Trendex 9-city rating of 28.4, vs. 14.6 for CBS-TV, 7.7 for NBC-TV in same time slot, outdistancing such competition as Arthur Godfrey, Eddie Fisher and Joan Davis. Most critics gave *Disneyland* debut pretty good reviews, but *New York Times'* Jack Gould really spread himself: "It's wonderful! [If] the evening's promise is fulfilled in future weeks, the rest of the TV industry may decide to suspend operations between 7:30 and 8:30 on Wednesday nights" . . . Enough feature films are available for TV to run one a day for 8 years without duplication, says Broadcast Information Bureau press release plugging its new TV feature film directory, which

lists 3046 feature film titles plus 992 westerns . . . Release to TV of some 20 old cowboy features and 50 cartoons, through Hygo Corp., "in no way alters our policy of not releasing our features for TV showing," says Columbia Pictures exec. v.p. Jack Cohn, adding that the films, dating back 15 years and more, "have long since outlived their theatrical value" . . . Add foreign TV film pacts: Flamingo Films and TV Corp. of Japan (TCJ) have signed agreement whereby TCJ will make 52-week series of animated films to Flamingo's specifications and soundtrack, and Flamingo releases several of its film series, including *Superman* and *Baseball Hall of Fame*, for Japanese TV. Project is budgeted at \$1,500,000 . . . Group of 26 German, French and Spanish films, with dubbed English soundtracks, to be offered to U. S. TV by Grand Prize Films Inc. . . . Women watch sports, too, new Advertest survey of New York TV audience shows; most popular, baseball, is viewed by 90% of male audience and 70% of female. But 31% of women baseball viewers were "captive audience"—watching only because other members of family were viewing . . . TV show becomes stage show: *Jackie Gleason Show's* entire cast booked at New York Paramount Theatre for 2 weeks starting Nov. 17 . . . WJIM-TV, Lansing, dedicates new \$1,000,000 TV-radio center Oct. 31 with hour-long live show featuring George Gobel, Eddie Fisher, Janis Paige & Dorsey Bros. Orchestra . . . WATV, Newark, moves sales office to 575 Madison Ave., New York 22, Plaza 5-1331 . . . New rep: WVEC-TV, Hampton-Norfolk, to Avery-Knodel (from Rambeau).

**FIRST ARMED FORCES** TV station outside continental U. S. is now in operation at Lajes Field on Terceira Island of the Azores, serving about 11,000 American military and civilian personnel attached to Air Force's Military Air Transport Service. The station, which began film operation Oct. 17, is owned and operated by personnel of 1605th Air Base Wing, was purchased from PX and movie proceeds, under supervision of TV section of Office of Armed Forces Information & Education (AFIE) under Lt. Col. Mel Williamson.

Installation marks debut of Dage TV Div. of Thompson Products Inc. into field of "packaged" TV stations, with 50-watt Ch. 8 transmitter made by Gates Radio Co., Quincy, Ill. Dage-Gates partnership is forerunner of attempt to merchandise low-powered TV packages to private interests—first in Latin America, perhaps later in U. S. (with emphasis on educational TV), if FCC rules are amended to permit such low powers.

Dage-packaged system includes transmitter, 2 vidicon cameras, two 16mm film projectors, slide projector, 0.8-gain ring-type antenna, plus monitoring, control and audio equipment. Total cost was \$50,000. Dage provided training and instruction for the Air Force men who would operate and service the equipment, and Dage field engineer Harry Barga supervised installation. Programming will consist mainly of network kines, but will also include live.

Azores station is second AFIE TV enterprise, first being 10-watt RCA-built Ch. 8 installation at Limestone Air Force Base, Maine—in operation for nearly a year and considered a prototype for overseas TV stations (Vol. 9:52 & 10:19). Next overseas installations, both using RCA 10-watt transmitters similar to the Limestone type, will be at Sidi Slimane, French Morocco, and Wheeluf Field, Tripoli, Libya—both with equipment on hand and Xmas target dates. All stations are on Ch. 8.

Two other Armed Forces TV installations, not set up by AFIE, are home-built 8-watt Ch. 44 satellite at Army base at White Sands Proving Grounds, N. M., rebroadcasting programs from KROD-TV, El Paso, and 7-channel booster serving huge China Lake Naval Ordnance Depot, Inyokern, Calif., with Los Angeles signals (Vol. 10:27).

**Station Accounts:** Average of 58 national & regional spot TV accounts was carried on each of 228 reporting stations during third quarter ended Sept. 30, according to quarterly *Rorabaugh Report on Spot TV Advertising* released Oct. 25. Individual stations varied from 2 such accounts on a new outlet to 147 on established pre-freeze station. Top markets were New York, 7 stations reporting average of 75 accounts; Chicago, 4 stations av. 92; Los Angeles, 7 av. 87; Philadelphia, 3 av. 106; Detroit, 3 av. 89; Boston, 2 av. 107; San Francisco, 3 av. 93 . . . Political spending on TV in N. Y. state alone placed by *New York Times* survey at \$1,000,000, with Democrats estimating 80% of their funds allocated to TV, Republicans 70% . . . Producers Livestock Marketing Assn. credits saturation TV campaign on KTVT, Salt Lake City, with "fabulously" increasing lamb consumption, plans more spot campaigns as a result . . . Borden Co., on behalf of its new soluble nonfat dry milk product, Instant Starlac, launches heavy all-media campaign, thru Young & Rubicam . . . With multiple sponsors, 4th annual series of weekly *Port That Built a City* starts Nov. 7 on WMAR-TV, Baltimore, Sun. 4-4:30 p.m. . . . Among other advertisers currently reported using or preparing to use TV: Regal Shoe Co., Whitman, Mass. (Regal men's shoes), thru N. W. Ayer & Son, Boston; Smith Brothers, Poughkeepsie, N. Y. (cough drops & syrup), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; United States Rubber Co., N. Y. (Gaytees galoshes), thru Fletcher D. Richards, N. Y.; Good Bros., Philadelphia (Dottie's Quickie Cookies), thru Martin Agency, Philadelphia; Sofskin Div. of Vick Chemical Co., N. Y. (Moisture Magic cream), thru Morse International, N. Y.; Stanley Warner Cinerama Corp., N. Y. (Cinerama), thru Monroe Greenthal Co., N. Y.; Argus Cameras Inc., Ann Arbor, Mich., thru Young & Rubicam, Detroit.

