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Television Digest

with **ELECTRONICS** REPORTS

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JAN 3 1955 **SUMMARY-INDEX OF THE WEEK'S NEWS—January 1, 1955**

34,000,000 TV SETS NOW, and there's another great year ahead, with production & sales expected at 6-7,000,000, & more than \$1 billion telecasting business (p. 1).

DuMONT CURTAILS TO "MAIN LINE" NETWORK, reducing AT&T interconnections, cutting back staff, banking on emergence of more stations for full-scale revival (p. 3).

AMs ADD UP TO 2782 AT YEAR'S END, 138 more authorized during 1954; new AM-FM Directory also shows 583 FM grantees, down from last year's 602 (p. 5).

PHOENIX'S 4th VHF & PASCO UHF SATELLITE, plus limited operation of uhf KCEB, Tulsa, bring year-end total to 426 stations on air (p. 5).

FIRST STATION TO HIT FULL 1000-kw is uhf WBRE-TV, Wilkes-Barre; second is WILK-TV, Wilkes-Barre, striving for boost to megawatt on New Year's Day (p. 6).

MORE UHF STATIONS SHIFTING to lower channels; Fairbanks CP granted, while Albany battle goes to hearing and Flint grant is challenged (p. 7).

TRADE RIDING HIGH INTO 1955, with TV output near 1950 record and retail sales close to 7,000,000 in 1954; prospects for future are encouraging (p. 11).

INCREASE IN IMPORTS OF RADIOS & PARTS have a lot of U. S. manufacturers uneasy about potential competition from abroad; will seek tariff hike (p. 12).

COLOR-EQUIPPED STATIONS increasing rapidly, all CBS-TV & NBC-TV basics carrying network feeds, many equipping themselves for local color (p. 10).

NEW TV MODELS INTRODUCED by Admiral, DuMont, GE, Magnavox, Motorola, Trav-Ler, Westinghouse; Crosley cuts price of 10 "Super V" models (pp. 13-14).

MOTOROLA SIGNS PATENT LICENSE RENEWAL as RCA settles FM suit out of court with Maj. Armstrong's widow; status of other patent cases (p. 15).

NETWORK BILLINGS HIT ALL-TIME HIGH in Nov., according to PIB, which shows ABC, CBS & NBC set TV sales marks; 1954 billings to reach \$320,000,000 (p. 16).

YOU CAN EXPECT ANOTHER GREAT TV YEAR: TV enters its 9th year -- dating its commercial beginnings from the 16 stations on the air in 1947 and mere trickle of 178,571 receiving sets produced that year -- with some 34,000,000 sets in the hands of the American public. That's about 7,000,000 more than a year ago, and the prospect is that another 6-7,000,000 will be made and sold in 1955.

The New Year starts with 426 stations on the air and several dozen more being built, up 101 from year ago, with probability that 50-75 more will start in 1955.

Telecasting has ended a \$900,000,000 advertising year -- and there's good reason to expect the 1955 figure will go well over \$1 billion for time, talent and all other costs, thus representing more than 10% of the national advertising budget.

TV receivers, parts & service accounted for something like \$2 billion of the gross national product in the year just ended, should do as well or better in 1955, depending on consumer demand and the price structure. Product of whole electronics industry, of which TV is the keystone, is variously estimated up to \$10 billion.

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There you have a quick glimpse of the fabulous TV industry in general. But what about particular aspects? What's in store for 1955? Here are summaries of the best thinking of Television Digest's editorial staff on major trends & developments as we launch 11th volume in 10th year since publication of Vol. 1:1 on Sept. 1, 1945:

Telecasting: 101 stations went on the air in the U.S. in 1954 (25 of them uhf), latest being satellite in Pasco, Wash. (see p. 5). There are currently 179 CPs outstanding, and it's our guess that more than half of these will never be built -- unless uhf fortunes take a turn for the better. There are 175 new-station applications pending. It will be surprising if new starters in 1955 total as many as 100. Incidentally, Canada now has 24 stations, 15 of which started in 1954, and will very likely add this year the 7 holding CPs and possibly a handful more.

Film: More live network shows are preparing to switch to film, though it's noteworthy that of ARB's "Top 10" for Dec. (p. 9) only 4 were filmed. Biggest film

news in 1955 will be wide-scale increase in top shows syndicated to topnotch stations for placement in prime hours -- the first emergence of long-heralded "film networks." Even DuMont Network may turn to teletranscription mainly (see p. 3). The trend is toward consolidations among top producers & syndicators, making for group of select "majors" as in the motion picture industry. Good feature films will command big prices, leading movie majors to re-examine their policy of withholding backlogs from TV. Relaxation of major producers' stiff-backed opposition to release of old films may be triggered not only by high prices but by fact that imminence of color reduces value of oldies; that General Teleradio's "Million Dollar Movie" package, bought from Bank of America, is clicking around country; that Walt Disney is releasing his features on his ABC-TV Disneyland show; that Republic has released a batch of 27 high-budget films made in the '40s. Video tape recording will emerge from the lab in 1955, but practical use of it will be limited to on-the-job field-testing by NBC.

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UHF: 1954 was a tough year, 31 outlets having quit operating, all of them for economic reasons. Three resumed operation, but year ended with fewer uhf on the air (121) than when it began despite fact 25 started. Uhf woes won't end in 1955 and there will be more mortalities, but a few more established stations in good markets should turn the profit corner. Great boost to uhf will come from big-interest operations like Storer's in Portland, Ore. & Miami, CBS's in Milwaukee, NBC's in 2 as yet undisclosed cities. Some uhf may switch to satellite or quasi-satellite operation. Some well-heeled operators will go to maximum 1000-kw power., Uhf operators will continue to clamor for de-intermixture in selected areas, but may not get any further with FCC this year than last -- albeit pressures from Congress will increase for a rejuggle of allocations to protect uhf areas from vhf or else switch uhf to vhf.

UHF Receivers: Approximately 1,250,000 uhf-equipped sets were produced in 1954, about 17% of total output, compared with 1,460,000 in 1953 (20%). Together with 2,190,000 field conversions in 1953 and estimated 1,300,000 in 1954, the uhf-equipped sets now total around 6,000,000. Several new developments in uhf tuner design, leading to better and cheaper tuners, can be expected in 1955, with probable reduction of price differential between vhf-only & vhf-uhf sets and resultant increase in "circulation". How great the increase is, will determine to large extent the success of uhf stations in 1955.

Color: Majority of TV homes will be within reception range of network colorcasts in 1955, and a sizeable percentage of TV homes will be in range of locally-originated color, live & film. Network color originations will increase, including feeds from west coast and some "spectacular" remotes. Rate of set production and sales may remain disappointingly low this year, probably well under the 200,000-to-400,000 predicted by industry leaders -- barring some now-unforeseen technical and production developments making possible prices under \$500. Quality and simplicity of color sets will improve steadily and significantly, with greater brightness, stability, registration, resolution, contrast, etc. No important change in picture size (21 & 22-in.) can be expected. Important developments are likely in studio equipment, possibly including emergence of the single-tube camera chain. Color film producers will start coming into their own as stations with film cameras begin to demand their product.

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Govt. Regulation (FCC): Chairman McConnaughey, his confirmation held up in last Congress, will be renominated by President Eisenhower and confirmed by Senate after minor objections & delays. Comr. Hennock is unlikely to be reappointed, and there's good chance of another woman Democrat getting her place in June. "Protest" provision of Communications Act will be modified by Congress -- at least, legislative wheels to that end will start rolling. FCC will have to spend a lot of time in court defending decisions in TV cases; it will win most court decisions, as in past. FCC will continue the "free enterprise" philosophy expressed by McConnaughey and others, with less and less actual interference with station operations. There will be some exceptions, such as inquiries into "overcommercialization" which will be more persuasive than dictatorial. Effort will continue to streamline FCC procedures, cut down on paper work required of stations.

Govt. Regulation (Congress): Investigation fever will continue to run high despite change in control of Congress. Senate Commerce Committee under new chairman, Sen. Magnuson (D-Wash.), will probably continue network-uhf probe begun by Bricker (R-Ohio), but with change in emphasis because of diminished influence of the investigation's GOP counsel, ex-FCC Comr. Robert F. Jones. Some of Potter subcommittee's recommendations may be revived -- cutting excise taxes on uhf-equipped sets, and an ad hoc committee to study uhf & allocation problems. Sen. Kilgore (D-W.Va.) will run into jurisdictional dispute between his Judiciary Committee's proposed TV-radio monopoly probe and Commerce Committee's inquiry -- and scope of Judiciary probe will be narrowed or the 2 investigations will be "combined" under aegis of Commerce Committee. House Commerce Committee, under new chairman Rep. Priest (D-Tenn.), will be more active in TV-radio matters than was its predecessor. But best bet still is that no far-reaching TV legislation will be passed during the 1955 session.

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Subscription TV: Start of rule-making on pay-as-you-look in next few weeks is virtually certain. FCC is likely to couch its proposal in exceedingly general terms, throwing whole matter open to comments, picking the industry's brains. Oral hearings are possible some time this year -- but they're not likely to be nearly so protracted as were the color hearings. Commission will look to Congress for guidance on basic question -- "to pay or not to pay." Decision this year is improbable.

Boosters & Satellites: Commission will finalize current proposal to allow 100-watt satellites, probably also start rule-making on low-power boosters. After satellite proposal is finalized, installation of satellites will be gradual -- slower than many expect, because costs will be greater than many think.

Microwave-Cable Facilities: FCC will liberalize conditions under which TV stations may build own microwaves, resulting in booming construction of many individual links. AT&T will offer "utility grade" of interconnection service for new small-station towns, at considerably lower cost than present service. Compared with past years, AT&T will extend service to relatively few new areas, having completed most of its basic network.

Educational Stations: The infant educational TV took its first steps in 1954 and 10 stations went on the air, one going off; total at year's end was 11 and at best another 15 will start in 1955. Slowly and not-too-surely, educational TV may eventually find its niche and achieve stability -- but it's still subject to the caprices of the political winds, particularly in state legislatures, which usually hold pursestrings too tightly to permit real growth.

Community Antennas: They'll continue growing, but at somewhat slower rate, while potential operators keep close eye on boosters and satellites, sweating out caprices of state utilities commissions and battling excise taxes.

Trade Developments: See Trade News section (pp. 11-12).

DuMONT CURTAILS TO 'MAIN LINE' NETWORK: Can the DuMont Network survive the loss of its main fiscal prop, the highly profitable WDTV, Pittsburgh (Ch. 2) which has been sold to Westinghouse (Vol. 10:49) for the unprecedented sum of \$9,750,000?

Dr. Allen B. DuMont thinks that it can -- and the explanation of this week's drastic curtailment of AT&T interconnections and severe cutbacks in staff is that it's "merely a temporary tightening of our belts."

Also hinted is a new "technological development," unexplained but presumably having to do with teletranscriptions; this would seem to indicate plans to expand in film fields, though it's denied there's any intention of becoming a film syndicate.

Though the network has never made money despite increased billings, and has been supported largely by the 3 DuMont-owned stations (other 2 are in N.Y. and Washington), its operators are still convinced there's an economic basis for a fourth national network, as in radio. This is a point of dispute along Madison Avenue's advertising row because of the high cost of telecasting time.

Moreover, it requires at least 4 stations in a market to justify a competitive structure and, as of now, as DuMont director Ted Bergmann points out, only 14 of the

top 148 markets have as many as 4 stations. Worse than that, 27 markets have only 3 stations, 55 have only two, 39 have only one, 13 have none. Small-market stations, still relatively few, aren't as much in demand by the national advertiser.

As and when more stations are built, as and when uhf wins its rightful place in the TV sun, another network ought to be able to get along -- and DuMont appears to be banking on just that. Whether new construction or the juggling of channel assignments by Washington brings it about, this is the cue to DuMont's thinking:

"In 1954," said Bergmann recently before an advertisers' convention, "the fourth vhf station started telecasting in such important markets as Detroit, Minneapolis and Denver, and 1955 shows promise of increased numbers of stations in cities like Boston, Pittsburgh, Toledo, St. Louis, New Orleans and many others. In addition, some inadequately covered markets are now being opened up by outside stations -- KOVR in Stockton, Cal., for example, is covering the San Francisco area, and plans are afoot to cover Pittsburgh from Steubenville, Ohio."

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Whatever its hopes and plans -- and the next few months should prove or disprove its theories -- the facts about this week's DuMont actions are these:

Whereas the network has been engaging AT&T lines as far west as Kansas City and south to Atlanta on the customary contract basis of \$39.50 per mile per month, 8 hours per day minimum, interconnecting up to 188 stations, spending about \$175,000 a month, it will now contract only for a "main line" hookup of these cities: New York, Philadelphia, Baltimore, Washington, York, Harrisburg, Altoona, Johnstown, Columbus, Pittsburgh, Cincinnati, Cleveland, Youngstown, Windsor (Detroit) and Chicago. That means 15 stations plus some off-the-air feeds to other affiliates from these stations.

The rest of DuMont's 213 affiliates will be served, as many already are, by teletranscriptions as ordered by the sponsor. If an advertiser wants a bigger live network and station time can be cleared, AT&T lines will be ordered on so-called "occasional basis", for which the AT&T rate is \$1.15 per mile per hour. That's how Bishop Sheen, for example, can be continued live to some 70 stations; how occasional sports events, in which DuMont has specialized, can be continued. Only last week it interconnected 187 stations for pro grid championship from Cleveland; it's also carrying Shrine's annual East-West football game from San Francisco New Year's Day and big Pro Bowl game from Los Angeles Jan. 16.

It's estimated that line costs are being cut to about \$70,000-\$80,000 per month -- more than halved. Besides that, staff cutbacks will be considerable -- notably engineering, production & office employes.

Fact is that DuMont Network has never utilized all its 8 hours per day on the whole 188-station hookup. It has been feeding out only 20-22 hours of programs per week, clearing time for all of them on only its own 3 stations, for most of them on such major affiliates as Chicago's WGN-TV and Baltimore's WAAM. Varying hours were taken by other stations, especially those also having affiliations with another network or networks. This scant budget of shows is being further reduced by loss of the American Chicle-Geritol co-sponsorship of "Rocky King, Detective" and by cancellation of Consolidated Cosmetics Co.'s "They Stand Accused." These losses doubtless hastened the decision to curtail.

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DuMont has had plenty of offers to buy both New York & Washington stations, but won't consider their sale -- yet. There's also talk, which DuMont spokesmen insist is merely talk, that Paramount Pictures might be willing to liquidate its 25.5% interest in DuMont (which enjoys a flourishing TV set, tube and electronics manufacturing business) if the network and its 2 remaining stations are turned over to it. Paramount already has a TV station in Los Angeles, KTLA, which operates quite successfully as an independent.

Entirely rejected is the suggestion that the new Vitapix-Guild film syndicate combine might merge with DuMont. Guild Films' Reub Kaufman is known to hanker after DuMont's splendid New York studios, and for a while Bergmann considered joining his 2 stations in the Vitapix plan calling for fixed time clearances for its films.

Dr. DuMont pioneered network TV, as he did the set & tube field, only to see more aggressive later comers like CBS & ABC come along and forge ahead of his network. Yet he's obdurate in wanting to be identified with the telecasting side of the business, rather than manufacture alone. And he believes time is on his side as TV surges to No. 1 advertising medium and as demand for more facilities is created. His present purpose seems to be to sweat out as much time as cheaply as possible.

AMs MULTIPLY, TOO—2782 AT YEAR'S END: TV's tremendous commercial upsurge during 1954 did not prevent AM from increasing its ranks also -- in fact, there were more new radio stations authorized during year (exactly 138) than there were new TV starters (101). This surprising fact is disclosed in a statistical recapitulation of our 1955 AM-FM Directory, which comes off presses in about 2 weeks. The oft-predicted decline of AMs simply hasn't happened -- and FM's drop has been slight.

Actual figures are these: Total AMs authorized at end of 1954 were 2782, of which 2662 were licensed and on the air and 120 still CPs. On same 1953 date, total was 2644, of which 2514 were licensed and on the air and 130 were CPs. Thus there hasn't been a year since the wartime freeze ended that AM didn't add to its ranks: At end of 1952, total was 2516; 1951, 2410; 1950, 2351; 1949, 2246; 1948, 2131; 1947, 1961; 1946, 1579; 1945, 1056. Most of the newcomers are local or daytime stations.

FM grantees totaled 583 at end of 1954, of which 549 were on air. Year ago total was 602, with 550 on air. During last year, 37 FM licenses and 2 CPs were dropped. At end of year, only 11 applications for new FM stations were pending.

The 1955 AM-FM Directory (loose-leaf & punched for binding, carrying no ads, cost per extra copy \$7.50) also lists all applications for new AM stations pending as of Dec. 31. These totaled 174, as against 207 year before. Dropped during 1954 were 9 AM licenses, 13 CPs.

Canada's radio stations increased to 197 from 191 during year, Mexico's to 443 from 420; Cuba's to 135 from 121 -- all listed with addresses, facilities, etc.

TWO MORE STARTERS MAKE ON-AIR TOTAL 426: Phoenix's 4th vhf station and the Yakima uhf satellite in Pasco, Wash. got going this week -- these and the announced resumption of Tulsa's KCEB (Ch. 23) on limited basis bringing year-end total to 426 on air (121 uhf). At press time, FCC had not yet been notified that oilman Elfred Beck's uhf, which got permission to suspend for 6 months due to economic troubles (Vol. 10:49), was back in operation but he writes us: "We are at present continuing operations on a limited film schedule and present plans are to continue with this limited operation until reorganization plans are completed." Week's new starters:

KTVK, Phoenix, Ariz. (Ch. 3) began test patterns Dec. 24, plans commercial debut Jan. 15 as independent. It has 25-kw RCA transmitter with 100-kw visual ERP, 125-ft. Allison tower with 6-bay antenna on 2655-ft. Salt River Mt. Ex-Senator, now Gov. Ernest W. McFarland owns 40%, heading group which includes v.p.-gen. mgr. Ralph A. Watkins, 20%; Leon M. Nowell, 20%; Ed Cooper, 20%. Sean Dillon, ex-ABC, is operations & program mgr.; James E. Overpeck, sales mgr.; Robert Latham, chief engineer; Ray Gallagher, senior producer. Base rate is \$300. Rep is Weed.

KEPR-TV, Pasco, Wash. (Ch. 19), first satellite to be authorized by FCC, began operation Dec. 28, feeding Kennewick-Pasco-Richland area with programs from Yakima's KIMA-TV (Ch. 29). It uses 1-kw GE transmitter, 300-ft. Fisher tower with 5-bay helical antenna on 1730-ft. Badger Mt. M. Dow Lambert, ex-KING-TV, Seattle, is in charge of the operation, which is manned by himself and one other engineer. KIMA-TV has increased base hour from \$200 to \$300 for combined operation. Rep is Weed.

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Note: Danville, Va.'s only TV station, WBTV-TV (Ch. 24) announced this week "heavy financial losses and a lack of advertising revenue" would force it off air on Dec. 31. Following announcement, a community-wide "save our station" movement was organized, according to v.p.-gen. mgr. Edward G. Gardner Jr., aimed at guaranteeing station enough advertising contracts to insure operation for next 12 months. As we went to press, station's future was still in balance, pending tally of new contracts.

Personal Notes: Walter Craig, who resigned as v.p. of Benton & Bowles in Jan. 1952 to become v.p. & adv. director of Pharmaceuticals Inc., handling Serutan, Geritol, R.D.X. & Hi-V Orange Juice accounts, joins William H. Weintraub & Co. Jan. 18 as TV-radio v.p.; at Benton & Bowles, he directed the Procter & Gamble, General Foods, Best Foods, Crosley, Prudential, among other accounts; v.p. Wm. Weintraub Jr. and TV-radio v.p. Harry Trenner reported resigning, with Elkin Kaufman to become pres. and Wm. Weintraub Sr. chairman . . . Tom Slater, ex-v.p. & TV-radio director, Ruthrauff & Ryan, joins Fuller & Smith & Ross as director of TV-radio section of film-radio-TV dept. in Cleveland, with David G. Adams, ex-director of the dept., heading new film-visual communications section . . . Adolph J. Toigo elected pres. of Lennen & Newell, succeeding late H. W. Newell; Toigo is succeeded as exec. v.p. by Thomas C. Butcher, senior v.p. . . . Mike Shapiro, recently with Avery-Knodel's Chicago office and ex-asst. mgr. of KDUB-TV, Lubbock, Tex., on Jan. 1 becomes commercial mgr. of WFAA-TV, Dallas, succeeding Terry Lee, who becomes v.p. & gen. mgr. of Hoffman Radio's KOVR, Stockton, Cal. . . . John H. Smith Jr. resigns as mgr. of NARTB public affairs to join Chrysler Corp., Detroit, as supervisor of new public relations projects . . . Paul Jensen promoted to program director of KOLN-TV, Lincoln, Neb., succeeding Wm. E. Lucas; Wm. Hemke replaces Jansen as production director . . . George Flax, ex-WTTG, named Washington editor of *TV Program Week*, new weekly magazine to be published by Curtis Circulation Co., first issue due about Jan. 10 . . . Jack Gillman named mgr. of Chicago edition of *TV Guide Magazine*, succeeded as Detroit mgr. by Kenneth Armstrong, ex-Philadelphia; Ben Miller, from Washington-Baltimore edition, named Texas mgr., Houston . . . Bill Lucas named program director of KTIV, Sioux City, Ia. with Max Schindler, production director . . . Peter K. Onnigian named chief engineer of upcoming KBET-TV, Sacramento, Cal. (Ch. 10), due in Feb. . . . Hazel Markel, newscaster & Washington columnist, appointed associate producer in charge of TV-radio activities for Theodore Granik's *American Forum* and *Youth Wants to Know* . . . Frederick Crawford named v.p. in charge of marketing surveys and TV-radio sales promotion, John Shrager Inc., N. Y. . . . Jane Daly, TV-radio director of Earle Ludgin & Co., Chicago, elected v.p. . . . Wm. Hollenbeck quits as program director of KOVR, Stockton, to become studio mgr., KFSD-TV, San Diego . . . Edward F. Glacken, ex-WBOC-TV, Salisbury, Md., joins new WFMZ-TV, Allentown, Pa., as director of program operations . . . George J. Kapel, recently gen. mgr. of U of Missouri's commercial KOMU-TV, Columbia, Mo., named sales mgr. of upcoming new KBET-TV, Sacramento, Cal. . . . Lee Savin, ex-exec. v.p. of UTP, assumes similar position with Gross-Krasne Inc. . . . Charlie Stone promoted from sales v.p. to v.p. in charge of WMBR-TV, Jacksonville; radio sales mgr. Dave Booher also promoted to v.p.; both report to pres. Glenn Marshall Jr. . . . Kenneth H. Baker, who left NARTB as research director several years ago to set up Standard Audit & Measurement Services Inc., joins Market Research Corp. of America as v.p. in charge of research studies.