The \$2,500,000 purchase of *Niagara Falls Gazette* by Gannett Co. is under negotiation. *Gazette* last week received FCC permission to exercise option for 25% of WGR-TV (Ch. 2) and WGR (Vol. 10:43), and its sale of WHLD & WHLD-FM to *Gazette* v.p. Earl C. Hull was approved this week.

**A**IMING FOR NOVEMBER start are 10 TV grantees, 3 of them educational—but it's more than likely that some of them won't make it. These 3 expect to turn on juice any day now, and probably will be next starters: WSFA-TV, Montgomery, Ala. (Ch. 12); WOAY-TV, Oak Hill, W. Va. (Ch. 4); KCKT, Great Bend, Kan. (Ch. 2).

Others with good chance of going on air during month are WFMZ-TV, Allentown, Pa. (Ch. 67); WIRI, Bloomingdale-Plattsburg, N. Y. (Ch. 5); KTRK-TV, Houston (Ch. 13); KVOO-TV, Tulsa (Ch. 2). Educational outlets planning Nov. debut are WEDB, Birmingham, Ala. (Ch. 10); WEDM, Munford, Ala. (Ch. 7); KCTS, Seattle (Ch. 9).

In Canada, these 4 are aiming at Nov. start: CKWS-TV, Kingston, Ont. (Ch. 11); CKCW-TV, Moncton, N. B. (Ch. 2); CJBR-TV, Rimouski, Que.; CFQC-TV, Saskatoon, Sask. (Ch. 8).

Only equipment shipments reported this week were DuMont 5-kw transmitter to WIRI, Bloomingdale-Plattsburg, N. Y., due in mid-November, complete DuMont studio equipment to WFMZ-TV, Allentown, which already has transmitter and plans Nov. 20 start; and RCA 50-kw transmitter to WFLA-TV, Tampa (Ch. 8), due in January.

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

WIRI, Bloomingdale, N. Y. (Ch. 5), will have TV studios & offices at 357 Cornelia St., Plattsburg, N. Y., where remodeling has begun on building acquired from auto agency. WIRI now plans Nov. 15 test patterns, reports pres.-gen. mgr. Joel Scheier. It has just completed 2.5 mi. of road up Mt. Terry and begun work on 185-ft. Trylon tower and 6-bay RCA antenna. Transmitter building with living quarters, and two 50-kw Caterpillar generators are already in place. Hour rate will be \$250. Reps will be Adam Young and Radio & TV Sales (Canada).

WSLA, Selma, Ala. (Ch. 8), won't get on air by end of this year as originally planned (Vol. 10:16), reports counsel Eugene Mullin. It has applied for extension of CP, also is asking FCC to approve 1993-ft. tower which failed last week to get go-ahead from Washington Airspace subcommittee because of Armed Forces opposition. Tower will be built by Vulcan Tower Co. owned by WSLA treas. Wm. E. Bennis Jr. and pres. Wm. J. Brennan. Standard Electronics transmitter has been ordered. Rep not chosen.

WEDB, Birmingham, Ala. (Ch. 10, educational) planning to get on air Nov. 1-15, will rent old WBRC-TV facilities from Storer for \$1 a year, including use of transmitter house, 5-kw RCA transmitter and 150-ft. tower with 6-bay antenna, according to consultant Thad Holt. Alabama Educational Television Commission holds another CP for WEDM, Munford (Ch. 7), also planning start by mid-Nov. Both outlets will share Birmingham studios and WEDB will duplicate "about 50% or more" of Munford programs.

WEAT-TV, West Palm Beach, Fla. (Ch. 12), expects to begin test patterns Dec. 15, programming as primary ABC Jan. 1, reports pres.-gen. mgr. J. R. Meachem. Standard Electronics transmitter has been ordered for delivery Dec. 10, which is target date for installation of Alford antenna on 365-ft. tower purchased from Tower Construction Co. R. W. Kirkpatrick will be program director; J. Ross McPherson, chief engineer. After nearly 7 years as NBC outlet in Lake Worth, radio WEAT moved Oct. 24 to West Palm Beach, switching to 1-kw & 850 kc. WEAT-TV rep will be Walker.

WAAB-TV, Worcester, Mass. (Ch. 20), is now in "indefinite" status, according to pres. George F. Wilson. It had 5-kw DuMont ordered and 24-bay Gabriel antenna installed on old WGTR-FM tower.

**Color Trends & Briefs:** Defense of the "spectaculars" and of color generally—in terms of audience reached as well as programming concept—was presented this week by NBC exec. v.p. Robert W. Sarnoff in speech to Buffalo Ad Club.

Estimating some 10,000 color sets in use, he offered a "banker-conservative" figure of 2,000,000 people having seen color this fall. He said that estimates include 300,000 in Chicago, 150,000 in Philadelphia, 50,000 in Milwaukee, etc.

Sarnoff then went on to cite Nielsen ratings in refutation of Trendex findings of low audience for first spectaculars (Vol. 10:38). Nielsen showed a 39.1 for *Lady in the Dark*, compared with 26-minus for Trendex, and a 38.7 for *Satins & Spurs*, vs. 16.6 for Trendex. Nielsen's ratings showed, he said, "that our first color spectacular several weeks ago was looked at by more than 37,000,000 people. The next one attracted even more viewers. It, in fact, rated the number 4 spot, among the top 10 TV programs in audience popularity. Now I contend that when one out of nearly every 4 Americans is interested in seeing a big off-beat TV show—well, that type of show is worth doing. We at NBC intend to continue doing them."

\* \* \* \*

Patent on "Chromatron" color tube (No. 2,692,532) being developed by Chromatic TV Labs was awarded to Dr. Ernest O. Lawrence this week, with Comr. of Patents Robert C. Watson delivering patent personally in ceremonies in Commerce Dept. lobby. Also announced this week was grant of patent No. 2,690,518 on "CBS-Colorton" to CBS-Hytron engineers Norman F. Fyler and Wm. E. Rowe.

Price of color sets should be down to around \$500 in a couple years, Dr. Allen B. DuMont told group at luncheon celebrating Pulse's 13th birthday this week, "but I think we have got to go considerably lower than that." Mass usage of color, he said, depends on production of sets priced within \$50-100 of black-&-white. Nevertheless, he stated, progress in color has been extremely fast compared with black-&-white.

DuMont's first colorcast series is hour-long film program scheduled for 6 p.m. Sundays, starting Oct. 31 over WABD, N. Y. only. Premiere, called *Sunday Supplement*, comprised: *The Story of Colonel Drake*, about drilling of first oil well; *What Makes Us Tick*, an animated cartoon showing how Stock Exchange works; *The World in a Day*, travelogue series. Color feed to network is in the works, but date for start hasn't been set.

Color conversion kits for transmitters, enabling stations to rebroadcast network color, have been shipped by DuMont to: WNEB-TV, Bay City, Mich.; WCSC-TV, Charleston, S. C.; WFMY-TV, Greensboro, N. C.; KGLO-TV, Mason City, Ia.; WABD, New York City; WDTV, Pittsburgh; WHBF-TV, Rock Island, Ill.; KTIV, Sioux City, Ia.; KXJB-TV, Valley City, N. D.

Next week's network color schedules: CBS-TV—Nov. 4 & 5, *Art Linkletter's House Party*, 2:30-3 p.m.; Nov. 5, *Perry Como Show*, 7:45-8 p.m. NBC-TV—Nov. 4, *Ford Theatre*, 9:30-10 p.m.; Nov. 7, *Max Liebman Presents*, 7:30-9 p.m.

New series of color TV ads was launched in N. Y. newspapers this week by Motorola, with pitch to consumers in form of list of colorcasts they could see "if you had a Motorola color set."

Los Angeles color sets totaled 293 as of Oct. 1, 22 being sold during Sept., according to Electric League of Los Angeles.

Colorcasts will be included in election coverage of WRCA-TV, N. Y., Bromo-Seltzer sponsoring.

**TV PRODUCTION RECORD; LESSONS ABOUT COLOR:** With 228,298 sets turned out week ended Oct. 22, TV output broke an unofficial weekly record by RETMA statistics, by coincidence exceeding the old mark of 219,680 established 4 years ago to the week.

With sales continuing high at all levels, the boom TV market -- unaffected by recent wave of modest price increases and color promotion -- has trade feeling its oats as never before. Apparently only a completely unanticipated pre-Xmas slump can keep 1954 retail sales from exceeding last year's record 6,400,000.

Production for first 10 months is estimated at 5,525,000, including about 875,000 in Oct. Total compares with 6,100,000 in first 10 months of 1953. Factory sales are estimated at 5,600,000 (900,000 in Oct.). They compare with 5,800,000 in first 10 months of 1953. Distributor sales are estimated at 5,400,000 (900,000 in Oct.). Last year at this time they were 5,300,000. Retail sales in first 10 months were about 5,200,000 (850,000 in Oct.) vs. 4,925,000 same period of 1953.

Inventories haven't gone up much, as result of high sales. As of Oct. 31, they're estimated about 2,000,000 in all pipelines -- considered "safe". Also helping to brighten picture is fact that nearly all major manufacturers report increase in demand for second sets. Trade statisticians estimate that only 1,150,000 homes now have second sets -- leaving a big market to shoot for.

Over-all picture is so bright one major manufacturer told us: "Some nights I go home from the factory and wonder if we're not doing something wrong!"

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Motorola exec. v.p. Robert W. Galvin took time out this week to recapitulate for us some of the lessons his company has learned about merchandising color. His 19-in. sets (at \$895 & \$995) have been introduced in key markets for month or so with big promotional fanfare (Vol. 10:40-43). Out of experience, he says company learned:

(1) Color "identification" is all-important at this stage of its development and the company which lets consumers know that it's making and selling color sets, even in limited quantities, will have a big jump on its competitors. He stoutly defended his policy of full-page ads as necessary to "identification," said formula has proved successful, will continue until 85 cities have Motorola color sets.

(2) Dealers are vitally interested in getting color on floor, to sell it for itself and as a stimulant to sales of black-&-white TVs and other appliances. He said other companies as well as Motorola had benefited from latter consideration.

(3) Strong follow-up efforts by dealers will be necessary if color is to be sold on a mass market. "We've created the demand, but it's up to aggressive dealers to push the sales to the point of conclusion," he commented. "We've found it's going to take an awful lot of selling, much more perhaps than we originally anticipated, but we definitely know the demand is there -- it just needs exploitation."

If he could start all over again, would Motorola merchandise color in same big-splash manner? "Definitely yes," he answered. "It's the right way to do it. In fact, I would broaden the base of the promotion and urge more dealers to join."

Motorola this week lowered its color production goal this year by unspecified amount from original 20-30,000 estimates, pres. Paul V. Galvin explaining in letter to stockholders that company had difficulty acquiring components in July and fell behind in production as result. He explained:

"When we launched our production in July, we encountered difficulties on the part of component manufacturers meeting our rigid specifications. This caused a delay in getting under way with production. We chose not to force this situation because we were determined to have high quality from the outset. As a consequence, instead of introducing and sampling in August, our introduction and sampling of color sets has been delayed until just about now.