Washington law partners Norman E. Jorgensen & Seymour Krieger have applied for their third radio CP, station to be built in Herkimer, N. Y. (1-kw daytime, 1420 kc). Each holds 40%, Louis Adelman, Trans-World Productions Inc., New York TV film producer, holding 20%. They also hold 42% each of Broadcasting Inc., which operates WSBB, New Smyrna Beach, Fla. (250-watts, 1230 kc), and is building WLCO, Eustis, Fla. (250-watts, 1240 kc).

Senator Assis Chateaubriand, the Brazilian TV-radio station and newspaper owner, arrived in N. Y. this week.

FIRST MILLION-WATT TV transmissions began at 3:15 a.m. Dec. 31 from NBC-basic WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), and second station to achieve 1-mega-watt was planning to go to full power next day—ABC-basic WILK-TV (Ch. 34), also in Wilkes-Barre. WBRE-TV achieved the full 1000-kw power after completing antenna installation and de-icing operations on afternoon of Dec. 30. WBRE-TV's installation is RCA 25-kw transmitter with new 46-gain antenna. WILK-TV is using GE 45-kw transmitter, 25-gain helical antenna (Vol. 10:50-52).

"Mt. Higby mystery" (Vol. 10:51) was still unsolved this week, but best guessing was that NBC is the unidentified lessee of 3-acre tract on high point at Middletown, Conn., about halfway between Hartford & New Haven, and will soon seek uhf channel for new 1000-kw uhf station there. NBC engineers meanwhile have completed uhf survey of San Francisco area. Network's uhf plans are expected to be made known momentarily.

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Only shipments reported this week were GE 50-kw amplifier to WCPO-TV, Cincinnati (Ch. 9), 12-bay batwing antenna to U of Illinois' upcoming WTLC, Champaign-Urbana (Ch. 10) and all remaining transmitter parts for WILK-TV's boost to 1000-kw. From principals of upcoming TV stations, these are latest reports:

WCBI-TV, Columbus, Miss. (Ch. 4), previously reporting "early 1955" target, now is negotiating for 500-ft. tower which it hopes to have ready by May 1, according to gen. mgr. Bob McRaney. RCA 5-kw transmitter is on hand, but antenna has not yet been ordered. Station plans to ask for site change to Hwy. 12, four mi. NNE of city at new location of radio WCBI. Signed as CBS affiliate under new Extended Market Plan, it also seeks other network affiliation. Owner Birney Imes Jr., who turned in Ch. 28 CP last May, publishes *Columbus Commercial Dispatch* and controls WCBI and 5 other Miss. radio stations. Base rate not set. Rep will be McGillvra.

KCOR-TV, San Antonio, Tex. (Ch. 41), which recently asked for Ch. 14 allocation, now doesn't expect to get on air with test patterns until mid-March, plans mid-April programming, reports chief engineer Marvin L. Fiedler. Delivery date hasn't been set for 1-kw RCA transmitter, nor has work begun on Emsco 406-ft. tower and RCA antenna. It plans to be all-Spanish outlet, using films and kines from Mexico and other Latin-American countries, as well as U. S. Nathan Safir, from radio KCOR, will be gen. mgr. Base hour will be \$250. Rep will be Richard O'Connell.

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CBOFT, Ottawa, Ont. (Ch. 9), first Canadian TV with 5-letter call (and first such in North America without hyphen), won't be on air until next summer due to equipment delays. CBC will operate it as French-language outlet, using same studios and same transmitter setup as companion CBOT (Ch. 4), which will switch to all-English. Initial CBOFT programming will be network only. In Montreal, CBC setup is similar, with CBFT (Ch. 2) as French-language, CBMT (Ch. 6) English.

KDRO-TV, Sedalia, Mo. (Ch. 6) this week asked FCC permission to leave air Dec. 31—then changed mind and told Commission it will reduce programming to 2 hours daily beginning Jan. 1. Non-interconnected non-network station is undergoing financial reorganization, according to spokesman for owner Milton Hinlein.

WGBS-TV call letters are now being used by Storer's Ch. 23 Miami outlet, telecasting from temporary Ft. Lauderdale location formerly occupied by WFTL-TV, whose physical facilities and channel WGBS-TV has taken over (Vol. 10:47, 51).

SHIFTS OF UHF stations downward in frequency, requested more and more often nowadays, aren't what FCC would like—but it continues to authorize them because it's apparent that alternative is even greater uhf mortality.

FCC's concern about trend is based on fear that paucity of stations on higher channels will discourage receiver and transmitter makers from improving equipment—leading to general abandonment of large chunk of TV spectrum.

Three more uhf CPs have been turned in, meanwhile: WJOL-TV, Joliet, Ill. (Ch. 48); WJLB-TV, Detroit (Ch. 50); WSBM-TV, Saginaw, Mich. (Ch. 51).

Taking cue from FCC's action in granting WMGT, Adams, Mass. shift from Ch. 73 to Ch. 19, giving it "show cause" order insuring that station would get the channel, other stations are making similar requests. WLOK-TV, Lima, O. (Ch. 73), soon to become WIMA-TV following sale (Vol. 10:52), has asked shift of educational Ch. 14 from Oxford, O. WWLP, Springfield, Mass. (Ch. 61), wants to go to Ch. 22, submitting channel-shifting plan involving substitution of Ch. 36 for Ch. 22 in Providence and Ch. 38 for Ch. 50 in Boston, deletion of Ch. 36 from Northampton, addition of Ch. 61 to Easthampton.

A geographical and channel shift is requested by WKST-TV, New Castle, Pa. (Ch. 45). Having lost \$70,000 to date, it told FCC it believes it can make out in Youngstown, get a network affiliation there. It asks permission to move to Youngstown with Ch. 45 transmitter, shifting Youngstown's Ch. 73 to New Castle.

Search for vhf channels continues, too. E. Anthony & Sons, one-time holder of CPs for WBOS-TV, Boston (Ch. 50) and WTEV-TV, New Bedford (Ch. 28), petitioned for allocation of Ch. 6 to Nashaquitsa, Mass.

Meanwhile, Commission granted one of its now-infrequent CPs, giving Ch. 11 to Northern TV Inc., Fairbanks, Alaska (A. G. Hiebert, pres., principal stockholder). One initial decision was rendered, examiner Charles Frederick choosing Beachview Broadcasting Corp. over WAVY, for Norfolk's Ch. 10. He found the 2 generally equal, but

frowned upon action of 50 WAVY stockholders in giving control of their stock (37.4%) to 11 voting trustees. Pres. and 77.77% stockholder of Beachview is optometrist Dudley Cooper; secy. and 10% stockholder is Irvin M. Kipnes, one-time reporter (including stint on *Broadcasting-Telecasting Magazine*) and ex-mgr. of radio WCAV, Norfolk, and other stations. Pres. of WAVY group is Hunter C. Phelan (food store chain); v.p. is Carl J. Burkland, former mgr. of WTOP, Washington, ex-gen. sales mgr. of CBS Spot Sales.

Battle between WTRI and WROW-TV, Albany, N. Y. (Vol. 10:51), will be settled by hearings, FCC decided this week, setting en banc oral argument for Jan. 24, with evidentiary hearing before an examiner to come later. Commission turned down WTRI's request that sale of WROW-TV to Lowell Thomas group be held up.

Oral argument will be on whether Thomas group's ownership of WROW-TV would violate rules on station ownership by network personnel and whether affiliation arrangement between WROW-TV and CBS violates anti-trust laws. Hearings will be on allegations of "secret agreement" on affiliation between the two, possibly also on matters considered in oral argument.

Fight over grant of Ch. 12, Flint, to Detroit's WJR, hasn't let up, either. Defeated applicants WFDF, Flint (Bitner) and Butterfield Theatres filed joint petition for further hearing, charging that grantee WJRT has completely changed plans from those it advanced during hearing—moved site 44 mi., renting studios rather than building, affiliating with CBS rather than DuMont, changing stock ownership, changing program plans, etc.

On allocations front, off-air WTOV-TV, Norfolk (Ch. 27), seeking assignment of Ch. 13 to area, challenged propagation data of WAAM, Baltimore (Vol. 10:51), stating that it wasn't timely filed, is incorrect and based on insufficient measurements. Even if data were correct, WCOV-TV said, FCC should stick to its 170-mi. co-channel separation in Zone I because of need for more stations there.

Midnight Sun Bestg. Co.'s \$100,000 purchase of KFIA, Anchorage (Ch. 2) and CP for KFIF, Fairbanks (Ch. 2) from Richard R. Rollins, in deal whereby Rollins retains approximately 19% (Vol. 10:47), was approved by FCC this week. Midnight operates 4 Alaskan radio stations, has as majority owner Lathrop Co., operator of theatres in Anchorage and Fairbanks. Other transactions approved: (1) Transfer of WAYS-TV, Charlotte, N. C. (Ch. 36), to local advertising man Hugh Deadwyler for token \$4; radio WAYS is not involved (Vol. 10:51). Sellers are G. W. Dowdy, B. T. Whitmire, J. Horton Doughton & Harold H. Thoms, latter also owning uhf WISE-TV, Asheville. (2) Transfer of CP for KBAY-TV, San Francisco (Ch. 20) from Lawrence Harvey to Bay Television, in which Dr. & Mrs. Leonard Averett are equal partners (Vol. 10:45). Averetts are to contribute \$200,000 each to partnership.

KNUZ-TV, Houston (Ch. 39), which went off air last June after 8 months deficit operation (Vol. 10:27), filed this week for extension of CP for 6-12 months while it considers plan to return to air from studios of radio KNUZ. Letter with application revealed uhf station had lost total of \$300,000, at rate of \$18,000-\$40,000 a month.

Talk of moving all or some vhf stations into uhf, because of military requirements, is discounted by FCC chairman George McConnaughey, who also views with skepticism the reverse—getting more vhf from the military.

Edward Lamb hearing will resume Jan. 18, by agreement between counsel for Lamb and FCC broadcast bureau, instead of Jan. 4 as previously announced.

"TV Assignment Rules & Policies" is title of paper to be delivered Feb. 1 by FCC Broadcast Bureau chief Curtis Plummer, during Jan. 31-Feb. 4 AIEE meeting in New York's Statler and Governor Clinton Hotels. Other papers same day, in addition to several on color (Vol. 10:52): "UHF Wave Propagation," by Robert P. Wake-man, DuMont; "Performance of Sectionalized Broadcasting Towers," by consulting engineer Carl E. Smith, Daniel B. Hutton, FCC & Wm. G. Hutton, Goodyear Aircraft Corp.; "TV Receiver Signal Overload," by C. Masucci, CBS-Columbia.

Network service was extended by AT&T to 4 stations over Xmas week end: WFIE, Evansville, Ind.; WEHT, Henderson, Ky.; WBTW, Florence, S. C.; WSFA-TV, Montgomery, Ala. WWTW, Cadillac, Mich., is now getting network service via its own 3-hop private microwave from Kalamazoo. Next on AT&T's hookup list are WEAT-TV, W. Palm Beach; KLRJ, Henderson, Nev.; KEYD-TV, Minneapolis.

R. W. Miller, asst. operations director of AT&T long lines dept., promoted to asst. v.p. in charge of new group to promote use of all long-distance services. Beverly H. Swango replaces Miller. John C. Marsh is promoted to asst. v.p. in charge of personnel for new group; Wm. J. Whittaker succeeds Marsh as asst. treas.

FCC meeting on pay-as-you-look TV will probably come week of Jan. 10, starting wheels moving toward rule-making on subject. Previously, Jan. 3 had been set for meeting, but too few commissioners are expected to be in town then.

Station Accounts: Spot TV billings in 7 categories—detergents, toilet soaps, shortenings, margarines, dentifrices, home permanents, shampoos—exceeded spot radio by nearly 5-to-1 in third quarter 1954, overturning radio's slight lead over TV in third quarter 1953, according to report this week of N. C. Rorabaugh Co., 347 Madison Ave., N. Y. Spot TV expenditures in those categories in third quarter totaled \$6,385,654 vs. radio's \$1,476,796; in same 1953 quarter spot TV totaled \$2,963,951 vs. radio's \$3,105,566. For 15-month period from July 1, 1953 to Sept. 30, 1954, TV billings were \$25,033,198 vs. radio's \$11,632,460 in those categories . . . National Biscuit Co. to sponsor weekly 30-min. filmed *Sky King* in about 25 markets starting in Jan., thru McCann-Erickson . . . White King Soap Co., Los Angeles, for its new "D" detergent, to use heavy TV spot campaign in all major western markets starting in Feb., thru Jim Morgan Co., Hollywood . . . Carter Products (Carter's liver pills) to use 125 TV markets in 13-week spot campaign starting Jan. 3, thru Ted Bates . . . National Brush Co., Aurora, Ill., to introduce its new "Sno-Chaser" snow removal brush for motorists, uses one-min. spots in several stations across nation only on snowy days, thru Charles O. Puffer Co., Chicago . . . Producers Livestock Marketing Assn., Salt Lake City, pleased by results of 4-month spot campaign in Utah this year to promote lamb consumption, expands budget for bigger promotion in 1955 . . . Among other advertisers currently reported using or preparing to use TV: Ore-Ida Potato Products, Ontario, Ore. (frozen potato products), thru Sidney Garfield & Assoc., San Francisco; Bissell Carpet Sweeper Co., Grand Rapids, Mich., thru N. W. Ayer & Son, Chicago; Botany Mills, Passaic, N. J. (Botany lanolin cosmetics), thru Hirshon-Garfield, N. Y.; Autoyre Co., Oakville, Conn. (bathroom-kitchen closet accessories), thru Ben Sackheim, N. Y.; Lux Clock Mfg. Co., Waterbury, Conn., thru Edward Graceman & Assoc., Hartford; O'Donnell-Usen Fisheries Corp., Boston (Taste O'Sea fish), thru Arnold & Co., Boston; Hanover House, N. Y. (publishers), thru Lewin, Williams & Saylor, N. Y.; Harper Products, N. Y. (Appedrin weight reducer), thru Duane Jones Co., N. Y.; Pez Haas Inc., N. Y. (PEZ candy with own dispensing unit), thru Wesley Assoc., N. Y.; Porter-Cable-Machine Co., Syracuse (saws, sanders, planes).

Rate increases: WXEL, Cleveland, has raised base hour from \$1250 to \$1700, min. \$300 to \$375; KSD-TV, St. Louis, adds new 6:30-10:30 p.m. daily Class AA \$1200 hour, \$200 min., Class A remains \$1000; KENS-TV, San Antonio, adds 7-9:30 p.m. Mon.-Sat. & 6-9:30 p.m. Sun. Class AA \$700 hour, \$140 min., Class A remains \$600; KWTW, Oklahoma City, adds 7-10 p.m. daily Class AA \$700 hour, \$140 min. Class A hour drops from \$600 to \$560, min. \$120 to \$112; WKZO-TV, Kalamazoo, raises base hour from \$800 to \$900, min. \$150 to \$170; KTNT-TV, Tacoma, Wash., from \$625 to \$700 & \$135 to \$150; KOIN-TV, Portland, Ore., from \$600 to \$700 & \$120 to \$140; WOAI-TV, San Antonio, from \$600 to \$700 & \$110 to \$140; KXLY-TV, Spokane, from \$400 to \$490 & \$80 to \$95; KATV, Pine Bluff-Little Rock, from \$350 to \$450 & \$70 to \$90; KJEO, Fresno, from \$350 to \$450 & \$70 to \$90; WKNB-TV, New Britain-Hartford, from \$350 to \$400; WKJG-TV, Fort Wayne, Ind., from \$300 to \$350, min. \$60 to \$70; share-time KMBY-TV, Monterey, Cal. & KSBW-TV, Salinas, from \$200 to \$300 & \$40 to \$60; WWTV, Cadillac, Mich. from \$200 to \$250, 20 sec. \$40 to \$50; KWFT-TV, Wichita Falls, \$200 to \$250, min. \$40 to \$50; KTVE, Longview, Tex., from \$150 to \$175; KRLD-TV, Dallas, from \$850 to \$950 & \$175 to \$190; WOW-TV, Omaha, from \$700 to \$800 & \$140 to \$160; WKNX-TV, Saginaw, Mich., from \$250 to \$300 & \$50 to \$60; KIMA-TV, Yakima, Wash. (which now has satellite KEPR-TV,

Network Accounts: Changing concept of network sponsorships, in which rival companies sponsor same program, may be heralded by announcement that 3 soap companies have bought 15-min. segments of NBC-TV's *Ding Dong School* (Mon.-thru-Fri. 10-10:30 a.m.)—albeit for non-competing products. The companies are Procter & Gamble, for its pin curlers; Colgate, for toothpaste; Manhattan Soap Co., for its Sweetheart soap. It's a by-product of the ever-increasing diversification of many large corporations, of course, but it's inspiring what *Variety's* George Rosen calls "some unprecedented shenanigans" in sponsorship concepts. Only a year ago, writes Rosen, anyone who suggested such affinities would be "railroaded out of the business so fast that he wouldn't know what had happened to him" . . . H. J. Heinz Co. to sponsor *Captain Gallant of the Foreign Legion* on NBC-TV starting Feb. 13, Sun. 5:30-6 p.m., thru Maxon Inc.; Hallmark will cut back its current 5-6 p.m. *Hallmark Hall of Fame* drama to 5-5:30 . . . Brillo to sponsor *Star Tonight* on ABC-TV starting Feb. 3, Thu. 9-9:30 p.m., thru J. Walter Thompson . . . Revlon to sponsor *Pantomime Quiz* on ABC-TV starting Jan. 2, Sun. 9:30-10 p.m., as replacement for *What's Going On?*, thru Sullivan, Stauffer, Colwell & Bayles . . . Bristol-Myers to replace Parker Pen Co. as alt. sponsor (with Singer Sewing Machines) of *Four Star Playhouse* on CBS-TV starting Jan. 30, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Shenfield . . . Plymouth to sponsor Mon. & Wed. segments of *Camel News Caravan* (to be renamed *Plymouth News Caravan* for those days) on NBC-TV starting in Jan., Mon.-thru-Fri. 7:45-8 p.m., thru N. W. Ayer . . . DuMont Labs sponsors East-West football game from San Francisco New Year's Day on DuMont starting at 4:45 p.m., thru Campbell-Ewald . . . Bissell Carpet Sweeper Co. buys 4 partic. a week on NBC-TV's *Today* and *Home* starting Jan. 3, thru N. W. Ayer . . . Dutch Masters Cigars and TV Guide sponsor programs before and after Orange Bowl on CBS-TV New Year's Day, thru Erwin, Wasey & Co. . . Philip Morris, which recently got Procter & Gamble as alt. sponsor for *I Love Lucy* (Vol. 10:46), seeks alt. sponsor for *Public Defender* on CBS-TV Thu. 10-10:30 p.m. . . . ABC-TV to present weekly country-&-western show from Springfield, Mo., starting Jan. 22, Sat. 9-10 p.m.

Pasco) from \$200 to \$300 & \$40 to \$60 for combined operation. Effective Feb. 1: WFIL-TV, Philadelphia, raises base hour from \$2000 to \$2400, min. \$375 to \$450; WSYR-TV, Syracuse, from \$660 to \$800 & \$132 to \$150; WTVD, Durham, N. C. from \$300 to \$350 & \$60 to \$70.

CKLW-TV, Windsor, Ont. (Ch. 9), opposite Detroit, has one rate for CBC network & Canadian accounts and separate rate for U. S. business, reports station rep Adam J. Young Jr. The \$450 base hour reported as revised rate (Vol. 10:49) applies to Canadian business. All U. S. business "which represents the greater portion of station's dollar volume" is based on \$1100 base rate reported when station began operation last Sept. 16.

NBC will televise and broadcast both the announcement of Academy Awards movie nominations Feb. 12 and the "Oscar" presentation ceremony itself in March under 6-year contract signed this week with Academy of Motion Picture Arts & Sciences, Oldsmobile again sponsoring.