"Because of our delay in getting to market, we have reduced our original expectancy of production between now and the first of the year. Because the delivery of certain parts is still somewhat uncertain, it is impossible to forecast the degree to which it will be affected."

Radio production totaled 259,070 (91,248 auto) week ended Oct. 22, up from 234,276 preceding week and 207,712 week ended Oct. 8. For 10 months, output was about 7,700,000, compared to approximately 10,700,000 in same period year ago.

**Topics & Trends of TV Trade:** One-year warranties on new picture tubes will be almost thing of the past after Dec. 1, when DuMont and GE switch to 6-month warranties. RCA and Sylvania currently are operating under 12-month pro-rata policies comparable to those on auto batteries. CBS-Hytron, National Union, Rauland & Raytheon reported this week they were re-evaluating policy in light of DuMont and GE action, and it's expected they too will switch from flat 1-year warranties by first of year. Most tube rebuilders, however, plan to continue unconditional one-year warranties (Vol. 10:42).

Spokesmen for DuMont and GE said they had considered but discarded idea of pro-rata warranties a la RCA and Sylvania. DuMont CR tube sales mgr. Bill Scales said there was too much book work involved in pro-rata policy. GE tube marketing mgr. Grady L. Roark commented that it would be too difficult to administer and that cost and mechanics of pro-rata warranties to both manufacturer and distributor outweigh advantages.

Primary reason for switch from one-year warranties is that picture tube no longer represents as large an investment as other parts and consequently it's felt it should not have the extended warranty protection. It's doubtful, however, that trade will adopt 90-day warranty policy on picture tubes, as suggested at electronic parts show in May (Vol. 10:21).

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Citing Sylvania-Philco case, in which price discrimination complaint against Sylvania in sale of radio tubes was dismissed (Vol. 10:40), Federal Trade Commission chairman Edward F. Howrey this week criticized lack of adequate guides manufacturers can use in attempting to justify price differences on basis of cost. Calling for new policy for manufacturers who must defend themselves against price differences under Robinson-Patman Act, Howrey said FTC must "drop its rigid mechanical interpretation" of cost provision and adopt a "rule of reason" approach. He said intent of new policy was to "make a fair adjustment between the protection of small buyers and the welfare of the consumer—to preserve for the consumer the benefits of mass production and low cost distribution while prohibiting price favors to large buyers that were unrelated and not reasonably attributable to savings created by more economical methods of manufacture, sale or delivery."

Unique hi-fi promotion is special "high fidelity concert" Nov. 13 by Washington's National Symphony Orchestra in cooperation with several sound equipment manufacturers and local radio WGMS (which will not broadcast the concert). After each orchestral selection in huge Constitution Hall, audience will hear same number played back on hi-fi equipment. Sponsors of performance say its purpose is to "acquaint music fans with hi-fi, and hi-fi fans with good music."

"Folsom Center" is name of RCA's new TV-radio and service headquarters—5 buildings nearing completion 5 mi. east of Camden at cost of \$5,000,000, named for RCA pres. Frank Folsom.

Excise tax collections on TV-radio-phonos totaled \$21,811,000 in 2 months ended Aug. 31, compared to \$17,143,000 in July-Aug. 1953, reports Internal Revenue Service.

**DISTRIBUTOR NOTES:** Admiral appoints R. Warncke Co., San Antonio (R. Warncke, pres.), replacing August J. Krisch . . . Raytheon: East Coast Radio & Television Co. Inc., 1932 NW Miami Court, Miami (Saul Tashman, pres.) . . . Stromberg-Carlson: Home Makers Supply Co., 824 SW 18th Ave., Portland, Ore. (F. L. Staples, sales mgr.) . . . CBS-Columbia: Medill Corp., York, Pa. . . . Capehart-Farnsworth: Capital Distributors, New Cumberland, Pa. (Harry S. Funk, owner) . . . Arvin: Sackett Electric Supply Co., Buffalo, replacing Lee Distributing Co. . . . Philadelphia Distributors Inc. (Stromberg-Carlson) announces resignation of gen. sales mgr. Robert B. Barnes . . . Bell Distributing Co., Allentown, Pa. (DuMont) appoints Wm. Siegman TV sales mgr. . . . Tom P. McDermott Inc., Tulsa (Sylvania) names Fred E. Causey appliance mgr. . . . Victor H. Meyer Distributing Corp., N. Y. (Sylvania) moves to 437 11th Ave. . . . Dorfman Endel Inc., N. Y. (Capehart-Farnsworth), moves to 32-14 Northern Blvd., Long Island City . . . Associated Distributing Co., Columbia, S. C. (Admiral) appoints Charles Clark adv. & sales promotion mgr.

Hands-off policy on discount houses will be continued by influential U. S. Chamber of Commerce, it was decided this week following vigorous, closed-door discussion of problem at meeting of its domestic distribution committee in Atlanta. Though chamber's board has yet to meet, committee of 40-50 distributors and retailers agreed almost unanimously at Atlanta that chamber should not join any battle against any form of retail operation as long as it complies with laws.

Special Kelvinator appliance div. was created this week by American Motors Corp., whose pres. George Romney denied reports company planned to enter TV production. Kelvinator div. has taken on TV distribution for Stromberg-Carlson and Bendix Radio in several markets, he noted, but declared that is extent of company's TV activity in foreseeable future.

"Expose" of fraudulent TV serviceman will be dramatized on a *Dagnet* show (NBC-TV) early next year, with NARDA and Los Angeles Electric League cooperating on script. It gives detailed explanation of costs, warns set owners to beware of servicemen charging extremely low service call prices.