NBC's WRCA-TV, New York, hikes cut-in rates on *Today* from \$350 to \$425 as of Jan. 3.

Alexander W. Dannenbaum, ex-pres. of WDAS, Philadelphia and father of Alexander W. Dannenbaum Jr., sales mgr. of WPTZ, died Dec. 28.

Arthur W. Kelly, 64, onetime United Artists exec. v.p., lately in TV film production, died in Nice, France, Dec. 26.

Telecasting Notes: "A staggering \$80,000,000 — about double the record figure of 1954—has been budgeted by telefilm producers in Hollywood for 1955," reports Dec. 29 *Variety* on basis of survey of all Hollywood TV film producers. These conclusions are reported: Some 111 series are definitely planned for 1955, compared to 64 last year; 60 of the 111 are pre-sponsored, 35 are being produced for syndication—as compared to 34 pre-sponsored and 23 for syndication last year . . . While the giants are growing larger, there's still "ample room for more of the smaller companies lensing one or 2 sponsored series," article notes, pointing out there are 51 Hollywood TV "filmeries" with production definitely set, as compared to 34 a year ago . . . No. 1 in TV film field this year and last is Ziv, which estimates \$9,500,000 in 1955 production vs. \$5,000,000 in 1954; No. 2 is MCA's Revue Productions, with \$6,000,000 planned; then McCadden Productions (Burns & Allen), "which shot into the big leagues in one season," with more than \$5,000,000 scheduled. Other ranking companies are Desilu, planning nearly \$5,000,000, Gross-Krasne with \$4,500,000, Columbia Pictures' Screen Gems with \$4,200,000 . . . TV as employment source for Hollywood actors now ranks neck-and-neck with theatrical movies, Screen Actors Guild reports. Survey by the 8000-member Guild showed TV films now provide 46% of employment of actors earning up to \$7500 a year, while theatrical films provide 54% . . . Ziv TV finally has "the home we needed," as chairman Frederic Ziv puts it—the big American National Studios, once home of Eagle-Lion and Pathe, purchased this week for sum in excess of \$1,400,000. It covers 6 acres with completely equipped sound stages, more than doubling Ziv's present facilities. It will be used for all production henceforth. Property is being taken over 100%, sellers including Bob Hope, Ed Pauley, Dan Reeves, Fred Levy, Ed Matz, Bernard Prokter. Heading new "one roof" facilities is Ziv's West Coast v.p., Maurice Unger . . . Guild Films pres. Reub Kaufman, reporting his company did \$5,000,000 in billings in 1954, says 8 series are to be filmed in 1955, totaling 234 half hours, 273 fifteen-minute programs. To be shot in Hollywood: *Life with Elizabeth*, *Liberace*, *Confidential File*, *Frankie Laine*, *Florian Zebach*, *Connie Haines*; in N. Y., *The Goldbergs*, *It's Fun to Reduce* . . . General Teleradio's WOR-TV reports it hit black for first time in 1954, most of profit having been made last 16 weeks and much of it attributable to *Million Dollar Movie* series; v.p. Gordon Gray also says radio WOR billings in 1954 topped 1953 by 16.8% . . . WKY-TV, Oklahoma City, has received copyright on its on-the-air and advertising identification which promotes its colorcasts—an artist's palette with brushes and daubs of color . . . As Xmas gift to sponsors and timebuyers, and in lieu of greeting cards, Calgary's CHCT-TV sent them shares of bona fide Calgary oil stock.

Newcomers to ARB's top-10 for Dec.: *Disneyland* (ABC) No. 9, and *George Gobel Show* (NBC) No. 10. Rating-wise, *Dragnet* (NBC) is No. 1, *You Bet Your Life* (NBC) No. 2, *Jackie Gleason Show* (CBS) No. 3, *I Love Lucy* (CBS) No. 4, *Toast of the Town* (CBS) No. 5—though *Toast of the Town* ranked first in number of viewers reached . . . Nielsen ratings for 2 weeks ended Nov. 27 put top 5 in this order: *Jackie Gleason Show*, *Toast of the Town*, *I Love Lucy*, *Buick-Berle Show* (NBC), *Disneyland*.

Knight Newspapers Inc. bought *Charlotte* (N. C.) *Observer* for \$7,000,000 this week in deal involving no TV-radio properties. Elsewhere, Knight owns 45% of WAKR-TV, Akron (Ch. 49); 27.7% of CP for WIND-TV, Chicago (Ch. 20); part of Ch. 7 application for Miami. Other Jack Knight newspapers: *Akron Beacon-Journal*, *Chicago Daily News*, *Detroit Free Press*, *Miami Herald*.

TV in 1955 will "crash the \$1 billion barrier," says Oliver Treyz, pres. of Television Bureau of Advertising, in year-end statement verifying our recent guesstimate (Vol. 10:48) of \$900,000,000 as the advertisers' 1954 investment in TV. He points out that network billings are up 40%, national spot billings "similarly up," whereas 11-month PIB figures show slight decline in magazine advertising billings and Media Records reported small decline in newspaper lineage in first 11 months of 1954. This means, he adds, that "although TV is behind direct mail, and newspapers out-bill TV by more than 2-to-1, the gap is closing. In fact, only TV is gaining." Also predicting records is Richard P. Doherty, consultant, ex-NARTB economics chief, who in Jan. *Television Age* estimates TV's revenues (not including time, talent & other costs) at \$615,000,000 to \$630,000,000 in 1954 and predicts more than \$800,000,000 in 1955.

Beer & wine advertisers sponsored only 2% of all radio programs, 3% of TV, in year ending Aug. 31, NARTB told House Commerce Committee in final report answering its request in connection with Bryson bill (HR-1227) which would outlaw such commercials (Vol. 10:42). Of actual commercial time, NARTB said, beer-wine commercials took only .21% of radio, .31% of TV. Dollar-wise, expenditures for beer-wine commercials were \$34,000,000. NARTB survey included data from 2139 radio stations (76.5% of all), 205 TV stations (92.3%). Beer-wine sponsors bought 17.88% of all sports programs; next highest were music and news, with 1.95% each. NARTB pres. Harold E. Fellows reiterated contention that Bryson bill is unconstitutional and that industry has been successful in self-regulation.

Legal slap on the wrist was administered to CBS-TV's *Strike It Rich* by N. Y. City Magistrate Samuel H. Ohringer Nov. 28 when he found show guilty of soliciting funds from studio audience without license from Welfare Dept. (Vol. 10:10). He also ruled local authorities had no jurisdiction over relationship between show and its sponsors or nationwide TV audience—and said he would have dismissed the charge if program were not presented before studio audience. In 16-p. opinion, magistrate said matter was "a very close question of law" and that no fine was called for. Producer Walt Frammer and city welfare commissioner Henry L. McCarthy both expressed gratification with decision, Frammer declaring show would continue, but without studio audience participation, and that he would nevertheless appeal the ruling.

Latest community antenna starter is Durango TV Network, Durango, Colo., operated by John Morrissey, brother of consulting engineer Thomas Morrissey, and backed by Denver banker George Rock. Installation employs signal of KOB-TV, Albuquerque, 169 mi. away. Company plans systems for other communities in area. Another system in prospect is for Bend, Ore., franchise being sought by Louis H. Peacock, of Donovan Construction Co., St. Louis.

How to act, what to wear and other pointers for those about to appear on TV for first time are explained clearly and with good humor—accompanied by delightfully funny illustrations—in new booklet, *So You're Going to Be on WOI-TV*, issued by the Iowa State College commercial station. Booklet also describes how TV works in general, and WOI-TV in particular, copies available from station.

FCC's 20th annual report, covering activities ending June 30, was released this week, accompanied by 35-p. document giving biographical data on employes hired during year. Latter is supplement to data submitted last year on all employes, pursuant to new amendment to Communications Act.

Financial & Trade Notes: According to *U. S. News & World Report*, the bull market which broke all records this year brought an increase of 47.4% in prices of TV stocks, 55.2% in electrical equipment stocks, 34% in motion picture stocks between Jan. 7 and Dec. 16, 1954. Here's quick rundown of financial data on some of the major companies in TV-radio-electronics, as reported by United Business Service, Boston:

	Earnings		Recent	Divs.	Current	*P/E
	Est. 1954	1953	Price	12 Mos.	Yield	Ratio
Admiral	\$3.25	\$3.48	29	\$1.00	3.4%	8.9
CBS	4.75	3.80	80	1.90+	2.4	16.8
DuMont	0.50	0.60	15	Nil	Nil	30.0
GE	2.25	1.92	45	1.60	3.6	20.0
IT&T	2.95	3.12	24	1.00	4.2	8.1
Motorola	3.60	3.66	51	1.50	2.9	14.2
Philco	1.75	3.43	37	1.60	4.3	21.1
RCA	2.60	2.27	37	1.35	3.6	14.2
Sylvania	3.00	3.10	48	2.00	4.2	15.0
Westingh'se	5.25	4.53	76	2.50	3.3	14.5
Zenith	8.50	11.44	90	3.00	3.3	10.6

* Price-earnings ratios based on 1954 estimates.

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Raytheon's net profit for 6 months ended Nov. 30 totaled \$2,396,000 (96¢ a share), 46% higher than the \$1,639,000 (64¢) earned in same 1953 period. Sales for the 1954 period were \$93,007,000 vs. \$81,212,000 preceding year. For 3 months ended Nov. 30, sales of \$48,300,000 and profit of 52¢ a share were indicated, compared to \$43,900,000 and 29¢ a year ago. Pres. Charles F. Adams Jr. attributed improvement in sales to continuing high volume of govt. orders, improved market for TV sets, tubes and components, steadily increasing demand for transistors and diodes. He added that govt. billings in first half of fiscal year were approximately 60% of total, compared with 70% in previous periods, and Nov. 30 backlog of govt. orders was \$117,000,000 vs. \$150,000,000 at end of previous fiscal year and \$185,000,000 Nov. 30, 1953.

International Resistance Co., which operates on annual accounting basis for ten 5-week periods, reports earnings after taxes for 3-period June 28-Oct. 24 amounted to \$245,242 as against \$123,080 for 5-period Jan. 1-June 27. Income for June 28-Oct. 24 period was \$4,176,135 vs. \$5,813,243 for 5-period Jan. 1-June 27. Final 2 periods of 1954, states pres. Charles Weyl, "will conform generally to the June 28-Oct. 24 periods." IRC last Oct. 24 purchased Van Dyke Instruments Inc., maker of precision potentiometers required for guided missiles, automation, etc., is operating it as a wholly owned subsidiary.

Trav-Ler Radio's 1954 sales reached new high of about \$16,000,000, compared to \$14,700,000 in 1953, pres. Joe Friedman told meeting of distributors and dealers. Earnings won't equal 1953's \$412,275 (54¢ a share) but will be high enough to cover 30¢ dividend payment, he said.

Dividends: Motorola, 37½¢ payable Jan. 14 to stockholders of record Dec. 31; Audio Devices, 5% stock payable Jan. 21 to holders Jan. 6; General Instrument Co., 12½¢ Jan. 15 to holders Jan. 7.

CBS Foundation Inc.'s plan for making grants to privately-endowed educational institutions, based on a formula whereby contributions are made in the names of its executives who meet certain standards, has met good reaction in business and educational circles, indicating possibility others may follow suit. Foundation's first contribution was \$32,000 to 14 colleges & universities on behalf of 16 executives (Vol. 10:52), and similar contribution is planned in 1955.

Color Trends & Briefs: Most authoritative report available on network affiliates' ability to rebroadcast network color feeds and originate own slide, film and live color will be included as a new feature in *TV Factbook No. 20*, due off presses later this month.

Based on information supplied by networks and equipment manufacturers, it will give network-by-network and station-by-station tabulation showing whether or not stations are now able to handle network or local color—plus target dates for local color for these not now using slide, film or live equipment. Compilation gives this lineup:

NBC-TV—All 53 basic affiliates are equipped to carry network color, 14 have slide & film equipment, 7 have live cameras. Sixteen basics plan to get slide & film gear this year, 12 live cameras. Of interconnected affiliates individually available, 41 can carry network color, 5 have slide & film gear, none live cameras. Eight more plan to be ready with slide & film this year, while 2 plan to acquire cameras.

CBS-TV—Equipped for network color are 48 basic required affiliates, while 6 are shown with slide & film equipment, 4 with live cameras. Sixteen basics are due to get slide & film gear this year, 2 live cameras. Of supplementary interconnected affiliates, 37 can carry network color, none are shown with slide, film or live color installations. Nine are due for slide & film this year, 3 live cameras.

DuMont—Total of 81 affiliates (most shared with NBC-TV or CBS-TV) able to take network color, 16 of these also ready with slide & film equipment.

ABC-TV supplied no report on status of its affiliates.

AT&T reports that it re-engineered and re-equipped over 47,000 channel miles of facilities during 1954, to bring color to 139 stations in 101 cities. As of Jan. 1, 1955, AT&T served 260 stations in 234 cities with monochrome.

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Color set production won't go beyond 50,000 in 1955, says Dr. Allen B. DuMont, who takes issue with forecasts ranging up to 300,000 by other industry leaders. In year-end statement, he commented: "The development of the right color tubes; the refinement in receiver circuits; the necessary reduction in manufacturing costs; the large scale presentation of color programs in all markets—all of these things are taking time. Eventually, yes, TV will be both a color and a black-&-white medium. However, in 1955 it looks about 99% black-&-white." DuMont Labs tube div. mgr. F. P. Rice, reporting limited production of rectangular color tubes is scheduled for latter 1955, also thinks "average estimates of approximately 250,000 color sets seems to be very high."

Color TV will cut into other media's take of ad budgets, according to 68% of the 5000 members of *Tide Magazine's* "leadership panel" of marketing executives. Only 8% feel it will increase use of other media, while 24% say it won't affect them. What can other media do about it? Executives generally say "improve," "use more color," "make a pitch for smaller advertisers who can't afford color TV."

Rumors that CBS and NBC would reduce or quit color-casting were denied vehemently by spokesmen of both, NBC going so far as to issue statement by pres. Sylvester L. Weaver that "public interest has been highly encouraging and we look forward to continued advances and expansion in color programming during 1955."

Jan. 3 week network color schedules: CBS-TV—Jan. 5, *Best of Broadway*, "Arsenic & Old Lace," 10-11 p.m.; Jan. 8, *My Favorite Husband*, 9:30-10 p.m. NBC-TV—Jan. 5, *Norby* premiere, 7-7:30 p.m.

Recognizing color's commercial infancy, AT&T again notified FCC that it will continue "experimental" rates for color network facilities—asking extension to May 31.

AS 1955 BEGINS—TV-RADIO TRADE RIDES HIGH: The year's TV production hovered close to 1950's record 7,463,800 as we went to press. With one week yet to be reported, the preliminary RETMA estimate, subject to revision, showed 7,305,000 TVs turned out, exceeding the 7,214,827 produced in all of 1953. Output for week ended Dec. 24, normally a low-production holiday week, totaled 151,285. Radio production that week was 239,168 (109,472 auto), for 51-week 10,210,000 total vs. 13,000,000 in 1953.

And 1954 has been TV's biggest retail sales year, irrespective of whether it was first or second best production year. Several weeks ago retail sales passed 1953 high of 6,400,000, and are expected to total between 6,800,000 & 7,000,000 for the full year. This means about 35,000,000 sets sold to the public in TV's 8 commercial years from 1947-54, of which perhaps 1,000,000 have been scrapped.

Inventories at year's end are estimated about 2,200,000, compared to about 2,000,000 at start of year. Whether this represents a potential danger to trade, as has been suggested by some industry leaders (Vol. 10:49-50), is open to the normal differences of opinion which exist in TV no less than in other industries.

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What does 1955 hold for trade? From where we sit, it looks like 6-6,300,000 black-&-white sets should be produced and marketed in 1955 -- down somewhat from the 1954 level -- but total dollar volume from TV alone shouldn't be far off estimated \$2 billion in 1954 if sales of high-priced color receivers come anywhere near the 200-300,000 predicted by industry leaders. This, of course, is pegged to highly optimistic forecasts of consumer purchasing power and employment in 1955.

With TVs now in about 70% of nation's 47,000,000 household units, trade just can't realistically expect many more fat years in initial sales -- at least not until color really gets going. Consequently, we look for replacement and multiple sales to a family to assume greater importance than ever this year -- and this inevitably means far keener competition and bigger promotions to induce families to trade in their old sets or buy second sets for use in other rooms.

Prices this spring should remain firm or even dip slightly lower on leader models. But if market holds up reasonably well, look for some price hikes by fall. The models introduced thus far this winter (for details of those introduced this week, see p. 13) are firm-to-lower in the majority of cases.

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Accent will continue to be on 21-in. overwhelmingly as most popular size, with 24-in. creeping up slowly at expense of 17-in. Several companies have added 24-in. to their lines for first time this winter; still others have expanded their offering of 24-in. RCA and Philco, among the major manufacturers whose actions and comments are watched closely by trade for future trends, have expressed themselves as pleased with sales of big-ticket 24-in. in a \$300-plus market.

RCA's Frank Folsom says it has sold entire output of 24-in. full-door mahogany and walnut console at \$500, the highest price in RCA line. And he says total unit production in that model is "more than you think." Philco's James H. Carmine says "Miss America" 24-in. console at \$360 is currently by far best console seller.

Color's impact remains conjectural. Best that can be seen in admittedly hazy crystal ball is that color will exert a greater influence on 1955 market than in 1954 -- but scarcely enough to make many prospective TV customers pay the price or induce set owners to trade in good-working black-&-white receivers for it. Folsom, for one, says there will be a "substantial market" this year for RCA's \$895 color set among the "Cadillac" and "Miami" carriage trade as a starter.

The 1954 servicing bill was impressive, and 1955 should be slightly higher. Overall, it was about \$1.7 billion, and RCA corporate executive v.p. Charles Odorizzi

estimates it will reach annual gross of \$2.7 billion in 3 years (Vol. 10:48). Some 88,000,000 TV-radio replacement receiving tubes had estimated retail value in 1954 of \$260,000,000; 5,500,000 TV replacement picture tubes had retail value of about \$210,000,000; and components, antennas & accessories added up to \$400,000,000.

Radio production and sales appear to have fallen off to about 10,500,000 in 1954 -- and the prospect is that 1955 should see about same volume. At factory value this would mean about \$225,000,000. In 1953 it was \$300,000,000 for 13,000,000 sets.

MANUFACTURERS UNEASY AS IMPORTS GO UP: Increase in imports of radios and parts -- and heavy promotion of foreign items -- have a lot of U.S. receiver and parts makers uneasy about what future may hold in potential competition from abroad. Although imports thus far have been confined to radio receivers & components, they're asking themselves, logically enough, can TV be far behind?

Concern with what future may bring, more than any present inroads, impelled RETMA to resolve at recent convention to fight for restoration of import duty to 35% from current 12½% (Vol. 10:47). While admitting nobody's being put out of business by current level of imports, parts makers particularly want protection for future.

RETMA is currently surveying its membership to determine exactly how much competition really exists, as first step before petitioning Congress and the Tariff Commission for an increase in duty. Tariff laws provide that substantial injury to an industry must be proven before duties on individual commodities can be increased. It's frankly doubted that the industry, having just ended highest TV sales year in history and a good if unspectacular radio year, can prove very extensive injury now.

Plea for tariff hike will also cite fact that West Germany and Britain, where most serious competition originates, have far lower labor costs than U.S. RETMA is also expected to contend that U.S. Govt. funds have directly subsidized exporters.

James D. Secrest, RETMA exec. v.p., characterized goal thus: "We're trying to put out the flame while it's still just a small brush fire. We don't know if or when it will erupt into a four-alarm blaze."

Commerce Dept. classifies electronics imports as "TV Apparatus and Parts" (Schedule A-7090680) and "Radio Apparatus and Parts" (Schedule A-7090660). They include receivers and components, though in practice virtually no TV receivers have been imported. Combined imports of such electronics items in first 8 months of 1954 totaled \$1,814,515, composed of \$1,465,220 radio, \$349,295 TV -- mainly components in case of TV and obviously a bagatelle when stacked against U.S. industry's factory value (1953) of \$1.235 billion TV, \$299,236,000 radio. In 1953, imports totaled some \$3,334,558, compared to \$6,330,885 in 1952. No breakdown by units is provided.

Electronics exports by U.S. in first 9 months of 1954 were \$192,177,193. In 1953, they were \$247,839,764 and in 1952 were \$210,000,000. TV-radio sets are substantial but by no means dominant items among these exports.

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West German radios and British TV-radio and high fidelity components provide keenest competition in U.S., Commerce reports. German exports to U.S. totaled some \$300,920 in first 8 months, compared to only \$109,058 for all of 1953 and \$95,420 in 1952. Leading German radios in U.S. are Telefunken (distributed by American Elite Inc., N.Y.); Grundig (by Majestic Radio); Siemens and Metz. To this list should be added Philips of Eindhoven, the Dutch radio distributed in U.S. by North American Philips. Philips is particularly strong in South America (Vol. 10:12). In recent months, German firms have been signing U.S. distributors, many of them retailers.

German radios are well-constructed and many of them admittedly have tonal qualities superior to same-priced U.S. sets. German radios for sale in U.S., however, usually have high price tags by American standards. For example, the least expensive Grundig AM-FM radio sells for \$70; similar American sets start at \$40.

British electronics exports to U.S., chiefly components, totaled \$607,331 in first 8 months, compared to \$463,006 in 1953 and \$789,541 in 1952. Among popular British items are Wharfedale speakers, Garrard record changers, Leak amplifiers.

Topics & Trends of TV Trade: Industry-wide price cuts in long-playing records are regarded as certain in wake of RCA Victor's surprising, heavily-publicized announcement of reductions of up to 30% in price of 10 & 12-in. LP records, along with revision of dealer discounts, effective Jan. 3.

Within 48 hours of RCA's announcement, which hit record industry like a bombshell, Columbia Records—regarded 1-2 with Victor in industry—cancelled its 5-month price guarantee to dealers on LP records, announced only week before. M-G-M Records and London Records cut prices to meet RCA's reductions. Several other major manufacturers indicated they would also cut prices in week or so. RCA made these changes:

All 12-in. LPs were cut to \$3.98 from \$5.95, \$4.85 & \$4.19, depending on whether they were classical, semi-classical or popular; 10-in. LPs were cut to \$2.98 from \$4.95, \$3.85, \$3.15 & \$2.99; double extended play 45rpm's were set at \$2.98 from \$3.85, \$2.99, \$2.98 & \$2.94; 45rpm singles were cut to 89¢ from \$1.16 & \$1; single extended plays were set at \$1.49 from \$1.58 & \$1.47. Price of 78rpm was increased from 89¢ to 98¢, as consequence of drastically diminished production and sales.

Of equal importance to trade is radical revision of discount structure. Dealer gross margin on all 45 & 78rpm records will be spread from current 38% to 42%. On LPs it will remain 38% and traditional dealer return privilege will be eliminated. Returns continue at 5% for 78s & 45s.

RCA pres. Frank Folsom, who made cuts after recent cross-country visit to distributors & dealers, said Victor action hits hard at mail order business in records. Trade sources commented that discount houses would also suffer as result of big price slashes. Discount houses sell records average 25% below regular retail outlets.

Folsom said new plan was developed because of his belief that record industry "is on the threshold of its greatest period of expansion." Record sales in 1954 are estimated by authoritative trade sources at about 230,000,000 units, with retail value of \$275,000,000. Folsom foresees a 15% increase in record sales in 1955. He commented:

"Today there are more than 25,000,000 turntables—many of them equipped to handle the 3 phonograph speeds—compared with only 16,000,000 phonographs at the end of World War II. About 20,000,000 record players of all types are expected to be produced and sold in the next 5 years. Renewed popularity of the phonograph is expected to continue to increase the number of machines in use and this, of course, will mean greater sales of records."

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Motorola introduced new line of 26 TV models to distributors Dec. 29 at Chicago's Edgewater Beach Hotel—only major manufacturer to show full new line at mid-winter. Most models contain new "Five Star" chassis for improved fringe area reception. Prices, which are unchanged from old line, range from \$140 for 17-in. ebony metal table model to \$410 for 24-in. blonde console. Line:

Table Models: 17-in. ebony metal \$140; 17-in. blonde \$150 & \$170; 17-in. mahogany \$160; 21-in. ebony metal \$160; 21-in. blonde \$170, \$210 & \$240; 21-in. mahogany \$200 & \$230; 24-in. mahogany 250; 24-in. blonde \$260.

Consoles: 21-in. walnut or maple \$200; 21-in. blonde \$210, \$280, \$310 & \$340; 21-in. mahogany \$270, \$300 & \$330; 24-in. mahogany \$350 & \$400; 24-in. blonde \$360 & \$410.

Also introduced were 4 new auto radios at \$40, \$47, \$55 & \$60, and a plated circuit table radio at \$15 & \$17.

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Crosley cut price of 10 "Super V" 17 and 21-in. table models by \$20 each in move which gen. mgr. Leonard F. Cramer attributed to "volume production." New prices range from \$130 for 17-in. to \$190 for 21-in.

Westinghouse added 24 new TV models to line, unveiled them in closed-circuit telecast Dec. 29 to dealers in 28 cities. One 24-in. table model and three 24-in. consoles were carried over. Richard L. Sandefur, national sales mgr., explained that while prices are set nationally, distributors in each market area would be empowered to "adjust" prices slightly according to local conditions, similar to policy announced recently by GE for certain kitchen appliances. New models are 17-in. brown metal table \$150; 17-in. black, maroon & green metal table \$170; 21-in. brown metal table \$180; 21-in. mahogany metal table \$200; 21-in. blonde metal table \$210; 21-in. de luxe mahogany metal table \$230; 21-in. de luxe blonde metal table \$240; 21-in. custom mahogany table \$260; 21-in. custom blonde table \$270; 21-in. open-face mahogany console \$230 & \$260; 21-in. open-face blonde console \$240 & \$270; 21-in. open-face de luxe mahogany console \$300 & \$330; 21-in. open-face de luxe blonde console \$310 & \$340; 21-in. 3-way mahogany combination \$370; 21-in. 3-way blonde combination \$380; 24-in. 3-way mahogany combination \$470; 24-in. 3-way blonde combination \$480. Also added were 8 new radios ranging from table model at \$20 to 5-tube portable radio-phono at \$100. Carried over were 11 radios and radio-phonos.

GE adds 17 models to current TV line at Chicago's Merchandise Mart Jan. 3. Of the new models, 10 are "Pacer" receivers with prices ranging from \$130 to \$250. Seven are "Ultra-Vision" models from \$260 to \$370. Four of latter series follow "Lo-Boy" design introduced last year by GE, in which picture is close to floor. All have 41-mc IF. New models: (Pacer) 17-in. metal table \$130; 17-in. metal & mahogany table \$150; 21-in. metal table \$160; 21-in. metal & mahogany table \$180; 21-in. mahogany table \$200; 21-in. blonde oak table \$210; 21-in. open-face metal & mahogany console \$200 & \$220; 21-in. open-face metal & blonde oak console \$230; 21-in. open-face mahogany console \$250. (Ultra-Vision) 21-in. mahogany console \$260; 21-in. open-face mahogany console \$300; 21-in. open-face blonde korina console \$320; 21-in. Lo-Boy open-face mahogany console \$300; 21-in. Lo-Boy open-face blonde korina console \$320; 21-in. Lo-Boy full-door mahogany console \$350; 21-in. Lo-Boy full-door blonde oak console \$370. Optional uhf tuners are \$30 extra on Pacer models, \$40 on Ultra-Vision.

Admiral has added 8 new TV models, including five 24-in. sets with 335-sq. in., 90-degree tubes. Optional with new 24-in. table models is matching console base with tapered ebony legs. New models: 17-in. ebony metal table \$130; Paris, 21-in. open-face mahogany console \$200; Versailles, 21-in. open-face blonde console \$210; Honduras, 24-in. ebony metal table \$230; Copacabana, 24-in. mahogany table \$240; Haiti, 24-in. blonde table \$250; London, 24-in. open-face mahogany console \$280; Madrid, 24-in. open-face blonde console \$290. Optional uhf tuner is \$50 extra. Also added was a high-fidelity mahogany phono console at \$250, blonde \$260. At week's end, Admiral raised price of 21-in. ebony metal table from \$150 to \$160.

Magnavox has added Telerama 141, a 21-in. de luxe mahogany table at \$235, oak \$240; New Yorker 151, a 21-in. open-face console in 3 colors at \$250; Video Theatre 152, a 21-in. de luxe open-face console in mahogany at \$280, oak or cherry \$290; Magnarama 24, a 24-in. table model in blonde, cordovan & sand, at \$250. All new models have high-fidelity sound.

Stewart-Warner, going out of TV-radio field, its service and some of distribution facilities being taken over by Hoffman Radio (Vol. 10:51-52), has sold some of its factory inventory to Macy's, N. Y., which will shortly break big promotion. Said to be involved are 2500 TVs, 5000 radios.

DuMont re-entered radio production after 3-year absence with announcement this week that own AM-only radios would be included as optional equipment at \$30 extra in 3 new "wide horizon" TV models to be introduced Jan. 3 at Chicago marts. Sales mgr. Dan Halpin said radio production would be in limited quantities on experimental basis at first. The radio chassis are housed in TV cabinets but operate independently, using only the speaker in common with TV chassis. New TV models are Trevor, 21-in. walnut table at \$220, mahogany \$230, blonde \$240; Kendall, 21-in. open-face mahogany console \$320, blonde \$330; Lancaster, 21-in. open-face mahogany console \$330, blonde \$340.

Picture tube sales in first 10 months totaled 7,746,240, valued at \$161,520,089, compared to 8,501,455 worth \$203,127,855 in first 10 months of 1953, reports RETMA. Oct. sales hit new monthly record of 1,269,674, valued at \$26,597,702, compared to 1,149,791 at \$23,892,469 in Sept. and 948,593 at \$23,994,184 in Oct. 1953. Receiving tube sales in first 10 months totaled 308,398,701, valued at \$220,988,119, compared to 382,080,558 at \$263,328,699 in same 1953 period. Oct. sales were 42,347,794 at \$29,228,992 vs. 40,966,063 at \$28,953,592 in Sept. and 34,928,108 at \$25,393,879 in Oct. 1953. [Note: Tabulation of picture and receiving tube sales, 1947-54, with breakdowns by initial equipment, renewal, export, govt. & factory value, will be included in upcoming spring edition of *TV Factbook*, off presses about mid-Jan.]

GE tube dept. mgr. J. Milton Lang figures 5,500,000 new picture tubes will be required as replacements in 1955—about one in every 6 sets. That would be highest replacement ratio yet, having been one in 7 in 1954. In addition, he estimates the industry will make about 6,000,000 tubes for new sets, so that 1955 total will run 11,500,000, or about 500,000 ahead of record 1953. Industry-wide, including receiving industrial & military types, the electronic tube business will enjoy total volume of about \$650,000,000 in 1955, in Lang's opinion.

TV set sales by Canadian factories totaled 530,350 at average price of \$348 in first 11 months of 1954, when production was 499,928, reports Canadian RTMA. Projected production estimate is for 224,640 more sets in Dec.-Feb. period. Inventory at end of Nov. was 38,411, compared to 36,318 at end of Oct. and 49,165 at end of Sept. Montreal area led in sales with 148,081; Toronto second, 93,544; Prairies, 58,911; British Columbia, 52,457; other Ontario, 46,528; Ottawa & eastern Ontario, 34,645; Hamilton-Niagara, 30,811; Quebec City area, 29,400; Maritime Provinces, 19,721; other Quebec provincial areas 1920.

Trav-Ler Radio introduced new line of 22 TVs, 40 radios at distributor-dealer meeting in Chicago this week. TV prices range from 17-in. table model at \$130 to 21-in. TV-radio-phono combination at \$400, company's first combination. A 24-in. table model was reduced from \$300 to \$200. Pres. Joe Friedman disclosed company plans to enter Canadian TV market in 1955, is currently negotiating for plant in central Canada.

Definition of high-fidelity is sought by RETMA in letters this week to its high-fidelity equipment members asking them to write their own definitions in 50 words or less. Initiated by Joseph N. Benjamin, Pilot Radio v.p., move is designed to clarify existing confusion on what the term includes, for benefit of industry and consumers. Letters will be discussed at meeting of RETMA high-fidelity section during Los Angeles Audio Fair in Feb.

Radio shipments to dealers, excluding auto radios, totaled 4,416,783 in first 10 months of 1954, according to RETMA state-by-state report released this week and available from RETMA to members on request. Oct. shipments were 639,624, compared to 722,161 in 5-week Sept.

Trade Personals: Clifford J. Hunt, gen. mgr. of Stromberg-Carlson TV-radio div., elected v.p. in charge; Anthony G. Schifino elected v.p. of sound div.; Arthur J. Fink, gen. credit mgr., named asst. treas.; John H. Voss elected v.p. of telephone div.; Philip J. Lucier named asst. treas. & mgr. of telephone finance dept. . . . M. C. Thomsen resigns as exec. v.p. of Wilcox-Gay Corp. (Majestic Radio) . . . Frank M. Folsom, RCA pres., along with Rear Adm. Richard E. Byrd, named recipients of 1955 good citizenship award, Philadelphia chapter, Sons of the American Revolution . . . Robert A. Seidel, RCA executive v.p., consumer products, named co-chairman of Radio-TV-Phono div., Father's Day Council . . . Dr. Donald B. Sinclair, chief engineer of General Radio Co., Cambridge, Mass., elected a v.p. . . . Harvey E. Weimer, ex-Kroger Co., Cincinnati, named mgr. of Crosley-Bendix market research, reporting to marketing director A. E. Cascino; Russell E. Mings named asst. mgr. of market research . . . Curtis L. Peterson promoted to Raytheon TV-radio adv. mgr., Cliff Knoble named merchandising mgr. . . . Arthur H. Schneider, Commonwealth Edison, elected pres. of Chicago Electric Assn. . . . Bernard Rafkin appointed supervisor of sales research, Sylvania TV-radio div., N. Y., reporting to sales research director Frank W. Mansfield . . . Richard Reyburn, ex-Capehart-Farnsworth, joins Kay Lab, San Diego, as chief of tests; Earl Cunningham, ex-Consolidated Vultee, placed in charge of TV camera development . . . Harry C. Huebner, ex-Harry Alter Co., Chicago (Crosley-Bendix), named merchandising v.p. of Polk Bros., big Chicago retail appliance chain . . . John E. Hogg, ex-GE, named instrumentation field sales mgr., Ampex Corp., Redwood City, Cal. (audio equipment) . . . Bernard Klein named exec. secy., Audio Components Distributors Assn., Los Angeles . . . C. O. Wanvig, chairman of Globe-Union Inc., elected pres. of Milwaukee Automotive & Electronic Parts Mfg. Co. . . . Edward S. Miller named gen. mgr. of Sherwood Electronic Labs, Chicago, in charge of high-fidelity equipment . . . Edward M. Cappucci, gen. mgr. of Radio Merchandise Sales Inc. (antennas), assumes additional duties of sales director . . . Wm. Platt named sales v.p. of Winston Electronics, Philadelphia (Win-tronix TV test equipment).

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DISTRIBUTOR NOTES: Admiral establishes factory branch at 45 W. Main St., Spokane (Herman S. Albert, mgr.), replacing Salisbury Distributors Inc. . . . Sylvania: Stratton-Warren Hardware Co., Memphis . . . Gould-Farmer Co., Syracuse (GE) elects Charles H. Wittenburg pres., succeeding Earland M. Farmer, who moves up to chairman . . . Southern Wholesalers, Washington (RCA), promotes Ralph M. Lane to gen. mgr. . . . Raymond Rosen & Co., Philadelphia (RCA), promotes Larry Crevey to asst. sales mgr. . . . GE Supply Co., Buffalo, names Ezra F. Howington TV-radio sales mgr. . . . Graybar, Richmond (Crosley), promotes C. R. Hunsicker to district appliance sales mgr. . . . CBS-Columbia Distributors Inc., N. Y., promotes Milton Marcus to sales mgr. . . . RCA Victor Distributing Co., Buffalo, appoints Irving E. Henseler sales mgr. of Rochester office.

Puritan Electronics Corp., Hawthorne, N. J., is new picture tube manufacturer which began operation this week. Plant has 30,000-sq. ft., will eventually turn out 2500-3000 tubes per week, said pres. Thomas Stave.

Sears, Roebuck spring catalog, out this week, has TV-radio receiver prices average 5 1/2 % under year ago, as part of overall decline in consumer goods prices.

Sir Alexander Aikman has retired as chairman of Electric & Musical Industries Ltd. (EMI), succeeded by J. F. Lockwood.

Electronics Reports: Factory sales of electronic products in 1955 should reach \$6.1 billion in 1955, compared with an estimated \$5.8 billion in 1954. That's authoritative forecast of Commerce Dept.'s electronics experts, whose predictions in past have often been quite accurate. It's contained in year-end review by Commerce Secy. Sinclair Weeks, who predicts 1955 will see moderate rise in business activity, high employment and increase in living standards.

Electronics forecasts were prepared by Commerce Dept.'s Business & Defense Services Administration (BDSA) Electronics Div., headed by Donald S. Parris. At factory level, the predicted \$6.1 billion output would approach 1953's record high electronics production of \$6.3 billion, when military expenditures were at peak levels. Products included in estimate are TV-radio receivers, broadcast & communications equipment, tubes & components, and military equipment such as radar, sonar and guided missile systems.

Breaking down forecast, Commerce Dept. estimates 1955 color TV receiver factory sales at about \$150,000,000 (or 300,000 sets at \$500 each), and black-&-white sales at "almost \$1 billion" (or about 6,500,000 sets at current average price of around \$150). There was no breakdown as between military and civilian production, but most estimates place military electronics procurement at annual rate of around \$2.5 billion for both 1954 & 1955. Commerce Dept. estimate differs from RETMA's slightly lower one (Vol. 10:51) in that Commerce includes factory value of all components, while RETMA considers only replacement components.

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What happens to the electronics industry in the event of an enemy attack? The ability of electronic and other vital plants to spring back into production, with continuity of management, administration and technical know-how, could mean the difference between victory and defeat. Commerce Dept.'s Business & Defense Services Administration (BDSA) is waging all-out campaign to emphasize the immediate need for individual company planning—and making available knowledge and experience accumulated in this field by both Govt. and industry. Electronics Div. of BDSA has already met individually with top officers of 25 leading electronics firms to discuss industrial defense plans, and is appealing to other companies in the industry to meet with it for discussions on comprehensive plans to insure continuity of management and rapid resumption of vital production in the event of attack. Corporate defense planning is outlined in new booklet, "Job for Management," published by BDSA and available from Electronics Div., BDSA, Commerce Dept., Washington 25, D. C.

"Unit Territory Plan—to Serve the Jobber Better" is new report based on 18-month study by RETMA jobber relations committee under J. A. (Shine) Milling, exec. v.p., Howard W. Sams & Co., designed to improve distribution of electronic parts through more efficient utilization of manufacturers' representatives. Copies of report are available to all members of industry, whether or not RETMA members, from RETMA, 777 14th St. N.W., Washington 5, D. C.

Carrier Corp., air conditioner manufacturer, enters electronics field through affiliate Cambridge Corp., which begins electronic equipment production this month in new 60,000-sq. ft. plant in Lowell, Mass.

"TV telephone," which enables telephone callers to see one another, was one of prize exhibits at recent communications conference in Hull, England.

Transistor the size of match-head is now being produced by CBS-Hytron for use in hearing aids.

Lowest-priced transistor hearing aid yet: Zenith's tiny 3-transistor model 75-X, at \$75.

MOTOROLA renewed patent license agreement with RCA Dec. 30, effective for 5 years—and that appears to leave Admiral & Philco the only majors still unsigned, except of course for litigating Zenith. At press time, Dec. 31, RCA declined to reveal names of companies that have or have not renewed but checkups to date have indicated most have signed. There was even possibility Admiral & Philco would renew at last minute.

The late Maj. Edwin H. Armstrong's infringement suit against RCA & NBC, involving FM patents, was dismissed by stipulation this week on motion of plaintiff in Federal Judge Paul Leahy's court in Wilmington. Judge Philip J. McCook, former N. Y. state supreme court justice, acted as arbitrator and fixed amount of settlement at approximately \$1,000,000. Mrs. Armstrong, as executrix of the estate of the late inventor, was said to have insisted personally on the out-of-court settlement; she was Gen. Sarnoff's secretary in the early days of RCA.

Other Armstrong patent infringement suits against Motorola, Wells-Gardner, Radio Craftsman & Sentinel have been ordered to trial before Federal Judge Igoe in Chicago court Jan. 13.

On other patent fronts, Judge Knox in Federal court for N. Y. southern district still had under advisement as of Dec. 30 RCA's motion to change venue of Dept. of Justice's anti-trust suit to Wilmington (Vol. 10:47-48), and Judge Leahy in Wilmington on Jan. 4 is to set trial date in RCA-Zenith suit.

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Combination TV-radio-tape recorder may be in works by Raytheon. Dec. *Wireless World* (London) notes that "the corporation is contemplating developing several new receivers which will incorporate tape recorders and is, therefore, interested in contacting [British] manufacturers who would be willing to supply the basic tape recording chassis without the loudspeaker and other sound reproducing equipment."

TV is helping to solve one of most distressing problems of the auto age—finding a place to park. In Oakland, Cal., Downtown Merchants Assn. has installed RCA "TV Eye" industrial TV camera atop light pole overlooking its 225-300-ft. parking lot. It automatically scans entire parking area, enabling attendant in booth to spot vacant spaces by looking on screen of 21-in. set.

Navy's new super-carrier *Forrestal* uses TV to keep ship's officers in visual contact with all parts of ship. Fixed TV cameras on flight deck and other key stations flash pictures to screens in below-decks control centers. Ship is also equipped with underwater TV cameras which can be swung over side to inspect hull in case of battle damage.

Raytheon has issued new 12-p. brochure describing its basic KTR-100 color TV microwave relay equipment, which carries video & audio simultaneously. It's bulletin 3-110, available from Dept. 6130, Raytheon, 100 River St., Waltham 54, Mass.

New 9x12-ft. projection unit of Fleetwood Corp., Toledo (Vol. 10:49) will be demonstrated Jan. 6-7 in Room 5A1070, Pentagon, open to public. It's Model FL-1001, sells for \$2350, is designed for closed-circuit or off-air.