RCA plans biggest pre-Xmas ad campaign in its history for TV-radio-phono line, starting with 5-p. insert in Nov. 27 *Saturday Evening Post*. It encompasses color "spectaculars" and *Caesar's Hour* on network TV, extensive spots, 21 national magazines, newspapers.

Radio shipments to dealers, excluding auto radios, totaled 3,054,998 in first 8 months, according to RETMA state-by-state and county-by-county reports released this week and available on request. Aug. shipments were 392,652, compared to 338,572 in July.

Admiral to spend over \$3,000,000 in 1955 ad campaign, using TV (Bishop Sheen's *Life Is Worth Living*), magazines and newspapers.

Motorola ends 5-year ad contract with Ruthrauff & Ryan by mutual agreement. New agency won't be selected for several weeks, said Motorola.

Sylvania's new tube plant at Fullerton, Cal. will be formally dedicated Nov. 8, with pres. H. Ward Zimmer as principal speaker.

**Trade Personals:** Richards W. Cotton, former chairman of Defense Production Board, resigns as asst. to Philco pres. James Carmine, Nov. 1 becomes asst. to pres. Joseph Quick, National Co., Malden, Mass., at same time continuing in current capacities as consultant to Secy. of Defense and ODM and electronics advisor to Commerce Dept., maintaining Washington office at 1021 K St., NW . . . Lee F. Holleran, sales mgr. of RCA tube div., named gen. marketing mgr., succeeding Douglas Y. Smith, who took over Richard T. Orth's post as v.p. & gen. mgr. of div., when latter moved to Westinghouse in same capacity (Vol. 10:36) . . . Peter J. Faber, ex-Montgomery Ward national TV-radio mgr., joins RCA tube div. as midwestern mgr. of commercial administration, Chicago . . . Will James promoted to director of CBS-Columbia operations, responsible for all purchasing and manufacturing; reporting to him will be purchasing director Albert J. Frankel and works mgr. Thomas Greisner . . . Robert W. Stewart promoted to Westinghouse distribution mgr. for consumer products, reporting to gen. sales mgr. Victor D. Kniss . . . Frank A. Sullivan, ex-Magnavox, named Westinghouse radio sales mgr., succeeding R. J. McCusker, now eastern TV-radio sales mgr. . . . Robert M. Marberry named product sales mgr., Sparton TV-radio div., under new gen. sales mgr. Donald F. Miersch . . . Carl Hagstrom, NARDA v.p., named chairman of its nominating committee to select new officers for term beginning in Jan. 1955 . . . Bartley C. Furey named Bendix Radio asst. sales mgr., succeeded as western regional mgr. by Ward Schafer, co-owner of Schafer-Wright Distributing Co., Portland, Ore. (Raytheon) . . . David B. Monoson, ex-Emerson, named CBS-Columbia southeastern regional sales mgr. . . . R. J. Shank, Hughes Aircraft, elected technical products div. representative on RETMA board . . . F. E. Anderson, Raytheon distributor tube sales mgr., who recently completed 25 years of continuous service with Raytheon, honored at special anniversary luncheon at plant last week . . . Louis Silver resigns as v.p. of Wilcox-Gay (Majestic Radio) to establish manufacturer's rep office in N. Y. . . . Ralph

Kaufman promoted to Olympic sales administration mgr. . . . J. D. Taylor Jr., ex-Bendix appliances plant mgr. at Clyde, O., named works mgr. of Richmond, Ind. plant (govt. products), succeeding John Mihalic, now operations mgr. for all appliances . . . Edwin A. Link Jr., chairman of Link Aviation and developer of Link trainer device for instruction of airmen, elected to board of General Precision Equipment Corp. . . . Harry R. Clark resigns as pres. of Telechrome Mfg. Corp., Amityville, N. Y., subsidiary of J. Raymond Popkin-Clurman's Telechrome Inc. . . . Patrick J. Deluhery, in charge of Admiral's govt. contracts office in Dayton, named to new post of gen. sales mgr. of molded products div. . . . Robert J. Mueller promoted to sales v.p., Walsco Electronics, Los Angeles (antennas) . . . Richard Macken, purchasing agent of Waters-Conley Co. (phonographs), elected treas. & asst. to new pres. Fred Kennedy . . . Frank J. McNichol named sales mgr. of American Elite Inc., N. Y., exclusive U. S. agent for Telefunken radios, replacing John J. Buckley, resigned . . . Joseph D. Shipman Jr., ex-Sylvania, joins Fuller & Smith & Ross on Westinghouse account . . . Donald W. Jackson, ex-Admiral & Raytheon, named national merchandising mgr., Dage TV div., Thompson Products Inc. (cameras, accessories) . . . D. R. Yoder, ex-RCA tube div., named district mgr. of Raytheon's new tube sales office at 622 S. La Brea Ave., Los Angeles; B. C. Winters promoted to asst. district mgr.

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Dr. Allen B. DuMont, one of nation's most ardent yachtsmen, won double honor Oct. 28—was awarded national predicted-log trophy of American Power Boat Assn. for 8 races last summer in his 54-ft. power cruiser Hurricane III, and was elected commodore of Eastern Cruisers Assn. for coming year.

Dr. Lee DeForest, the inventor, now on European tour, was guest of honor at dinner in Paris last week, given by Maurice Ponte, IRE v.p., and attended by L. Longchambon, French Secy. of State for Scientific Research, and Matthew Jones, Telecommunications Attache of American Embassy.

**Electronics Reports:** Innovation in microwave antenna design will be put into service by AT&T's long lines dept. in new Albuquerque-Baker, Cal. TV relay route, according to plans filed with FCC for construction of final segment of 1000-mi. Amarillo-Los Angeles route. Relay towers will use new horn-type reflector antennas, resembling giant sugar scoops, which can be used simultaneously in the 4000, 6000 & 11,000-mc bands, and eventually may handle 30 TV programs or 20,000 telephone conversations at the same time. Current antennas operate only on 4000 mc. AT&T will also use new circular waveguide, said to have about half transmission loss of current rectangular type.