Size of cigar box, newly designed DuMont "Tel-Eye" industrial TV camera measures 10x6 $\frac{3}{4}$ x4 $\frac{3}{4}$, weighs 8 $\frac{1}{4}$ lbs., and is priced at \$975.

Thomas R. Jones, pres. of Daystrom Inc., Poughkeepsie, N. Y., elected a director of Weston Electrical Instrument Corp., Newark.

Norman E. Carlson named industrial sales mgr., Fireye div., Electronics Corp. of America.

Clevite Corp., Cleveland electronic products and bearing manufacturer, names Willard W. Brown marketing v.p.

Network TV-Radio Billings

November 1954 and January-November 1954
(For October report, see *Television Digest*, Vol. 10:49)
(For preceding years, see *TV Factbook No. 19*, p. 15)

THREE NETWORKS achieved new records in TV billings in Nov., according to monthly Publishers Information Bureau tabulations—CBS-TV jumping to \$14,218,622, NBC-TV to \$12,391,828, ABC-TV to \$4,134,103. Month's total for all networks reached new high of \$32,141,881 (compared to \$23,573,056 in Nov. 1953) to bring 11-month total to \$286,648,222, which compares with \$202,904,049 in same 1953 period. It's clear now that figure for whole year will be around \$320,000,000.

Network radio billings, now running about one-third TV, held fairly firm during Nov., compared with recent months, but \$11,348,785 aggregate total was considerably under the \$13,666,932 for Nov. 1953. For 11 months, radio aggregate was \$126,379,619 vs. \$146,349,762 for same 1953 period. CBS continued to maintain lead in radio, as in TV. The PIB figures:

NETWORK TELEVISION

	November 1954	November 1953	Jan.-Nov. 1954	Jan.-Nov. 1953
CBS	\$14,218,622	\$ 9,756,593	\$131,217,799	\$ 87,084,930
NBC	12,391,823	9,629,279	113,025,674	86,570,999
ABC	4,134,103	2,396,203	30,718,266	18,490,818
DuMont	1,397,328	1,790,981	11,686,483	10,757,302
Total	\$32,141,881	\$23,573,056	\$286,648,222	\$202,904,049

NETWORK RADIO

	November 1954	November 1953	Jan.-Nov. 1954	Jan.-Nov. 1953
CBS	\$ 4,397,245	\$ 5,404,281	\$49,971,925	\$56,826,894
NBC	2,926,816	3,374,112	31,036,583	41,520,106
ABC	2,484,201	2,798,532	26,688,385	26,971,954
MBS	1,540,523	2,090,007	18,682,726	21,030,808
Total	\$11,348,785	\$13,666,932	\$126,379,619	\$146,349,762

NETWORK TELEVISION—January-November 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	12,936,020*	802,721	9,780,712*	26,180,054*
Oct.	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov.	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Tot.	\$30,718,266	\$131,217,799	\$11,686,483	\$113,025,674	\$286,648,222

NETWORK RADIO—January-November 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	3,821,234*	1,481,767	2,127,192	9,529,016*
Aug.	2,160,025	3,844,135*	1,491,503*	2,075,531	9,571,194*
Sept.	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct.	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov.	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Tot.	\$26,688,385	\$49,971,925	\$18,682,726	\$31,036,583	\$126,379,619

* Revised as of Dec. 30, 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.

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We will index and bind, between embossed hard book covers, a limited quantity of all 1954 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 10. Price: \$25 per volume.

TV cameras won't be permitted at any House committee hearings, incoming Speaker of House Sam Rayburn (D-Tex.) said Dec. 28, immediately stirring protests from industry. Rayburn made similar ruling during 82nd Congress (Vol. 8:9), but Speaker Martin (R-Mass.) held during 83rd Congress that it was up to House committees to determine whether they would permit televising of their hearings. Senate in past has left matter to discretion of individual committees. Following Rayburn's latest statement, NARTB pres. Harold Fellows wired him asking meeting to discuss matter, adding that broadcasters "have earned and deserve an acknowledged position with all other media in coverage of the public sessions of our legislative bodies." NARTB's freedom of information committee, under Edgar Kobak, WTWA, Thomson, Ga., meanwhile sent letters to chairmen of Senate & House Rules Committees requesting early conferences to establish rights of TV-radio in covering legislative hearings. Richard L. Harkness, executive committee chairman of Radio & TV Correspondents Assn. (Congressional galleries) also said his group would take up matter with Rayburn on his return to Washington.

Amplifying his "minimum controls" philosophy, FCC chairman George McConaughy stated, in speech before Southern California Broadcasters Assn. in Los Angeles Dec. 30: "Dangerous thinking by wild-eyed theorists was the order of the day in the 1930's. These theorists descended upon Washington with the basic ideas and ideals that the only salvation for this country was for the Federal Govt. to assume a leading role—yes, I might add a commanding role, in controlling and regulating the operations of all business enterprises . . . I favor as few Govt. controls as possible consistent with the public interest and other considerations required by the Communications Act." An ardent Ohio State U football fan, McConaughy went to Rose Bowl game.

Vote on 1955 football TV plans will be taken next week as more than 1200 representatives of universities and colleges convene in New York for NCAA convention. Delegates will hear report and recommendations by NCAA's TV committee, under Harvey Cassell, U of Washington, which is expected to endorse nationwide telecasts again, but with some changes and "liberalization." This year, TV committee will present 5 alternative TV plans, but is expected to recommend only one.

All 3 DuMont-owned stations operated in the black during 1954, reports gen. mgr. Donald McGannon in year-end statement. Average billings ran 16% ahead of 1953 with "comparable composite increases in profit." Last report on WDTV, Pittsburgh, whose sale to Westinghouse for \$9,750,000 pends FCC approval, showed 1954 profit before taxes in accounting period to Oct. 10 was \$2,439,000 on revenue of \$4,153,000, with similar high returns for 1953 & 1952 (see Vol. 10:50, p. 9).

No major RCA-NBC staff changes are contemplated at Jan. 7 board meeting, according to latest advices—and we were wrong last week in reporting probable shifting of RCA staff v.p. Mannie Sacks, to new duties at NBC-TV. He will continue with parent RCA organization, continuing also as gen. mgr. of RCA Victor Records Div. and as an NBC v.p. paying special attention to talent.

NBC is releasing 30-40 TV engineers and technicians in N. Y. as of Dec. 31, mainly men of low seniority, due to curtailment of certain technical operations. There's no plan, though, to cut back colorcasting schedules during 1955, as rumored. DuMont Network also is dropping about 50 engineers and about 25 in program dept. (see p. 3).

Power increases: WJAR-TV, Providence (Ch. 10) to 316-kw ERP; WKRC-TV, Cincinnati (Ch. 12) to 316-kw; WDAK-TV, Columbus, Ga. (Ch. 28) to 234-kw.

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JAN 10 1955

SUMMARY-INDEX OF THE WEEK'S NEWS—January 8, 1955

NBC BUYS NEW BRITAIN-HARTFORD UHF, plans super-power basic affiliate on Mt. Higby; Hearst buys WTVW, Milwaukee (Ch. 12) for \$2,000,000 (p. 1).

COLOR INTEREST AT MARTS at low ebb, RCA the sole exception, as industry seeks reasons for doldrums and the public's puzzling reaction (p. 2).

MAGNUSON PROPOSES EXTENSION of TV network-uhf investigation started by Bricker, as Kilgore & Chernoff prepare for more talks on "monopoly" probe (p. 5).

TV RATE STRUCTURE SETTLING DOWN as only 96 stations report increases during last half year, as shown by rate digests in TV Factbook No. 20 (p. 5).

4 UHF STATIONS LEAVE AIR in mixed markets; first station to radiate 1,000,000 watts gives enthusiastic report on coverage & shadow fill-in (p. 6).

EDWARD LAMB HEARING hits critical point, as FCC counsel Walter Powell resigns and Lamb moves for close of hearing and favorable decision (p. 7).

THEATRE OWNERS attack Zenith petition, urge rule-making rather than immediate commercialization of pay-as-you-look TV (p. 10).

TOLEDO "INTERIM CP" DEAL collapses, one initial decision issued, Providence's WPRO-TV gets FCC go-ahead, Zane I height compromise seen (p. 10).

FACTORY VALUE & TV MARKUPS DROP sharply in 1954, average price of TV set down to \$145 from \$170 in 1953. TV-radio sales: \$2.65 billion (p. 12).

SECOND-SET & REPLACEMENT MARKET drives mapped by trade for 1955; Philca returns to production of 17-in. sets as first step (p. 12).

PHILCO DEFENDS DISTRIBUTOR FRANCHISE agreements against Justice Dept. charges that they violate anti-trust laws (p. 14).

FIRM-TO-LOWER TV PRICE TRENDS reflected in introduction of more new models by big and small manufacturers at Chicago marts and elsewhere (p. 14).

9 BIG COMPANIES, ALL IN TV-RADIO, "rated" by Farber Magazine for management and labor, community & stockholder relations (p. 15).

TWO ALASKA STATIONS AIM for Feb. debuts; new stations planned within month in Tampa, Lexington, Ky., Dathan, Ala. & Jefferson City, Mo. (p. 11).

CHANGING NETWORK AFFILIATIONS & patterns pointed up by FCC-approved sale of WDTV and CBS shifts in Phoenix, Albany, possibly Kansas City (p. 16).

CONTINUED NATIONAL FOOTBALL TV contracts certain—but on more liberal basis as result of Big Ten walkout threat at NCAA convention (p. 16).

NBC BUYS UHF STATION IN CONNECTICUT: NBC's first venture into uhf on its own will be in the thickly populated Connecticut River Valley -- a 1000-kw station atop Mt. Higby, in Middletown, some 12 mi. south of Hartford on the way to New Haven, about 23 mi. farther southeast. This week, it purchased WKNB-TV (Ch. 30), licensed to New Britain but with main studios in Hartford. As soon as FCC approves takeover, RCA will install 1-megawatt transmitter covering both cities and a wide countryside.

This latest testimonial of belief in uhf, with new station due to become a basic NBC outlet, unravels the "mystery of Mt. Higby" recently reported in these columns (Vol. 10:50-51 & 11-1). It sets in motion a train of developments that not only augur well for the future of uhf but indicate anew the changing face of TV as the rival networks maneuver for position (Vol. 10:50).

NBC's advent into superpower uhf comes even as reports of excellent coverage are being received from uhf's first million-watt plant in Wilkes-Barre and even as 4 more uhf are leaving the air (see p. 6) -- making 31 quitting since early 1953.

NBC is paying \$606,000 cash and assuming some \$200,000 in obligations for WKNB-TV and its AM counterpart WKNB (1-kw on 840 kc). It has bought up all stockholdings, control being in hands of Hartford adman Julian Gross (for detailed holdings, see p. 70, TV Factbook No. 19). It has given assurances to mgr. Peter Kenney and staff that they will be retained. And NBC pres. Pat Weaver promises "to develop a uhf service which will be as nearly comparable as possible [to] vhf."

Big network's action may give shot-in-arm to other faltering uhf projects, especially in Conn. and nearby Mass., and is expected to hearten uhf operators gen-

erally as well as point way to other networks. NBC won't reveal where its second allowable uhf will be acquired, stating simply: "We've got lots of ideas."

But the full force of the network and its parent RCA, with their enormous wealth, know-how and promotional powers, is now behind uhf. WKNB-TV, possibly with new call letters, will become the 5th uhf on the basic NBC network -- others being in Wilkes-Barre, Norfolk, Youngstown, Portland, Ore.

NBC will abandon shared affiliation with WNHC-TV (Ch. 8), pioneer New Haven outlet which also carries ABC, DuMont, CBS; and NBC indicates it's not going to await possibility its longtime 50-kw AM affiliate WTIC, Hartford, might get vhf Ch. 3 for which it has bitterly contested the Harry Butcher group. NBC commits itself just as irrevocably for the long pull for uhf in this area as CBS has in Milwaukee, where it bought WOKY-TV (Ch. 19), and as Storer has in Miami, with his new WGBS-TV (Ch. 23).

CBS isn't telling, either, where it will go for its own second uhf -- but it also is committed to get another. ABC is frankly watching what the others do first.

NBC might have had Meriden's Ch. 65 for the asking, since it's as yet unapplied for; but it chose to buy a going plant, said to be in excellent condition, and some think it preferred the lower Ch. 30 frequency. WKNB-TV claims to have up to 65% uhf conversions already in Hartford area, though figure is probably nearer 40% over its whole range in view of vhf WNHC-TV's head start. Hartford also has Ch. 18 WGTN-TV, which started last Aug., and WELI-TV has projected Ch. 59 in New Haven.

That uhf has made deep inroads in area is reflected by fact that (1) it has had enormous publicity and curiosity attention ever since RCA-NBC's pioneer uhf tests in Bridgeport, called by Weaver "the nursery of uhf"; and (2) progress shown by WKNB-TV, which started operating Feb. 1953, lost money steadily until Nov. 1954, then hit the black in big way, showing reported profit of \$20,000 a month in Nov. & Dec. NBC says it made a "good buy," even discounting the big investments facing it in new plant construction, let alone building toward 100% conversions to uhf.

(For additional reports on uhf and network maneuvering, see pp. 6 & 16.)

* * * *

Ten-week-old WTVW, Milwaukee (Ch. 12) has been sold for \$2,000,000 to Hearst Corp., publisher of Milwaukee Sentinel and founder-owner of WBAL-TV, Baltimore. Hearst thus withdraws from competition for Ch. 6 allocated to nearby Whitefish Bay. WTVW began operating Oct. 26 (Vol. 10:44), uses maximum 316-kw power from 50-kw RCA transmitter, 1105-ft. Blaw-Knox tower, 12-bay antenna. Around \$900,000 cash will be paid, rest being assumption of obligations and liabilities, largely payments due on big plant. It's ABC primary, with theatremen L.F. Gran as chief stockholder, was built after agreement among rival applicants WEMP, WFOX & Kolero Telecasting Corp. to merge with Milwaukee Area Telecasting Corp. Hearst TV-radio v.p. D.L. Provost, who manages WBAL-TV & WBAL, will supervise the new operation.

THE COLOR DOLDRUMS—WHYS & WHEREFORES: Never was color TV's sluggish condition more apparent than at Chicago marts this week. In contrast with year ago, color was scarcely mentioned. Several manufacturers showed color sets, but they were largely ignored by distributors and dealers.

Once-high optimism and enthusiasm for color has oozed out of all major manufacturers, with one powerful exception -- RCA. The RCA spokesmen insisted, with unabated vigor, that color will be put across -- single-handedly by RCA, if necessary -- but here's the kind of reaction we elicited from spokesmen at marts:

Motorola -- Executive v.p. Robert W. Galvin said onetime ambitious plans have been scaled down considerably, and company is now producing on a "very limited basis," though he noted that some orders were placed by distributors at recent convention. "I don't think color will accelerate in popularity in the first half of 1955," he said. However, cost of tube and sets is not the problem, he added, saying that there haven't been enough good color programs to induce public demand.

CBS-Columbia -- Spokesman said that his never-too-big color production has been scaled down to "very limited numbers." There's still interest in color, he added, but he believes it has to be nurtured far more than it has been.

Westinghouse -- TV-radio gen. mgr. T.J. Newcomb told us he's getting out of color production altogether "as soon as a few current commitments are disposed of." Though Westinghouse was one of the first to seek identification with color, Newcomb now wants no such identification whatever for Westinghouse. He's sharply critical of round tubes, says he won't get back into color until rectangulars are available. In retrospect, he said, Westinghouse's early dip into color wasn't exactly disappointing because expectations were never very high. Company simply wanted to see if consumers would go for color, as presented -- and they didn't.

Philco -- Recently, TV v.p. Fred Ogilby sent letter to all distributors saying that Philco wouldn't have a color set until "it can be sold with confidence at a reasonable price." He said this wouldn't be during first part of 1955, made no commitment thereafter. Purpose of letter, he said, was to bring up-to-date a similar statement at Aug. 2 convention, because he realized distributors and dealers wanted to know Philco's latest plans for color.

Admiral -- Though it introduced 21-in. color at \$895, set was displayed without fanfare, and spokesman merely referred us to recent statement by pres. Ross Siragusa: "Color TV will continue to develop and grow slowly. From 100,000 to 200,000 color sets will be sold during the year...Mass production of color receivers at prices the public can afford will not be feasible until a color tube is available at approximately \$50 to \$60."

Many others in industry are even more bearish -- for some of the companies above retain their hopes for color even though they're now convinced that its full-fledged emergence is still far off.

* * * *

RCA pres. Frank Folsom stands out sharply against this dim background, stating: "We're not exactly cowards, you know. We're going right ahead. We were the only ones producing 45rpm for a few years, then the others came along. We took black-&-white off the ground when no one else would. I believe that others in this industry want profits badly enough that they're not going to stand around while we sell color sets." He reiterated conviction that people who can afford Cadillacs and "Honolulu vacations" are going to buy.

Asked why such affluent folk haven't bought yet, Folsom said: "They haven't had good sets to buy -- mentioning no brand names."

In Chicago press conference this week, meanwhile, RCA v.p. Robert A. Seidel conceded "it will take time and further simplification of production methods to produce quality color receivers within reach of most consumers." He estimated that industry's 1955 color set production will run some 200,000, with sales of 160,000. This is well under Folsom's prediction last Sept. (Vol. 10:38) that total sales for 1954-55 would run 350,000.

CBS v.p. Richard Salant, who has lived with color as closely as anyone in his company, confesses he's "baffled." The answer "must come from psychologists, not market research people," he said. Failure of the luxury trade to buy is beyond his understanding, he admitted.

Each CBS sponsor will have had at least one crack at color by April, ending year of "rotation." After that, Salant says, "we're not stopping color, but our schedule has not been set yet. The manufacturers and the public will determine what we put on in color." CBS's own set-making division, CBS-Columbia, "is producing the number of color sets people will buy," he said. As for CBS-Hytron's 22-in. rectangular tube, Salant said: "We're not going to talk about it. There's been enough confusion. We had the 19-in., and RCA confused the industry with a 21-in. We're not going to make the situation any worse."

Salant's personal hunch is that dealer is the key; that color hasn't moved because good black-&-white sales have deprived dealer of incentive to push color.

From dealer's standpoint, however, networks and stations have fallen down -- transmitting so little color that public has scarcely had chance to see it. Recent "Videotown" survey of New Brunswick, N.J. (Vol. 10:41), showed only 8% of respondents had seen color, and this week Admiral disclosed that survey of Los Angeles,

conducted for it by Woodbury College, showed only 13% have watched color. Admiral survey also indicated that 1/3 of public would pay \$300 for 21-in. set, 27% would pay \$400, 23% would go to \$500 -- with "a handful" prepared to pay \$600 or more.

No significant increase in color programming may be expected this year, based on Salant's statement and those of NBC spokesmen who indicate that no substantial change from announced schedule is contemplated. Individual stations may augment network fare considerably, however, because they've been buying color film scanners at brisk clip lately.

* * * *

So there you are -- manufacturers, broadcasters, dealers all pointing finger at each other. But the dealer ends up by pointing to the consumer -- saying public just isn't interested in color.

Is the dealer right? Is color all it's cracked up to be? Here's our feeling, based on watching just about all the network color shows offered to date -- on both 15 & 21-in. sets -- plus close questioning of scores of guests over a year:

If black-&-white has, say, 5-to-100 times the impact of radio, depending on program, color can be said to have 1-to-5 times the impact of black-&-white. These "ratings" are entirely subjective, of course, based on no psychological research, and others will undoubtedly come up with different evaluations. Nonetheless, it's our belief that black-&-white supplies the basic information, gets the story across, and that color can be a very attractive embellishment -- but still an embellishment.

We have no doubt at all public will eventually buy color, rejecting monochrome just as public would reject the stripped-down automobiles of yesterday if they were offered today, even at stripped-down prices. But price of color must come down drastically and the utility of a color set must be expanded tremendously. Who would buy a car with automatic shift if he could use it only 5% of the time?

* * * *

But the complaints get louder. New York Times TV-radio columnist Jack Gould gets more exasperated daily. Enthralled with the holiday color programs on his RCA 21-in. set -- which were indeed the epitome of the television art -- he suggests there's something decidedly peculiar about way color is languishing. He writes:

"The difficulties are not to be minimized, notably on the economic front... But certain facts nonetheless are established. For all the alleged technical difficulties, this writer has been using a 21-in. color receiver under normal home conditions -- which means children switching the station dial too fast and tuning in color themselves -- and the serviceman has not been back once. Granted that this may be an isolated and lucky case, it does show that color TV is not too far away from everyday practicality...

"But color will not come about without the will to make it so. So far, RCA is the only firm to promise further immediate steps in color development -- receiver with more simple circuits... Many manufacturers frankly wish the subject of color would just disappear.

"This attitude is short-sighted. Sooner or later it will arouse the curiosity of Congressional committees as to the reasons why the ballyhoo over color has not been translated into reality."

Advertising Age editorializes that there may have been some deliberate restraint in the industry in the past, and states: "Set manufacturers won the battle of black-&-white as against color last year. This year, it is likely that the set producers will turn up on the other side of the color fence, and will push color set sales, rather than holding them back."

We think the reason for color's lassitude is much simpler and more innocent than any such dark allegations. It's the public. Black-&-white gave the viewer a new world. Color decorates it.

Too many able manufacturers and merchandisers have made valiant and tremendously expensive efforts to crack the color market -- RCA, Westinghouse, Motorola, CBS-Columbia -- for anyone to put the blame on set makers. The inevitability of color must be conceded -- but apparently it's going to come gradually.

MAGNUSON BACKS EXTENSION OF TV PROBE: About the only thing certain in the TV investigation picture after first week of Congress is that GOP Sen. Bricker's inquiry into the networks and uhf problems will be continued by Senate Interstate & Foreign Commerce Committee under Democratic Sen. Magnuson (Wash.).

Though Committee hasn't held its first meeting in new Democratic Senate -- it still has 2 Democratic vacancies -- Sen. Magnuson Jan. 6 submitted a resolution (S.Res. 13) which would extend investigation, authorizing necessary expenditures, employment of staff, etc. Probe would have died automatically Jan. 31. Passage of the resolution will be routine -- but mere fact of its introduction shows Magnuson's willingness to continue the inquiry started by previous Congress.

Harry Plotkin, Democratic counsel for Sen. Bricker's investigation, this week submitted report to Sen. Magnuson, presumably summarizing his staff work on inquiry to date and possibly making recommendations. Contents of report were not made public. Republican counsel Robert F. Jones is expected to make separate report -- and it's possible that Plotkin may submit further comments to Committee.

Investigators' work is now stalled, pending instructions from new Committee. This hiatus holds up -- and possibly ends -- Jones' efforts to obtain confidential network-&-station financial figures from FCC for use in probe (Vol. 10:52).

Two more Democrats will be named to Senate Committee, to give Democrats the same 8-7 majority enjoyed by Republicans in 83rd Congress. Official appointments won't be made until next week at earliest, but at week's end there were rumors -- which could not be confirmed -- that Democrats had selected Sens. O'Mahoney (D-Wyo.) and Thurmond (D-S.C.) for Commerce Committee posts.

* * * *

On another probe front, Sen. Kilgore (D-W.Va.), chairman-designate of Senate Judiciary Committee, will confer next week with broadcaster Howard Chernoff, who has been consulting with broadcasters and others in preparation for possible investigation of "monopoly in the TV & radio business" (Vol. 10:50-51).

House Commerce Committee, like its Senate counterpart, will be in throes of reorganization for next few weeks. To be headed by Rep. Priest (D-Tenn.), it may have as many as 5 Democratic vacancies to fill, depending on final decision as to the ratio of Democrats to Republicans on House committees.

TV RATE STRUCTURE IS SETTLING DOWN: It may be that TV station rates, which usually are triple or more those of counterpart radio stations, are at long last achieving stabilized levels. Whereas rate increases every 6-12 months have been the rule, as TV set ownership increased by leaps and bounds, they're now the exception, judging from the digests of rate cards of each U.S. (and Canadian) commercial station published in the 20th edition of our semi-annual TV Factbook, now on the presses.

Of the 426 stations on air as 1955 began, 11 of them non-commercial and 101 of them 1954 starters, only 96 increased time rates during the 6 months since our July 15 Factbook. Most of the increases were by vhf outlets, 78 out of 305 (about 25%) showing higher base hour rates. Other time segments went up commensurately.

Among 121 uhf stations that survived 1954, when 25 quit the air, only 18 (or about 15%) jumped rates while 4 reduced them.

Increases ranged from the \$15 per hour (to \$165) of uhf WTRV, Asbury Park, N.J. to \$1000 per hour -- two big-city vhf stations actually doubling their rates from \$1000 to \$2000 recently. These were WWJ-TV, Detroit and WATV, Newark.

Highest hourly rate now on the books is \$6200 Class AA (10:30-11 p.m. daily & 6-7:30 p.m. Sun.) of NBC flagship WRCA-TV, New York. CBS's key WCBS-TV's Class A hour (7:30-10:30 p.m. Mon.-Sat. & 6-11 p.m. Sun.) is \$6000, having jumped in May from \$4800. Next highest on the books: WNBQ, Chicago, \$3300; WABC-TV, New York, \$3100; WBBM-TV, Chicago, \$3000; KNXT, Los Angeles, \$2700; KRCA, Los Angeles & WPTZ, Philadelphia, \$2500; WCAU-TV & WFIL-TV, Philadelphia, \$2400; WBZ-TV, Boston & WWJ-TV, Detroit, \$2000.

Lowest rate among vhf stations is the \$100 quoted by KXLF-TV, Butte, Mont., taking that distinction away from KVOS-TV, Bellingham, Wash., which raised from its

original \$90 an hour to \$200. Only vhf stations that lowered were KTEN, Ada, Okla., down from \$300 to \$225; KGV0-TV, Missoula, Mont., from \$200 to \$150.

Highest base rate among uhf stations is the \$600 of WCAN-TV, Milwaukee, whose purchase by CBS awaits FCC approval; it went up recently from \$500. Next are KPTV, Portland, Ore., \$550, up \$100 recently; WGBS-TV, Miami, \$500; WENS, Pittsburgh, KMJ-TV & KJEO, Fresno, \$450. Biggest uhf jump was that of WKNA-TV, Charleston, W.Va., \$200 to \$350. Uhf rates range down to the \$100 of WKNY-TV, Kingston, N.Y.; others that cut in recent months were WTAO-TV, Cambridge, Mass., from \$375 to \$250; WGLV-TV, Easton, Pa., from \$200 to \$150, and now-defunct WNAM-TV, Neenah, Wis., \$150 to \$100.

Illustrative of how TV & AM rates compare are these examples in major cities: New York, WRCA-TV's \$6200 vs. WRCA's \$1200 and WCBS-TV's \$6000 vs. WCBS's \$1350; Philadelphia, WPTZ's \$2500 vs. KYW's \$450; Boston, WBZ-TV's \$2000 vs. WBZ's \$560; Washington, WRC-TV's \$1000 vs. WRC's \$300 and WTOP-TV's \$1100 vs. WTOP's \$375. In only one instance can we find higher radio than TV rates where stations are operated by same interests: Cincinnati, WLW's \$1080 vs. WLWT's \$1000.

Most of Canada's 24 stations went on air during latter 1954, so the relatively few rate changes there are meaningless as yet. CBC recently hiked network TV rates.

* * * *

Factbook No. 20 lists not only all on-air stations, but complete data (including rate digests) on 18 more due to start during next few months. It also lists all 24 Canadian stations, plus 2 others due to start shortly, and all Mexican and Cuban stations. Also published are complete personnel, affiliation and rate data on the 4 U.S. networks and CBC. Brought up-to-date is Directory of TV Stations in Foreign Countries, which has become the standard reference throughout the world.

FOUR UHF OPERATORS in mixed markets announced this week they were going off air, as the operator of the nation's first 1,000,000-watt uhf station—in an all-uhf market—pointed enthusiastically to reports of increased long-distance reception and vastly improved coverage of shadow & fringe areas. The stations going off air, all of which had previously indicated their intentions to shut down or move to different cities:

KCEB, Tulsa (Ch. 23), which received FCC permission to quit early in Dec., then went back on air on limited film schedule (Vol. 10:49 & 11:1), this week reported it had ceased operations pending financial reorganization.

WBTM-TV, Danville, Va. (Ch. 24) threw in sponge Dec. 31 because of lack of national advertising, despite last-minute attempt by local merchants to keep it going (Vol. 11:1).

WKST-TV, New Castle, Pa. (Ch. 45) requested FCC permission to cease operation for 90 days beginning Jan. 14, pending action on its petition to move to Youngstown, O. (Vol. 11:1). It told FCC it had lost \$70,000 on its operation—after radio profits—since it began operation in April 1953.

WNAM-TV, Neenah, Wis. (Ch. 42) went off air Jan. 2 in line with terms of deal whereby it is to purchase control of Ch. 5 grantee WFRV-TV, Green Bay, Wis. (Vol. 10:49). Application for the purchase was filed with FCC this week.

* * * *

First reports on coverage from 1-megawatt WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), an NBC basic, indicate sharp improvement in penetration of previous shadow and fringe areas, as well as excellent long-distance reception, according to mgr. David M. Baltimore, himself a graduate engineer (MIT). "We're overwhelmed by the reports," he told us. "It's working like a charm." Though detailed measurements haven't been made yet, he said letters and spot checks indicate reliable signal as far as 75 mi. to the west, with excellent reports of direct reception in Sun-

bury and Williamsport, 54 & 58 mi. distant. Good reports have also come from Bethlehem, 50 mi. southeast over rugged terrain.

Wilkes-Barre's WILK-TV (Ch. 34), ABC-affiliated, didn't make boost to 1-megawatt last week end as planned (Vol. 11:1), now says it hopes to turn on full power this week end or early next week. By afternoon of Jan. 7 it had turned power up to about 260-kw, planned to get to 500-kw same evening, gradually increasing over week end until full 1000-kw is reached. With Wilkes-Barre now becoming known as "mother of megawatts," interesting sidelight on story is that the area's CBS-affiliated WGBI-TV in nearby Scranton (Ch. 22) has applied to FCC for CP to install GE equipment to bring its power to 1000-kw.

Meanwhile, RCA—whose installation was first on air in Wilkes-Barre—reports all transmitting equipment has been delivered to Storer's KPTV, Portland, Ore. (Ch. 27) for its boost to 1-megawatt, with antenna only major item yet to come. KPTV's target date for 1000-kw is March 1. RCA also has orders for megawatt equipment from Storer's WGBS-TV, Miami (Ch. 23) and from NBC for newly acquired WKNB-TV, Hartford on Ch. 30 (see p. 1).

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New Congress always brings new batch of bills bearing on TV-radio industry. First 4 of these were introduced in House this week, all identical to previous bills which died with 83rd Congress. Highlight was reintroduction by Rep. Hinshaw (R-Cal.) of his bill to classify subscription TV as common carrier (Vol. 9:31,41); it's now labeled HR-524, is same as his HR-6431 in last Congress. Other bills re-introduced: By Rep. St. George (R-N. Y.), HR-177, the "Strike it Rich" bill which would require broadcasters "to investigate persons and organizations on whose behalf contributions are solicited on radio & TV programs"; by Rep. Celler (D-N. Y.), HR-626, to ban commercial sponsorship of broadcast Congressional hearings or proceedings; by Rep. Keating (R-N. Y.), HR-789, to restrict broadcasting of horse race and other gambling information.

Personal Notes: Leonard H. Hole, NBC-TV programs div. production director, named director of program development, succeeded by Anthony M. Hennig, ex-director of plant operation; Thomas O. Loeb, producer & mgr. of NBC business unit, promoted to mgr. of TV network programs div. . . . John F. Day, veteran newspaperman recently asst. managing editor of *Newark Star-Ledger*, named CBS director of news for TV-radio, replacing Edward P. Morgan, now ABC . . . Norman A. Gittleson, ex-gen. mgr. of WJAR-TV, Providence, named exec. v.p. & gen. mgr. of ex-Gov. Francis P. Murphy's WMUR-TV, Manchester, N. H., succeeding Harvey Carter, resigned . . . Joseph Sitrick, ex-Voice of America & *Broadcasting-Telecasting*, named mgr. of NARTB publicity and informational services, replacing John H. Smith Jr., now with Chrysler Corp. . . . Bette Doolittle, ex-asst. TV code director of NARTB, heads new dept. of home-making service set up by P. Ballantine & Sons, Newark (brewers), big TV users . . . Wm. Dempsey promoted to program mgr. of KPIX, San Francisco, succeeding R. W. Wassenberg, who becomes station mgr. of KTVU, Stockton . . . Dr. Herman H. Hohenstein, for last 29 years director of Lutheran Church-Missouri Synod's KFUE, St. Louis, has been appointed supervisor of newly formed TV-radio extension dept., set up to help pastors and laymen plan and conduct religious programs; KFUE holds CP for Ch. 30. Emerson Russell, ex-gen. mgr. of Huffman Adv., St. Louis, succeeds Dr. Hohenstein as mgr. of KFUE . . . Layne Beaty, ex-WBAP-TV, Ft. Worth, succeeds Kenneth Gapen as director of Dept. of Agriculture TV-radio service . . . Fred M. Kiefer, district supervisor for NBC merchandising dept. in N. J. & Pa., named asst. mgr. of the dept. in N. Y. under Murray Heilweil . . . Will Powell, son of film star Wm. Powell, Princeton graduate recently with 20th Century-Fox, named NBC coordinator of program development under Frank Cleaver, NBC program director for Pacific div. . . . Roger Van Duzer, ex-WPDQ, Jacksonville, Ch. 12 applicant, named operations mgr. of upcoming KBET-TV, Sacramento, Cal. (Ch. 10), due in Feb. . . . Bert Chance resigns as Sacramento sales mgr. of KOVR, Stockton, to join new KBET-TV, Sacramento . . . R. L. (Bud) Swats Jr., from NBC radio, Chicago, named mgr. of NBC radio network sales, Detroit, in separation of TV-radio staffs . . . Colby Lewis, production director of upcoming educational WGBH-TV, Boston, named production mgr. of upcoming educational WTTW, Chicago; he's ex-asst. program mgr., WTMJ-TV, Milwaukee . . . Robert F. Bender, ex-WKRC-TV and gen. mgr. of WKRC, Cincinnati, named TV-radio v.p., Haehnle Adv., Cincinnati . . . J. Richmond Ritenour, TV dept. head, elected v.p. in charge of TV, Modern Talking Picture Service Inc., N. Y. . . . Robert P. Canavan, ex-ABC-TV, joins Devney & Co., reps. . . . Calvin J. Smith, KFAC, Los Angeles, elected director of NARTB's District 16, succeeding Albert D. Johnson, ex-KOY-TV, Phoenix, now gen. mgr. of KENS, San Antonio . . . H. Weller Keever named national sales mgr., NBC film div. . . . Charles Brooks, ex-Kamin Adv., Austin & San Antonio, named sales promotion director, KTBC-TV & KTBC, Austin, Tex. . . . George Harding named Branham TV-radio v.p., Dallas . . . Wm. Thomas Hamilton, ex-CBS, on Feb. 1 becomes sales mgr. of WNDU-TV, Notre Dame U's upcoming new uhf . . . Lawson Paynter named business mgr., Campbell-Ewald TV-radio dept.

Harry J. Lavery, 49, with RCA broadcast marketing dept. sales for 25 years, was killed Jan. 3, along with his 7-year-old daughter, in an auto accident near Rocky Mount, N. C. In hospital and expected to survive are his wife and a 10-year-old daughter.

Lincoln P. Simonds, 55, mgr. of Hollywood office, Joseph Weed Co., died suddenly Dec. 30. Survivors are his wife, a son and daughter.

EDWARD LAMB HEARING had 2 sharp breaks this week: (1) FCC chief counsel in case, Walter R. (Bucky) Powell, resigned Jan. 3 to join legal staff of NARTB. (2) Lamb counsel moved on Jan. 7 that examiner Herbert Sharfman call off hearing immediately and render decision recommending that FCC grant Lamb renewal of his licenses—on grounds Commission has failed to prove that Lamb is guilty of misrepresentation in failing to disclose alleged past pro-communist leanings.

FCC has finished its presentation and Lamb was to present his side starting Jan. 18, but his counsel summed up situation as follows: "The bankruptcy of the Broadcast Bureau's evidence to date is appalling, and to require Mr. Lamb to answer further the incredible and defamatory charges of such irresponsible and disreputable witnesses as have been heard is an abuse of process and is not conducive to the orderly and prompt dispatch of the Commission's business."

After Powell's resignation, FCC appointed Edward J. Brown to handle case, asked postponement from Jan. 18 to Feb. 9 so that Brown can familiarize himself with case. FCC's Brown shouldn't be confused with Lamb counsel Russell M. Brown.

Responsibility for handling FCC's side is transferred to Hearing Div., where Brown reports to chief Robert Rawson. No replacement for Powell as division chief has been selected. At NARTB, Powell reports to chief attorney Vincent T. Wasilewski and replaces Abiah A. Church, who recently joined Storer Bcstg. Co.

Some of changes at DuMont, as result of curtailment of network and reduction of personnel (Vol. 11:1): Robert I. Brown named acting mgr. of general engineering, replacing Robert Bigwood; David Lowe named acting mgr. of news & public affairs, instead of director & supervising producer; Roger Gerry remains as supervising producer, with Ted Hammerstein & Henry Opperman leaving; Don Trevor named film editor; Edward H. Koehler remains as area supervisor, with Joseph R. Cox, Jack Batte & Charles Hilton leaving; Wm. Muldoon out as mgr., cooperative programs; Alice Guego out as supervisor, continuity acceptance.

Agenda for NARTB's semi-annual board meetings Jan. 26-28 at Hollywood Beach Hotel, Hollywood, Fla., includes progress report on pilot study of county-by-county set census (Vol. 10:26), subscription TV, community antenna systems, and plan of TV code review board to extend affiliation to film production companies (Vol. 10:49). TV board meets Jan. 26, radio board Jan. 27, joint board final day.

Father Max Jordan, NBC's chief European correspondent in the late '20s & '30s and later its director of religious programs, recently became a Benedictine monk in Beuron, Germany, on the third anniversary of his ordination to the priesthood, when he took the name of Father Placid Jordan.

Ben Grauer, the NBC announcer & commentator, wins annual man-of-the-year award of the Metropolitan Temple Brotherhoods Jan. 20, along with a special citation from the Jewish Chautauqua Society.

John Stuart Jr., editor of Voice of America's central news desk, former correspondent for VOA in Europe, Far East and at UN, named VOA news chief for Europe with headquarters in Munich.

George Y. Wheeler II, on NBC Washington staff since 1937 when he joined it as a page boy, was elected RCA Washington staff v.p. Jan. 7.

Senate may investigate televised boxing, according to UP dispatch quoting Sen. Magnuson (D-Wash.), chairman-designate of Commerce Committee.

Station Accounts: TV and radio can grow side-by-side in national spot field, with neither weakening the other, in opinion of Adam J. Young Jr., new pres. of Station Representatives Assn. In statement this week, he said that although "the very success of TV is to an extent overshadowing the growing radio medium," there is "every reason for spot radio advertising to grow." Many advertisers, he declared, are currently testing TV or are looking for the "right combination" of TV & radio. He said TV had proved a "most potent" national spot medium and described prospects for increased national TV spot business in 1955 as "excellent" . . . Budweiser Beer buys Screen Gems' *Damon Runyon Theatre*, based on Runyon's short stories, for syndication starting April 15, thru D'Arcy & Wm. Morris Adv., Los Angeles . . . Robert Burns Cigars sponsors weekly Chicago city championship bowling series for 13 weeks starting Jan. 4 on WNBQ, Tue. 10:30-11 p.m., thru Young & Rubicam . . . Apt title for real estate program for prospective home buyers, good for single or partic. sponsorships, is *House Detective*; it runs 10:30-11 p.m. Tue.-Wed.-Thu. and 1-1:30 p.m. Sat. on WATV, Newark . . . Ideal Mortgage Co., Beverly Hills, Cal., reported so pleased with results of spot campaign on Los Angeles stations in 1954 it's now producing own 13-week film series under pres. Robert Bergman, who has also been active in financing motion pictures . . . Uhf WTVI, Belleville-St. Louis, renews contract to televise all road games of St. Louis Cardinals in 1955, taking option for 1956 schedule . . . Underwater commercial is used by Hanna Enterprises, San Francisco, to demonstrate its "Poolmaster," a new hydro-jet vacuum cleaner for swimming pools, on KPIX, thru Sherman-Harkness Adv., San Francisco . . . Among other advertisers currently reported using or preparing to use TV: Colden Mfg. Co., Newark (Fomed-Hair mattresses), thru Wexton Co., N. Y.; Cedric Adams Inc., Minneapolis (Cedric Adams Enterprises), thru Addison Lewis Adv., Minneapolis; Hal-O-Gene Corp., Newark (rheumatic remedy), thru Fiore & Fiore Adv., Jersey City; Ironrite Inc., Mt. Clemens, Mich., thru Brooke, Smith, French & Dorrance, Detroit; Climalene Co., Canton, O. (detergents), thru Ruthrauff & Ryan, Chicago; Clopay Corp., Cincinnati (window shades), thru Fairfax Inc. Adv., N. Y.; Gates Rubber Co., Denver (tires, tubes & batteries), thru Harold Walter Clark, Denver; Procter Electric Co., N. Y. (ironing tables, pad-cover sets), thru Weiss & Geller, N. Y.; All-O-Wheat Cereal Co., Ogden, Utah (cereals, flour, pancake flour), thru Halverso-Hust Adv., Ogden; Emaline Knitted Sportswear Co., N. Y., thru Dunay Co., N. Y.

Rate increases: Storer's new WGBS-TV, Ft. Lauderdale-Miami, raises base hour from \$300 to \$500, min. \$60 to \$80, and adds new 7:30-10:30 p.m. daily Class AA min. only \$100 rate; WDEL-TV, Wilmington, Del., adds new 8-10 p.m. daily Class AA \$1000 hour, \$200 min., Class A hour goes from \$575 to \$800, min. \$100 to \$160; KFSD-TV, San Diego, adds 8-10 p.m. daily Class AA \$600 hour, \$120 min., Class A hour remains \$500; WALA-TV, Mobile, raises base hour from \$300 to \$400, min. \$60 to \$80; KTBC-TV, Austin, Tex., from \$300 to \$350 & \$60 to \$70; CKSO-TV, Sudbury, Ont., \$150 to \$200; KGO-TV, San Francisco, adds new 7:30-10 p.m. Class AA \$1200 hour, \$250 min., Class A hour remains \$1100.