Dr. Ralph J. Slutz, former asst. chief of National Bureau of Standards electronic computer laboratory, named chief of radio propagation physics div. of Bureau's Boulder, Colo., laboratories, where he will direct research on propagation with particular reference to troposphere.

"Military Television," illustrated booklet containing description and highlights of last August's first demonstration of tactical use of TV at Ft. Meade, Md. (Vol. 10:33), has been published by RCA dept. of information, 30 Rockefeller Plaza, New York.

P. R. Mallory Plastics Co., subsidiary of P. R. Mallory Co., electronic equipment manufacturer, has purchased Semrow Plastics Inc., Chicago bathroom fixture manufacturer.

Sylvania allocates \$3-4,000,000 for atomic energy program, says it will increase sum as circumstances warrant.

New 51-p. microwave brochure has been issued by RCA, available from engineering products div.

Though noted for color and propagation research, RCA Labs' Dr. George H. Brown has experimented for years on biological applications of electronics. Among latest work, with Wendell C. Morrison, was series of tests to determine effect of RF fields on micro-organisms, with these conclusions: "No significant destruction of bacteria in aqueous solution occurs from the application of RF fields in the frequency range up to 600 mc, excepting of course the destruction brought about by thermal effects."

Sprague Electric Co., North Adams, Mass., is building new 10,000-sq. ft. plant in Los Angeles at cost of \$200,000—for engineering, design and limited production of specialized products for western customers. It will employ 100 when in operation next spring.

Westinghouse starts construction Nov. 1 on \$1,000,000 addition to its air arm div. plant on Ft. Meade road, near Baltimore. Plant makes airborne electronic equipment for armed services.

Brig. Gen. Victor A. Conrad, commander of Ft. Monmouth, N. J., largest Signal Corps base, promoted to temporary grade of major general, subject to Senate confirmation in January.

Institute of Radio Engineers 1954 IRE Directory, 584-p. yearbook containing radio engineers' directory and list of firms & products, delivered to subscribers this week.

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

New "Industrial Tube Characteristics" booklet now available from Raytheon distributors.

**Financial & Trade Notes:** Motorola earned \$4,590,069 (\$2.37 per share) after taxes of \$5,560,230 on sales of \$139,504,053 in first 9 months, compared to \$6,176,839 (\$3.19) after taxes of \$9,816,303 on \$158,603,127 in corresponding period year ago. Third-quarter earnings were \$1,731,766 (90¢) after taxes of \$2,017,662 on sales of \$47,038,843, compared to profit of \$1,536,158 (79¢) after taxes of \$2,346,778 on sales of \$49,070,159 in third 1953 quarter.

Pickup in third quarter was attributed to increase in TV billings by pres. Paul V. Galvin, who estimated that profit for all 1954 should approximate the \$7,076,335 (\$3.66) earned last year. Sales, he said, should be \$195,200,000, compared to \$217,964,074 in 1953. Looking to 1955, he said "we are contemplating a good first quarter for the year, and we are thinking in general terms of about 5% improvement in 1955 over 1954."

He said communications business is currently about 5% over last year's pace, though military billings will be reduced in 1954 "because of stretch out of some of our military contracts." He also said that because of shut-downs and changeover in automotive industry this year, "our volume of contract car radios was quite materially reduced this year," but added that "a very good fourth quarter" was anticipated in car radios.

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Westinghouse earnings and sales broke 9-month records, profit being \$62,644,000 (\$3.77 a share) after taxes of \$74,000,000 on sales of \$1,213,383,000. They compared with earnings of \$53,219,000 (\$3.26) after taxes of \$90,643,000 on sales of \$1,163,538,000 in first 9 months of 1953. Third-quarter profit was \$17,285,000 (\$1.04) after taxes of \$19,700,000 on record sales of \$401,674,000, compared to \$17,559,000 (\$1.07) after \$30,880,000 on \$383,049,000 in third quarter year ago. Pres. Gwilym A. Price, noting "quickenings" of business in third quarter, said Sept. sales were second highest in Westinghouse history. New high levels were reached on all consumer products lines in Aug. & Sept., he added.

Stromberg-Carlson earned \$1,316,204 (\$2.45 per share on 504,246 common shares) after taxes of \$1,426,000 on sales of \$46,812,335 in first 9 months of 1954, compared to \$1,328,391 (\$2.84 on 445,822 shares) after taxes of \$3,098,000 on sales of \$46,398,403 in same 1953 period. Pres. Robert C. Tait explained that total 1954 billings will be below original expectations because of necessity to reschedule 2 large govt. electronics contracts. Even so, he said, full year's sales should compare favorably with last year's record \$65,241,861. It was also disclosed that Stromberg-Carlson Credit Corp. has purchased from parent company \$2,700,000 of telephone customers' long-term notes out of some \$8,500,000 it is scheduled to purchase.

General Precision Equipment Corp. earned \$3,602,640 (\$4.44 per share on 753,790 common shares outstanding) on sales of \$85,446,656 in 9 months ended Sept. 30, compared to \$2,283,830 (\$3.46 on 649,087 shares) on sales of \$62,493,972 in same period year ago. For quarter ended Sept. 30, profit was \$3,602,640 (\$1.15 on 860,668 shares) on sales of \$31,141,460 vs. \$2,283,830 (\$1.24 on 649,087) on \$21,391,405 in same quarter of 1953.

Stewart-Warner earned \$1,831,719 (\$1.36 per share) after taxes of \$2,196,227 on sales of \$69,367,608 in first 9 months of 1954, compared to \$3,187,186 (\$2.37) after taxes of \$6,547,232 on \$98,689,330 in corresponding period year ago. No breakdown was given for TV-radio revenues.

Television-Electronics Fund's growth shown in special report listing assets of \$53,268,239 (\$9.43 per share on 5,651,102 shares) as of Sept. 17, 1954, compared to assets of \$179,346 (\$4.44 on 40,380 shares) as of same date 6 years ago.

Sylvania earned \$6,166,226 (\$1.93 per share) on sales of \$200,827,520 in 9 months ended Sept. 30, compared to \$7,562,941 (\$2.48) on \$224,469,087 in corresponding period of 1953. Third quarter earnings were \$2,643,441 (85¢) on sales of \$73,756,882 vs. \$2,393,849 (77¢) on \$75,376,155 same quarter year ago. Reporting Sept. sales as highest in company history for any one month, chairman Don G. Mitchell and pres. H. Ward Zimmer attributed improvement in third quarter to industry's increased TV production, resulting in pickup in orders for tubes. Production and sales of picture tubes are currently at record levels, they said. Sylvania TV set sales corresponded closely in unit volume to last year and dollar volume improved, they added. They also observed that TV industry "appears to have completed an inventory correction that began in the latter part of 1953 . . . and there is every indication that the substantial fluctuations in sales and earnings which have characterized the industry for the past several years are decreasing in severity."

Hoffman Radio earned \$1,139,421 (\$1.60 per share) on sales of \$32,750,904 in first 9 months, compared to \$1,115,533 (\$1.57) on \$38,153,871 in same period of 1953. Pres. H. Leslie Hoffman said sales of company's TV sets on Pacific coast "achieved a higher percentage-of-industry during the year to date," but added that total sales decreased, "partially as a consequence of a management decision not to compete at the extremely low price levels which characterized the year's activity and which might have threatened product quality." He said intensive engineering and planning "have effectively overcome this deterrent" and results will be noticeable in near future. He said company expects to introduce its 21-in. "Colorcaster" color set in first quarter of 1955.

Dividends: American Broadcasting-Paramount Theatres, 25¢ payable Oct. 20 to stockholders of record Sept. 24; Westinghouse, 50¢ quarterly and 50¢ extra, Dec. 1 to holders Nov. 8; Sylvania, 50¢ Dec. 20 to holders Nov. 30; Magnavox, 37½¢ Dec. 15 to holders Nov. 24; Stewart-Warner, 40¢ Dec. 4 to holders Nov. 12; International Resistance Co., 5¢ Dec. 1 to holders Nov. 15; Standard Coil, 25¢ Nov. 17 to holders Nov. 5; Oak Mfg. Co., 35¢ Dec. 15 to holders Dec. 1; Servomechanisms, 10¢ Nov. 15 to holders Nov. 1; Weston Electrical Instrument, 25¢ Dec. 10 to holders Nov. 24; Aircraft Radio, 55¢ year-end and 20¢ quarterly, Nov. 19 to holders Nov. 5.

Howard W. Sams & Co. earned \$87,218 (\$1.82 per common share) after taxes of \$130,960 on sales of \$2,798,979 in fiscal year ended June 30, compared to profit of \$41,520 (73¢) after taxes of \$88,883 on sales of \$2,366,040 in preceding fiscal year.

Muter Co. earned \$226,501 (31¢ a share on 721,450 common shares outstanding) on sales of \$8,689,481 in 9 months ended Sept. 30, compared to \$315,690 (46¢ on 681,680 shares) on sales of \$11,625,109 in same 1953 period.

Weston Electrical Instrument Co. earned \$802,993 (\$1.88 a share) on sales of \$21,832,342 in 39 weeks ended Oct. 1, compared to earnings of \$825,395 (\$1.93) on \$23,779,724 in corresponding period year ago.

Admiral's growth from \$3400 in assets when started in 1934 to current \$108,000,000 assets is told in Sept. 22 *Investor's Reader*, published by Merrill Lynch, Pierce, Fenner & Beane.

"Oscar of Industry" was presented to American Broadcasting-Paramount Theatres in N. Y. Oct. 25 by *Financial World* for best annual report in motion picture industry.

Admiral started construction last week on 65,000-sq. ft. addition to Harvard, Ill. TV plant. It's fourth expansion at plant since opening in 1946.

### Network TV-Radio Billings

September 1954 and January-September 1954  
 (For August report see *Television Digest*, Vol. 10:39)  
 (For preceding years, see *TV Factbook No. 19*, p. 15)

**P**OWERFUL UPWARD trend continued in network TV billings, as reflected in Publishers' Information Bureau figures for Sept., which showed networks billing \$26,045,177 vs. \$18,395,406 in Sept. 1953. Jan.-Sept. TV total for 1954 was \$222,671,874 vs. \$155,921,940 for same 1953 period. Radio billings showed substantial jump from August's \$9,583,344, going to \$10,473,546 in Sept., but were still under the \$12,145,359 for Sept. 1953. Nine-month radio total was \$104,141,823 vs. \$118,853,724 for 1953 period.