KBST-TV, Big Spring, Tex., signed this week as 12th small-city station to participate in CBS-TV's "Extended Market Plan" to provide network programs at minimum cost (Vol. 10:49-50).

DuMont Network flashing news of its programs and personalities, along with WABD's, on 250-ft. electric sign designed by Douglas Leigh on east side of Broadway between 44th & 45th Sts.

Network Accounts: Success of partic. sponsor programs on CBS-TV & NBC-TV prompts ABC-TV to put its projected new hour-long Disney daytime program on sale in 15-min. segments, thus making possible as many as 20 sponsors. Film show is tentatively scheduled for next fall, Mon.-thru-Fri. 5-6 p.m. ABC pres. Robert Kintner and program director Robert Lewine are currently on west coast to iron out details with Disney . . . Bing Crosby signs exclusive contract with CBS-TV for 2 one-hour filmed programs this year, to be produced by Ralph Levy during March and in June or July; CBS-TV has right to one network rebroadcast of each program . . . Lehn & Fink Products (cosmetics) to sponsor re-runs of *I Love Lucy*, under as yet unselected title, on CBS-TV starting April 17, Sun. 6-6:30 p.m., thru McCann-Erickson . . . General Foods planning hour-long colorcast March 29 featuring Ringling Bros. circus, networks undetermined, in extravaganza similar to big Rodgers & Hammerstein show last spring (Vol. 10:13) . . . General Motors to sponsor annual one-shot Motorama extravaganza for preview of new autos on NBC-TV Jan. 19, Wed. 10-11 p.m., thru Kudner; Bob Hope will be m.c. . . ABC-TV to offer *Ozark Jubilee*, its new country-style show originating from Springfield, Mo., as a co-op for first 30 min., while retaining second half-hour for network sponsorship; program starts Jan. 22, Sat. 9-10 p.m. . . Miami Beach is origination point week of Jan. 10-14 for Dave Garroway's 7-9 a.m. *Today* (which celebrates 3rd anniversary Jan. 14) and for Steve Allen's 11:30-1 a.m. *Tonight*; both shows will feature remotes from tourist attractions at resort, celebrities, etc. . . Jackie Gleason keeps raking in the blue chips, signing new personal services contract this week with CBS-TV for \$100,000 a year for 15 years starting in 1957, following by only 2 weeks his \$11,000,000 2-year contract with sponsor Buick (Vol. 10:52).

Top 10 people in the agency field, as picked by the venturesome editors of *Advertising Agency Magazine*: Bruce Barton, chairman, BBDO; Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt; Leo Burnett, pres. Leo Burnett Co.; Fairfax M. Cone, pres., Foote, Cone & Belding; Ben Duffy, pres., BBDO; Marion Harper Jr., pres., McCann-Erickson; Sigurd S. Larmon, pres., Young & Rubicam; Philip W. Lennen, ex-chairman, Lennen & Mitchell; David Ogilvy, pres., Ogilvy, Benson & Mather; Stanley B. Resor, pres., J. Walter Thompson. They're not necessarily ranked in this alphabetical order, were selected because of their success, the standards of their agencies, and accomplishments in outside fields.

Skyline TV Group is what Time Inc. stations—KLZ-TV, Denver; KOB-TV, Albuquerque; KTVT, Salt Lake City—now call themselves. As of Jan. 1, they're being offered at group discount of 3% from earned rate when 2 stations are bought, 6% when 3 are bought, discounts being limited to programs only. Each station has own national rep, but special national sales rep J. I. Meyerson has also set up headquarters at 3432 RCA Bldg., N. Y. (PLaza 7-1298).

First edition of Curtis Circulation Co.'s new pocket-size weekly, called *TV Program Week* and patterned along same editorial and sectionalized lines as Walter Annenberg's big-circulation *TV Guide*, went on newsstands Jan. 6. Curtis also distributes *Saturday Evening Post*.

P. A. T. Bevan, senior member of BBC planning & installation dept., named chief engineer of new Independent Television Authority, which institutes commercial TV in England next Sept.

New reps: KBAK-TV, Bakersfield, Cal., to Weed (from Forjoe); KANG-TV, Waco, Tex., to Raymer (from Pearson); WGBS-TV, Miami, to Katz.

Telecasting Notes: TV feature film market "underwent a virtual revolution" in 1954, states *Billboard's* Gene Plotnik in Jan. 8 issue. It was expected that feature film sales efforts would be concentrated in newer and smaller stations, but "in the spring a new development occurred which staggered the industry—several groups of high-quality, first-run pictures burst upon the market, and they were demanding prices such as had never before been paid for TV film" . . . Top quality features which made debut last year, as enumerated by *Billboard*: General Teleradio's "Million Dollar" 30-picture group, acquired from Bank of America; Hygo's "Big Ten," from Chesapeake Industries; MPTV's 12 *Sherlock Holmes* films from Universal; Associated Artists' 56-picture package; Hollywood TV Service's (Republic) 26-film "Diamond" group . . . Michael Sillerman reports his Television Programs of America, having done \$3,000,000 business in Dec., will show total 1954 sales of \$12,000,000, which he says make TPA No. 1 syndicator of TV films; he's now planning a film on how-to-sell-film . . . For TV film supervisors, Van Praag Productions, 1600 Broadway, N. Y., has issued second of series of pocket-sized handbooks to advise on what type of film to use in a given circumstance; it's titled *Take Stock of Your Picture*, follows up first one, *The Lens in Your Picture* . . . More hinterland originations as antidote to stereotyped Hollywood & New York-originated TV shows are again demanded by *Variety's* George Rosen in leading article in 292-p. 49th anniversary edition Jan. 5. Continuing his long-time "Get Out of Town Crusade," Rosen carries approving quotes and suggestions from station veterans like Hugh Terry, KLZ-TV; George Burbach, KSD-TV; Charles Vanda, WCAU-TV; Robert D. Swezey, WDSU-TV; Bud Sugg, WKY-TV; Mitchell Wolfson, WTVJ; D. L. Provost,

WBAL-TV . . . Among other big-name articles in the special edition, CBS-TV pres. Jack Volkenburg defends continuity in TV programming, as opposed to one-shot "spectacular"-type shows, NBC pres. Pat Weaver defends "staying live" . . . Canned laughter on TV shows is subject for good-natured spoof in Jan. 10 *Newsweek*, which reports that filmed shows which have experimented with no-laugh policy have all returned to giggle-box techniques, resulting in increased ratings. As to dubbed recorded laughter, *Newsweek* remarks: "People who once, in a moment of abandon, guffawed at Stoopnagle & Budd can, without knowing it, hear their youthful follies repeated as the background for a TV film" . . . "Some of the old laughs," says *Newsweek*, "are peddled by record companies who deal in sound effects. One company has a record for sale carefully labeled 'Applause,' 'Applause & Whistles,' 'Applause, Large Spirited Audience,' and 'Large Audience in Continuous Hilarity.' For more effete occasions, EMI even made a platter in London [designated] 'Polite Applause with Murmurs'" . . . Playwright Maxwell Anderson writing book for 90-min. musical play, adapted from Mark Twain and titled *Raft on the River*, to be presented on NBC-TV's Hallmark show as a sort of preview to lengthier Broadway stage play due next fall; it has 5 songs by late Kurt Weill, with whom Anderson had been preparing a musical version of *Huckleberry Finn* . . . Perry (Skee) Wolff, producer of CBS-TV *Adventure* series, assigned to produce new *Conquest of the Air* series being filmed in cooperation with U. S. Air Force; Robert Northshield becomes producer of *Adventure* . . . Gordon Jenkins, who composed *Manhattan Towers*, signed by NBC-TV program v.p. in Hollywood to handle musicals and color "spectaculars."

Demonstration of new 9x12-ft. projection unit by Fleetwood Corp., Toledo, Ohio, at Pentagon this week (Vol. 11:1) drew enthusiastic response from about 125 visitors, mostly military and civilian govt. observers, with a smattering of industry people. The \$2350 unit is designed for closed-circuit or off-air. Regular off-air picture was used for demonstration. Fleetwood plans other demonstrations soon in other cities, promises 30-day delivery.

Title of biggest closed-circuit TV producer goes to NBC's new Telesales Dept., which plans 300 such shows during 1955—or nearly one a day. Its biggest recent effort was Dec. 29 closed-circuit colorcast to NBC-TV basic stations in 53 cities, where some 3000 food brokers saw live show featuring Dave Garroway, Steve Allen & Arlene Francis, as guests of Star-Kist Foods, which recently bought \$900,000 in participations on NBC-TV's *Today, Home & Tonight* shows. Telesales Dept. is headed by Erik Hazelhoff.

"Closed-circuit TV has come of age in past 12 months as a potent selling tool for American industry." So said Box Office TV pres. Wm. P. Rosensohn in year-end report to stockholders, revealing that firm had booked "a total gross volume of close to \$1,000,000" on basis of 12 business meetings last year, seen by total of about 300,000 people. He said BOTV expects to handle 50 closed-circuit sessions in 1955, with 4 shows already booked for first 2 months of year.

Training in closed-circuit TV techniques will be offered military and civilian personnel of Defense Dept. in special 5-day course to be held at Jerrold Electronics Corp., Philadelphia, starting Jan. 17. Subjects will include planning, operation, maintenance and applications of closed-circuit TV systems used at military camps for lectures, demonstrations, training films, chaplain talks, etc. Course is first major activity of Jerrold's new govt. div., headed by Max H. Kraus,

Administrators of new TV performers' pension plan (Vol. 10:47) were announced this week by networks and AFTRA (AFL). Management and contract employes are represented by 3 trustees & 3 alternates each. Representing management are: Air Features Inc. pres. I. S. Becker; NBC v.p. Emanuel Sacks; J. Walter Thompson Co. v.p. Edward G. Wilson. Their alternates: General Teleradio v.p. Gordon Gray; ABC secy.-gen. counsel Geraldine Zorbaugh; Young & Rubicam v.p. David Miller. Employee trustees: AFTRA national exec. secy. George Heller; announcer Clayton (Bud) Collyer, a director of AFTRA's N. Y. local; AFTRA pres. Frank Nelson. Alternates are Claude McCur, Alex McGee & Raymond Jones of AFTRA executive staff. Trustees hold first meeting Jan. 11. Networks are now contributing 5% of "gross compensation" due each employe into welfare & pension fund—a rate estimated at \$2,500,000 annually.

Subscription TV can be expected to appear more and more as subject of articles in general magazines, e.g., feature in Dec. 26 *American Weekly* which begins: "How would you like TV without commercials?" It's built around Telemeter tests in Palm Springs, Cal.

First Texas-originated closed-circuit business meeting was held Jan. 3, when Humble Oil Co. used TV network lines to explain 1955 sales programs to 4000 sales personnel in 10 Texas cities.

Trial of anti-trust complaint against 12 movie companies to compel them to release 16mm films to TV and other non-theatrical outlets (Vol. 10:43) was set for Sept. 6 in Los Angeles Federal Court.

Technical details of Audimeter, automatic device for recording program viewing and listening on 16mm film, are given in January *Electronics Magazine* by A. C. Nielsen's A. C. Lewis Brown.

TV in every classroom is part of specifications of new \$2,000,000 high school in Vancouver, Wash.

Color Trends & Briefs: Designed for color from ground up, new \$2,000,000 studios will be built by GE for WRGB & WGY, Schenectady, to be completed mid-1956. Robert B. Hanna Jr., mgr. of GE broadcasting stations dept., stated: "We are pioneering by actually designing a new building to meet the space and equipment requirements of local color programming." Structure will cover nearly an acre, include 3 TV and 2 radio studios, the largest an auditorium seating 300.

Approximately 20,000 color sets have been produced, according to trade statisticians. No figures on actual sales are available, although *Television Age Magazine* estimates 9690 have been distributed—including 3000 in New York, 1000 each in Chicago & Philadelphia, 500 in Los Angeles.

Jan. 10 week network color schedules: NBC-TV — Jan. 10, *Producers' Showcase*, "Yellow Jack," 8-9:30 p.m.; Jan. 12, *Norby*, 7-7:30 p.m.; Jan. 15—*Max Liebman Presents*, "Naughty Marietta," 9-10:30 p.m. CBS-TV—Jan. 12, *Douglas Edwards & The News*, 7:30-7:45 p.m.; Jan. 15, *Big Top*, noon-1 p.m.

First view of RCA 21-in. color set, for general public, is scheduled for Jan. 10, when sets will be placed in windows of RCA Exhibition Hall for viewing of 90-min. *Yellow Jack*. Other sets will be located on lower level, in Johnny Victor Theatre.

CBS-Columbia is entering industrial-TV field, offering closed-circuit field sequential color system. Production will be centered at Long Island City plant under Robert K. Hartman, director of govt. & industrial contracts.

RCA shipped 3-V color film cameras Dec. 28 to WBTV, Charlotte, N. C. and WDEL-TV, Wilmington, Del.; another Dec. 30 to upcoming WFLA-TV, Tampa, Fla. (Ch. 8), due mid-Jan.

Britain will have color in 2-3 years, not before, BBC director-general Sir Ian Jacob stated this week. BBC won't colorcast, he said, until "really foolproof" sets are on market.

Colorvision Inc.'s process of putting color on black-&-white film, by splitting image into 3 small pictures (Vol. 10:45), is being tested in Hollywood by Ziv, most color-conscious of the TV film producers.

Unusual wrinkle in colorcasting technique of WBZ-TV, Boston will be to telecast NBC's Eastman-sponsored *Norby* 4 days late, putting film through own film cameras. Station has both RCA 3-V camera and DuMont scanner.

"Fundamentals of Color Television," by Wm. F. Boyce, is latest technical book on the subject. It's 216-pp., published by Howard W. Sams Co. (\$2).

ONE INITIAL DECISION came out of FCC this week —Seaton Pub. Co. (Fred Seaton, Asst. Defense Secy.) getting nod for Ch. 5 in Hastings, Neb. after drop-out of Strand Amusement Co., while a big "interim" CP deal for Toledo's Ch. 11 fell through. Four more uhf CPs were cancelled: KETV, Little Rock, Ark. (Ch. 23); KCTV, Sioux City, Ia. (Ch. 36); KFAZ, Monroe, La. (Ch. 43); WSHA, Sharon, Pa. (Ch. 39).

The Toledo deal was to be like that for KSLA, Shreveport, La. (Ch. 12), where 3 applicants joined forces to get grant and build station pending outcome of competitive hearing. All 7 Toledo applicants had tentatively agreed to throw \$100,000 each into pot, winner of hearing to pay other 6 back, but one applicant decided to pull out, quashing plan.

That grand-daddy of all "protest" cases was decided this week, FCC restoring effectiveness of CP for WPRO-TV, Providence (Ch. 12), which has been blocked from building for more than a year because of protest by

SUBSCRIPTION TV petition of Zenith Radio Corp., asking immediate commercialization without rule-making (Vol. 10:49), was roundly lambasted this week when Joint Committee on Toll-TV filed formal opposition with FCC, urging full hearings be conducted. Stating it represented owners of some 75% of nation's 16,000 movie theatres, JCTT divided opposition into these major parts:

(1) Attack on Zenith's argument that pay-TV should be permitted because today's system isn't "free" anyhow—being supported by public's purchase of advertised products. JCTT argued that the "obvious answer is that that the public is not *required* to buy any products advertised on the TV screen." With public having invested some \$15 billion in sets, JCTT said, it will raise "a hue and cry [that] will make the complaints of the 160 uhf broadcasters to the Senate Interstate & Foreign Commerce Committee sound like a muffled whisper."

(2) Analysis of FCC's legal authority to permit subscription TV. JCTT stated that neither FCC's comments on Hinshaw bill (Vol. 10:20), its approval of functional music on FM, nor its pre-war decision in Muzak pay-radio case supports conclusion that Commission has adequate power to authorize pay-as-you-look TV.

(3) Attack on Zenith's claim that fee TV will make many more stations economically possible. JCTT noted that Zenith's attention has been on big cities and that Zenith disapproves limiting pay service to uhf for several years—in contrast to Skiatron's petition (Vol. 10:38). If Zenith is sincere in efforts to foster more stations, JCTT said, it would propose limiting fee-TV service to markets which now have no TV stations.

(4) Argument against Zenith's plea for commercialization without hearings. JCTT found "complete incongruity" in Zenith's argument that FCC could stop pay TV if it found it wasn't in public interest. System is too fraught with dangers, JCTT stated, to be authorized without full hearings.

JCTT said it represents following exhibitor groups: Allied States Assn., Theatre Owners of America, Texas Drive-In Theatre Owners, So. California Theatre Owners Assn., Kentucky Assn. of Theatre Owners, Independent Theatre Owners Assn. of N. Y., Metropolitan Theatre Owners Assn.

NARTB pres. Harold Fellows filed brief letter with Commission this week, also urging rule-making instead of simple go-ahead. FCC may meet on subject next week, and there's every indication it will start with general rule-making, probably eventually going into oral hearing and demonstrations. This is what Zenith most wanted to avoid, simply because of time element—for such procedures frequently take years.

WNET, Providence (Ch. 16). WNET counsel Benedict Cottone promptly stated he would appeal to courts. FCC ruled that merger of 3 applicants in WPRO-TV grant didn't violate duopoly rules; that no improper payoff of \$200,000 was involved in the merger; that WPRO-TV did not start construction before getting CP.

Another grant taken to courts was Ch. 12 CP of WJRT, Flint (Vol. 10:50). Losing applicant WFDF filed suit in D. C. Court of Appeals this week.

Due for FCC decision soon is matter of proposal to lift Zone I ceiling to 2000 ft. with full power (Vol. 10:50). In view of heavy opposition and fact that the 2 proponents—WBEN-TV, Buffalo & WSAZ-TV, Huntington—have modified their requests somewhat, best guess is that Commission will compromise by lifting ceiling just enough to take care of the 2 stations.

Arthur Godfrey was guest at White House stag party Jan. 6, along with 17 businessmen, lawyers & politicians.

TWO ALASKA stations, both in Fairbanks, are shooting for first telecasts next month. KTVF (Ch. 11), granted Dec. 29, hopes to get on air Feb. 1-15, writes pres. A. G. Hiebert, who also heads now-operating KTVA, Anchorage (Ch. 11). Also planning Feb. start is KFIF, Fairbanks (Ch. 2), recently acquired with already-operating KFIA, Anchorage (Ch. 2) by Midnight Sun Bcstg. Co. (Lathrop interests). KTVF already has RCA 2-kw transmitter and most other equipment, and KTVA chief engineer Jack Walden is supervising construction in Fairbanks. It will use 165-ft. tower with 6-bay GE batwing antenna. Rep for both KTVF & KTVA is new Alaska Radio-TV Sales, Seattle, whose pres. Wm. J. Wagner owns 6% of the 2 stations.

GE reports shipments this week of 35-kw amplifier to KGBT-TV, Harlingen, Tex. (Ch. 4), and 12-kw amplifier to KSAN-TV, San Francisco (Ch. 32). Also reported by GE is order for 35-kw amplifier for WRBL-TV, Columbus, Ga. (Ch. 4).

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

WFLA-TV, Tampa (Ch. 8) expects to meet mid-Jan. test pattern target, begin as basic NBC by mid-Feb., reports gen. mgr. George W. Harvey. It has 50-kw RCA transmitter installed and checked out, 12-section RCA antenna in place on 1054-ft. Ideco tower. Grantee *Tampa Tribune* has interlocking ownership with *Richmond Times-Dispatch* and *News-Leader* (WRNL), TV applicant. Base hour will be \$400. Rep will be Blair.

WTVY, Dothan, Ala. (Ch. 9) expects to start in Feb., being sold in combination with WEAR-TV, Pensacola & WJDM-TV, Panama City, reports Milt R. de Reyna Jr., asst. mgr. for the 2 Florida outlets. Mel Wheeler, mgr. of WEAR-TV & WJDM-TV, will also manage WTVY for group of local owners headed by builder Charles Woods. It has 500-watt DuMont transmitter on hand, hasn't reported type of other equipment. Network affiliation not set yet. Base rate will be \$150. Clarke Brown Co. will be rep in Southeast.

KBET-TV, Sacramento, Cal. (Ch. 10) expects to start in late Feb. or early March, according to v.p.-gen. mgr. John H. Schacht. FCC grant of CP to KBET-TV over McClatchy Newspapers was chosen as test case by ANPA last month when it voted to join appeal against FCC's "diversification" policy (Vol. 10:51), now pending in District of Columbia appeals court. KBET-TV transmitter house is nearly completed, 50-kw GE transmitter is due Jan. 15, and Ideco 450-ft. tower with GE antenna is scheduled to be ready by Feb. 1. Base rate will be \$600. Rep will be H-R Television Inc.

KRCG, Jefferson City, Mo. (Ch. 13) has Feb. 1 programming target, reports owner Mrs. Betty G. Handy, whose family also controls local radio KWOS and *Jefferson City Capital News & Post Tribune*. KRCG studios & transmitter will be at model Callaway Hills Farm, 5 mi. NE of Jefferson City, and 10 mi. SE of Columbia, where U of Missouri operates commercial KOMU-TV. It has 500-ft. Stainless tower ready, will use 10-kw RCA transmitter, 12-section superturnstile antenna. Base rate will be \$200. Rep will be Meeker.