CBS-TV's strong lead remained unchallenged, reaching \$12,874,533, though NBC-TV closed gap somewhat by showing greater improvement over Aug., rising to \$9,707,322 in Sept. ABC remained only radio network to beat Sept. 1953 billings, going to \$2,267,810 from last year's \$2,156,806. The complete PIB tables:

#### NETWORK TELEVISION

	September 1954	September 1953	Jan.-Sept. 1954	Jan.-Sept. 1953
CBS	\$12,874,533	\$ 8,503,620	\$102,928,404	\$ 67,946,521
NBC	9,707,322	7,837,467	88,208,365	66,674,488
ABC	2,660,601	1,376,017	22,693,361	13,796,753
DuMont	802,721	678,302	8,841,744	7,504,178
<b>Total</b>	<b>\$26,045,177</b>	<b>\$18,395,406</b>	<b>\$222,671,874</b>	<b>\$155,921,940</b>

#### NETWORK RADIO

	September 1954	September 1953	Jan.-Sept. 1954	Jan.-Sept. 1953
CBS	\$ 4,083,940	\$ 4,990,142	\$41,517,991	\$45,944,158
NBC	2,598,635	3,205,675	25,371,536	34,652,044
ABC	2,267,810	2,156,806	21,697,255	21,502,319
MBS	1,523,161	1,792,736	15,555,041	16,755,203
<b>Total</b>	<b>\$10,473,546</b>	<b>\$12,145,359</b>	<b>\$104,141,823</b>	<b>\$118,853,724</b>

#### NETWORK TELEVISION—January-September 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	8,057,484*	23,668,840*
Sept.	2,660,601	12,874,533	802,721	9,707,322	26,045,177
<b>Tot.</b>	<b>\$22,693,361</b>	<b>\$102,928,404</b>	<b>\$8,841,744</b>	<b>\$88,208,365</b>	<b>\$222,671,874</b>

#### NETWORK RADIO—January-September 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	3,847,837*	1,481,767	2,127,192	9,555,619*
Aug.	2,160,025	3,871,405*	1,476,383	2,075,531	9,583,344*
Sept.	2,267,810	4,083,940	1,523,161	2,598,635	10,473,546
<b>Tot.</b>	<b>\$21,697,255</b>	<b>\$41,517,991</b>	<b>\$15,555,041</b>	<b>\$25,371,536</b>	<b>\$104,141,823</b>

\* Revised as of October 28, 1954.

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

Ban on advertising beer and wine on TV between 8 a.m. and 10 p.m. will be subject of public referendum in Washington State Nov. 2, with indications it will be beaten. Washington State Assn. of Broadcasters has been carrying on heavy spot campaign in opposition.

NARTB's upcoming committee meetings: Sports, Nov. 17 at New York's Ambassador Hotel; Freedom of Information, Nov. 19 at Ambassador; AM, Nov. 29 at Washington's Mayflower Hotel; FM, Nov. 30 at Mayflower.

NBC Spot Sales schedules third annual meeting of promotion, merchandising & publicity mgrs. of its stations Nov. 4-5 at New York's Hotel Warwick.

Election returns will get same all-out treatment by networks Nov. 2 as they did in 1954 Presidential voting, with many remote pick-ups and frequent cut-ins by local stations for regional returns. Network coverage plans in brief: ABC—Beginning at 11 p.m. on TV, 9 p.m. on radio, with news & special events v.p. John Daly as m.c. and coordinator, and 14 "name" commentators backed by "working staff of 750." TV & radio sponsor, Chevrolet. CBS—From 9 p.m. on TV & radio, following same basic pattern as it did in 1952, with Walter Cronkite as TV "anchor man" and featuring analyses by Edward R. Murrow, Eric Sevareid and Samuel Lubell. Co-starred will be Univac, Remington-Rand computer, which this year "will get the recognition it deserves." TV sponsors, 11 p.m. to conclusion, Roto-Broil Corp. of America, Prestone anti-freeze. NBC—TV from 9:30, radio from 10 p.m., with Dave Garroway as m.c. and coordinator in New York and Joseph C. Harsch, Bill Henry, David Brinkley, Joseph McCaffrey, Richard Harkness, James Fleming, John Cameron Swazye and others. Among visual displays will be huge thermometer device to dramatize race for control of Congress. TV sponsor, Roto-Broil, 9:30-11 p.m. DuMont—No network coverage.

Advertising Research Foundation, 11 W. 42nd St., N. Y., issued full report this week on its *National Survey of Radio and Television Sets Associated with U. S. Households—May 1954*, summary of which was published several weeks ago (Vol. 10:39). It contains 78 tables and shows 28,450,000 TV sets operating as of May, in some 27,600,000 homes, or 58.1% of U. S. households. It reveals 96.4% of all U. S. households have TV or radio set in working order, shows 58.1% of TV set owners have console, 41.8% table model. Survey indicates that 4,370,000, or 15% of total sets-in-use in May, were equipped to receive uhf—including some 280,000 receivers listed as "uhf only" sets (obviously an error, probably due to poorly phrased question on questionnaire, since no uhf-only sets have ever been offered for sale). Survey was underwritten by 4 radio networks and BAB, was based on 11,020 interviews conducted between May 3 and May 28 by Alfred Politz Inc., N. Y. research firm.

Only one TV application was filed with FCC this week. It was for Ch. 9 in Tupelo, Miss. by Tupelo Citizens Television Co., a partnership comprising Frank K. Spain (35%), engineering director of WHEN-TV, Syracuse, N. Y.; Joseph G. Petit (25%), NBC-TV development engineer in N. Y.; Walter D. Spain (15%), mortuary service; Perrin Purvis (15%), insurance; Margaret Spain (10%), housewife. It brought applications pending to 180 (165 vhf, 15 uhf). [For further details about application, see *TV Addenda 19-P* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

TV columnist's rare privilege of being able to analyze industry from within and without is exercised in Oct. 22 *Editor & Publisher* by Jack Gould, who recently returned as TV-radio editor of *New York Times* after 6 weeks as CBS information adviser (Vol. 10:39). He's quoted as being happy to be back on newspaper because he didn't like bother and boredom of business side. Asked if broadcasting industry is influenced by press reviews, he says: "After 6 weeks' work on the other side, the answer is 'yes.' The influence of the press is still great and the power of the printed word is there."

Increasing transmitter power from 1 to 12½ kw last week were WFMJ-TV, Youngstown (Ch. 21); WJTV, Jackson, Miss. (Ch. 25); WARM-TV, Scranton (Ch. 16).

"I watch TV every night."—Mamie Eisenhower, quoted Oct. 28 in *New York Times* on what she'd be doing election night.