WLEX-TV, Lexington, Ky. (Ch. 18), delayed by weather, now expects to begin test patterns by Jan. 15, start NBC programming month later, reports 28% owner Guthrie Bell, who with J. D. Gay Jr. owns radio WLEX, holding 44% of TV. It's 70 mi. from Louisville's 2 vhf outlets, 73 mi. from Cincinnati's 3 vhf and educational uhf. It will use GPL Continental 1-kw transmitter and 600-ft. Stainless tower with RCA antenna. Base rate will be \$150. Rep will be Forjoe.

Electronics Reports: Raytheon has begun production of 8-transistor portable radio, shown for first time in Chicago Jan. 3. Company intends to put big promotional push behind the "tubeless wonder," which is powered by 4 regular flashlight batteries said to last for 500 hours of use. The 5-lb. leather-cased radio measures 2 5/8 x 6 3/16 x 9 3/16-in., receives standard broadcast band, using conventional superheterodyne circuit, with 3 1/2-in. square-shaped speaker, built-in ferro-magnetic rod antenna. It uses 5 CK760 transistors—for converter, local oscillator, 1st & 2nd IF and high-gain detector—one CK722 transistor for audio pre-amplifier and 2 CK722 for push-pull audio Class B power amplifiers. Raytheon TV-radio v.p. Henry F. Argento predicted that within 5 years "the industry will forsake the manufacture of radios depending on power lines for their current supply." Set is priced at \$79.95.

Meanwhile, Regency div. of IDEA Inc., which has been marketing 4-transistor pocket radio in New York & Los Angeles (Vol. 10:43), announced that it will offer the radio to its 25 high-fidelity distributors, servicing 52 areas, beginning this month. Regency officials said that demand for the set at \$49.95 still exceeds supply.

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FCC's latest patent-filing proposal (Vol. 10:50) has attracted remarkably little industry interest—only 6 companies indicating intention to participate in Feb. 1 oral argument. Those filing by Jan. 3 deadline were: AT&T, IT&T, DuMont, Sylvania, Collins and Central Committee on Radio Facilities of the American Petroleum Institute. RCA hasn't participated in proceedings, nor has Zenith, with which RCA has been in patent litigation for years—but it was expected that appearances would be filed by some of the organizations which protested so vigorously against FCC's original proposal. These included American Bar Assn., NAM, inventors' associations, in addition to many companies in communications and electronics.

Total of 28 electronics factories now located in Puerto Rico—including plants of Sylvania, Remington Rand, Weston Electrical Instrument. This is revealed in *New York Times* advertisement by Puerto Rico Govt. offering tax exemption to new industry, and appealing particularly to such industries as electronics, small appliances, plastics, etc.

RCA's new engineering lab specializing in electronic fire control systems for military aircraft, under Dr. Robert C. Seamans Jr. (Vol. 10:50), will be located next month in Waltham, Mass., in newly-leased portion of Waltham Watch Co. plant, 227 Crescent St.

Spring assembly meeting of Radio Technical Commission for Aeronautics will be held jointly with Los Angeles section of IRE at Los Angeles, April 5-7.

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"Type approval" and "type acceptance" proposal by FCC, first issued Dec. 3, 1953, was finalized this week. System provides method whereby Commission assures itself that equipment employed by communications it regulates complies with standards. As finalized, rules were changed somewhat from original proposal on basis of recommendations of RETMA and individual companies. Document is Notice 55-6, Mimeo 13880, Docket 10798. Copies are available from Commisison—or from us.

New 50-kw AM "Ampliphase" transmitter has been designed by RCA, will be offered late this year. RCA reports that it employs phase modulation principles, takes half space required by existing comparable units, has 50% lower operating costs. Designated type BTA-50G, it's air-cooled, obviates need for under-floor cable trenches, external blowers and water-cooling equipment. It has no modulator tubes, modulation transformers or reactors — which are essential to conventional units.

FACTORY VALUE & MARKUPS DOWN SHARPLY: At average factory value of \$145 per set -- a considerable drop from the \$170 of 1953, due to price cuts, preponderance of low-end sales and spread of discount house operations -- 1954 TV output of 7,350,000 in 1954 meant factory billings of some \$1.06 billion. When markups (estimated at 40%, down from 50% in 1953) and estimated \$500,000,000 more for antennas, tubes, service and other costs are added, the year's over-the-counter value was about \$2.2 billion to trade, compared to \$2.375 billion in 1953, when production was 7,214,787 sets.

Radio production of 10,330,000 meant factory billings of \$227,260,000, based on factory value of \$22 a set -- roughly same price as 1953. When markups and all other costs are added, retail value was about \$450,000,000 vs. \$600,000,000 in 1953, when radio output was 13,368,556. This compares with \$400,000,000 for 9,711,236 radios in 1952. Figures include auto as well as home radios.

Trade's combined TV-radio volume thus was about \$2.650 billion last year. Figures are unofficial, of course, and are based on estimates by RETMA and other industry research officials, as well as on Census Bureau data.

TV production in 1954 was short of 1950's record 7,463,800. Preliminary RETMA figures show mere 58,988 sets turned out week ended Dec. 31 (a 4-day week in most plants), running year's total to unofficial 7,350,000. It was second highest output in TV history, and estimated 7,000,000 retail sales made it a record year for sales. Radio output totaled 120,729 (77,267 auto) week ended Dec. 31 -- 10,330,000 for year.

SECOND-SET & REPLACEMENT DRIVE MAPPED: Pattern of the current TV trade, judging from what we saw and heard at Chicago's big furniture marts and what transpired at Philco's midwinter convention this week in Atlantic City, appears to be: 21-in. for initial sales, 17-in. for second sets, 24-in. for replacements.

Philco returned to 17-in. production, after more than year, with introduction of a mahogany table model at \$150, blonde \$170. Prospect of burrowing into second-set market was frankly admitted by Philco spokesman as reason for return. Philco also introduced a 21-in. open-face blonde console at \$320 and a 24-in. consolette in mahogany at \$300, blonde \$320. Latter sizes offer excellent possibilities in growing replacement market. They were introduced at Atlantic City convention. (For details of other receivers introduced elsewhere this week, see p. 14.)

In spaces of 16 manufacturers represented at marts, we noted a growing awareness of the need for special incentives to capture second-set and replacement sales. With 34,000,000 sets in hands of 70% of nation's 47,500,000 households as of Jan. 1, trade appears very much alert to immediate sales task before it.

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What steps will be taken to tap the potentially big second-set & replacement markets? Philco and others are reverting to 17-in. as a set which can be quickly sold at a bargain rate for use in bedroom or other place in the home. With eye to bigger profits, others are expanding their 24-in. offerings as lure for set owner who wants to trade in his small-screen receiver for larger size.

A big increase in advertising keyed to second-set and replacement markets is also planned by several manufacturers. One suggested promotional approach would feature pictures of sets in bedrooms, dens, etc. Other set makers contend the only advertising approach they need is to "stress the tremendous value of a TV set now." As Philco's Fred Ogilby remarked, "Never before in history have such price values been offered to the public as now. And values seem to be increasing all the time."

Manufacturers are quietly confident of their ability to capture substantial portion of second-set and replacement markets this year. They say they're giving dealers a sizeable profit margin on 24-in. sets as an incentive to sell up into that

size, regarded as ideal for replacement. The prices of such sets are coming down steadily, too, though the margins remain comparatively high for dealers. Trade is also counting on a lot of picture tubes going bad in 1955 among sets 5 years or older -- and at \$25-30 replacement rate, it's figured many would rather use that sum for down payment on a brand new receiver.

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NARDA pres. Harry Price Jr. said that the "new" second-set and replacement markets might well contribute to biggest year ever for TV-radio-appliance dealers in 1955. Confidence in public's pocketbook ability to continue to buy TVs at high rate in 1955 was expressed by Philco pres. James H. Carmine at his convention:

"Conservative observers estimate consumer expenditures for goods and services in 1955 will reach a new peak and exceed 1954 by \$9 billion. The biggest increase, they estimate, will be for durable goods. While there are divided views whether the public will want this or that product, there can be no argument that they will have the money to spend to satisfy their desires, if they can be persuaded to do so."

Trade Personals: Al Chatten, Philco field sales mgr. for eastern territory, named div. mgr. for N. Y., N. J. & eastern Pa., with headquarters in N. Y., as part of realignment of sales organization; Stuart Falk named div. mgr., Detroit, covering Ohio, western N. Y. & Detroit areas; Wm. Kress, Chicago, for Wis., Ind. & Ill.; C. E. Lindstrom, San Francisco, for northern Cal., Ore. & Wash. . . . Herbert J. Rowe named Muter Co. sales mgr., Leslie F. Muter Jr. production mgr. . . . Wm. Chamard, secy-treas. of Canadian Aviation Electronics Ltd., Montreal (DuMont), elected finance v.p. . . . Harold F. Bersche, distributor sales mgr., RCA tube div., promoted to new post of mgr. of marketing services, succeeded by Durward M. Branigan, ex-promotion mgr. of receiving tube & transistor marketing dept. . . . Robert G. Scott promoted to gen. sales mgr., DuMont CR tube div., succeeding William C. Scales, now gen. mgr. of receiver sales div. . . . Victor Legendre, ex-Chatham Electronics & Tung-Sol, named chief engineer of Haydu Bros., Plainfield, N. J. (tubes) . . . Buford (Buck) Melton, ex-Hallicrafters and graduate of West Point, appointed sales mgr., Admiral contract div. . . . Wm. W. Bowen promoted to staff asst. to Richard L. Sandefur, Westinghouse TV-radio sales mgr. . . . Fred Meurer resigns as Westinghouse TV-radio publicity mgr. to set up own public relations firm in Newark; his duties are assumed temporarily by Paul Langdon . . . Walter Jablon resigns as sales mgr. of Freed Electronics . . . Wm. Gay named Sparton adv. mgr., replacing John Hoffman, resigned . . . George G. Gabel promoted to mgr. of manufacturing engineering at GE commercial equipment plant in Clyde, N. Y. . . . Myles M. Walker promoted to Raytheon mgr. of marketing research . . . Howard H. Ganson Jr. appointed Chicago area mgr., Raytheon equipment sales div. . . . Larry Coen, ex-Hallicrafters, named Raytheon Cincinnati district mgr., replacing Gale Callendar . . . Robert Bruce Jr., from Cleveland office, named Westinghouse Texas district mgr. for TV-radio, Houston . . . Marion Pettegrew promoted to gen. mgr. of Sylvania parts div., headquartered in Warren, Pa. . . . Roy Dahl, asst. secy. of Wilcox-Gay, adds duties of exec. v.p. M. C. Thomsen, resigned . . . Joseph G. DeVico resigns as Majestic Radio director of adv. & sales promotion . . . Philip C. Weinseimer Jr., mgr. of electric shaver div., elected v.p. in charge of consumer products, North American Philips Co. . . . Frank F. Neuner, in charge of RCA tube div. long-range planning, appointed mgr., semi-conductor marketing, newly created post under marketing mgr. Lee F. Holleran.

Senator Armand Daigle, Canadian industrialist, elected a director of RCA Victor Co. Ltd., Montreal, reports pres. F. R. Deakins.

DISTRIBUTOR NOTES: CBS-Columbia establishes factory branch, CBS-Columbia of Texas, 1230 Drago St., Dallas (Roger G. Brown mgr.), replacing Schoelkopf Co. . . . Arvin: Ralph Lay Wholesale Distributing Co., 5627 Manchester Ave., St. Louis, replacing Broadwell & Co. . . . DuMont N. Y. factory branch promotes Harry Ripps to gen. sales mgr. . . . L. M. Popkey Co., Marinette, Wis. (CBS-Columbia) names Ira L. Lavin, ex-CBS-Columbia Minneapolis regional mgr. & onetime NARDA managing director, as gen. sales mgr. . . . Elliott-Lewis Corp., Philadelphia (Hallicrafters) appoints Laurence C. Phister, ex-Raytheon Television Distributors, as gen. sales mgr. of air conditioners . . . Westinghouse Electric Supply Co., Milwaukee, due to start construction next spring of new headquarters on W. Cornell St.

RCA will salute TV servicemen with sponsorship of "National Television Servicemen's Week" March 7-12, awarding prizes totaling more than \$10,000 to service dealers initiating effective service promotions at neighborhood level. RCA will promote event with full-page magazine ads and display "packages" among service dealers. "Salute" of a different kind, an "expose" of fraudulent TV serviceman, will be dramatized on NBC-TV's *Dragnet* Jan. 27, Thu. 9-9:30 p.m. Local groups can obtain 16mm sound films of program from NARDA for promotional showings thereafter.

Western Auto Supply Co. acquires 140 West Coast retail stores now owned by Gamble-Skogmo Inc. as of April 1, latter continuing to operate some 350 stores in 19 central & midwestern states and in Canada. Western's 1954 business of \$164,000,000 is reported to have included about 25% appliance trade, including TV-radio.

TV sets need periodic tune-ups just like automobiles. So says GE tube dept.—and to further this idea it's sponsoring nationwide "TV Service Month," beginning April 19, to urge spring tune-ups to improve focusing, contrast & brightness in preparation for baseball season.

Raytheon shipped 5000 TV sets to Colombia this week for distribution by govt. Similar shipment was made last month by Emerson (Vol. 10:51).

Raymond R. Machlett, 54, TV-radio transmitter tube manufacturer and pioneer in use of neon, who in 1930 founded Machlett Laboratories Inc., Springdale, Conn., died at his home in New Canaan, Conn., Jan. 7. He is survived by his widow, 2 daughters and a son.

Myer H. Cogan, 52, founder and retired pres. of Symphonic Radio & Electric Corp., Boston, died in Brighton, Mass., Jan. 4. He is survived by his widow, daughter and son.

Topics & Trends of TV Trade: Philco hit back this week at Justice Dept. anti-trust complaint filed against it and some 130 independent distributors Dec. 15 (Vol. 10:51). At distributors convention in Atlantic City, exec. v.p. John M. Otter, who spearheaded drive for refranchise agreements last Aug., which Govt. contends are illegally restrictive, called case "a dangerous challenge to those of us who believe in and desire to protect the function of the independent distributors like yourself."

Point by point, he defended new agreements against 3 major charges in govt. complaint—that distributors are required to agree not to sell any Philco products to retailers outside their assigned territories; that distributors must not deal in any product competitive with Philco; that retailers "approved" by distributors must sell only to consumers, never to retailers.

Otter said ban on trans-shipping was standard practice in industry and Govt. complained only when "we put some teeth into our distributor contract." He said geographical limitations are necessary to provide public with service on their purchases.

"You cannot do this job if you bandy our merchandise throughout the country and sell it to dealers you cannot train or with whom you have no personal relationship, and with dealers who have no interest in Philco, its products or its future," he said.

He denied govt. charge that new agreements forbid distributors to deal in products competitive with Philco, but added: "That is the legal part of it, but that is not what we want and we certainly hope that is not what you want . . . If you were to divide your loyalty, we know you would lose; and if such a method were to be followed by all wholesalers, competition would become soft instead of hard-hitting and aggressive as it is now."

Finally, he defended Philco against charge that retailers must not sell to other retailers, saying that "when a so-called retail dealer sells to another retail dealer he has by that very act become a wholesaler and not a retailer, so the govt. is really asking you, as a distributor, to sell other wholesalers . . . If Philco sets are indiscriminately bandied about by sub-wholesalers for resale by irresponsible dealers who are not willing to meet, and have not been trained to meet, the essential merchandising warranty and service obligations, you and Philco are bound to lose good will and reputation. Such dealers will not and cannot service our products in the homes of the consumer."

Hoffman Electronics has added 15 new TV models to current line, prices ranging from \$150 for 17-in. walnut table model to \$595 for 21-in. blonde or cherry combination. Several models have vertical chassis, and 11 have aluminized picture tube. New models: 17-in. walnut table \$150, mahogany \$160, blonde \$170; 21-in. ebony table \$180, mahogany \$190, blonde \$200; 21-in. mahogany table \$180, blonde \$190; 21-in. walnut table \$200, mahogany \$210, blonde \$220; 21-in. open-face walnut console \$230, mahogany \$240, blonde \$250; 21-in. mahogany table \$260, toast & smoked cherrywood \$280; 24-in. mahogany table \$290, blonde \$300; 21-in. open-face mahogany console \$290, blonde or cherry \$300; 21-in. open-face mahogany console \$350, toast or smoked cherry \$365; 21-in. open-face mahogany console \$375, blonde or cherry \$385; 24-in. open-face mahogany console \$390, blonde or cherry \$400; 21-in. full-door mahogany or cherry console \$425; 24-in. open-face mahogany or cherry console \$425; 24-in. full-door blonde or cherry console \$485; 21-in. mahogany combination \$575, blonde or cherry \$595.

Regal introduced new line of 8 TV models Jan. 3 at Chicago's Conrad Hilton Hotel, prices ranging from \$140 for 17-in. mahogany table to \$367 for 21-in. ¾-door mahogany console.

Zenith introduced 50 new TV models at distributors' convention in Chicago Jan. 5-6, prices ranging from \$150 for 17-in. maroon table model to \$1250 for 27-in. 3-way blonde combination. A vertical chassis is used in 12 models at low end of line. Most sets contain 90-degree tubes, with some having 72-degree. The 21-in. series ranges from \$170 maroon table model to 3-way blonde combination at \$700; 24-in., from mahogany console at \$380 to high-fidelity console at \$420. Also introduced were 8 calendar-clock-radios from \$45 to \$52, 13 portables from \$30 to \$40, an AM-FM table model at \$90 & \$92.

Sylvania slashed prices by \$20 to \$75 on nearly all models this week, crediting manufacturing economies in new TV plant in Batavia, N. Y. In addition, its price leader, a 21-in. table model previously listed at \$170, will be offered without list price. As result of reductions, line ranges from 21-in. table model at \$200 to 21-in. all-channel console at \$410. Sylvania will introduce late this month a 21-in. mahogany console at \$230, blonde \$240.

Stromberg-Carlson has added 3 new 21-in. TV models: Panavue, a mahogany table at \$285, blonde \$290; New Era, open-face mahogany console \$330; Chippendale, open-face mahogany console \$380. Also introduced at regional distributors meeting in Washington was International 8-band portable short wave radio, list price not set. Clifford J. Hunt, TV-radio v.p., said company's 1954 unit TV sales were up 31% over 1953.

Emerson has added a 21-in. table model in ebony, mahogany & blonde at \$150, and a 21-in. open-face console in all 3 woods at \$190. It also raised price of 21-in. ebony table from \$170 to \$180, and reportedly will bring out a 24-in. table model at \$250 in about 6 weeks.

Olympic introduced new line at Chicago's Conrad Hilton Hotel, prices ranging from \$100 for 14-in. cordovan table model to \$490 for 21-in. combination in classical Chinese furniture cabinet. Big talking point of line is 3-way 17-in. "lo-boy" walnut combination for \$200.

Arvin raised price of 21-in. mahogany tables from \$150 to \$160, \$170 to \$180, \$180 to \$190; and 21-in. console from \$220 to \$230.

Reminiscent of Gene McDonald's court challenge of Herbert Hoover's authority to regulate radio when he was Secy. of Commerce in 1926—the courts deciding the Govt. was acting illegally—is court test in Britain which held that Post Office Dept. has been collecting radio license fees for 50 years, a total of more than \$1 billion, without apparent legal sanction. British radio listeners pay £1 (\$2.80) a year, TV owners £3 (\$8.40). New Wireless Telegraphy Act this year authorizes the Post Office to collect the fees, but legislation must be enacted to legalize past collections, particularly prosecutions against "radio bootleggers." Note: In 1926, when Zenith Radio's AM station in Chicago jumped to an unauthorized wavelength, courts held Dept. of Commerce had no authority to prevent it from doing so, whereupon Congress quickly passed Radio Act of 1927 setting up original Federal Radio Commission.

A. J. Brunner shifts from gen. export mgr. to chief engineer of E. K. Cole Ltd., reporting to technical director A. W. Martin; W. M. York, head of Ecko heating div., now directs export of TV-radio, cinema, plastics and other equipment for big British manufacturer.

Pye Ltd., Cambridge, England, plans to raise £1,500,000 additional capital to buy up a cabinet factory and a TV-radio component firm, and to provide about £120,000 additional working capital.

Hoffman Electronics Corp. listing on N. Y. Stock Exchange begins Jan. 10, when trading on Los Angeles Stock Exchange is also expected to start.

Financial & Trade Notes: Nine companies are included in the "electrical equipment" category among the 142 major American corporations "rated" in the Jan. 1 *Forbes*, business & financial magazine, for their achievements in management, labor relations, public & community relations, stockholder relations. All are major factors in TV-radio production, which is discussed at length in the article—with RCA, Philco, Admiral & Motorola given top-ranking positions in that order.

The "ratings" are admitted by the editors to be "opinion"—but they were carefully arrived at on basis of analysis of individual companies, talks with "blue-chip presidents," visits to plants, studies of annual reports, etc.

"In recent years," *Forbes* states, "the electrical equipment industry has been expanding more than twice as fast as the whole U. S. economy, and for this reason has proved to be extremely attractive to investors. Thus, on the Big Board last year, the major electrical issues appreciated 55% as compared with only 36% for the Standard & Poor's 480 stock average. This phenomenon caused many apprehensive Wall Streeters to wonder if electrical equipment earnings and dividends have not indeed been discounted well into the future.

"But the long-range odds appear to be on the electrical goods makers' side. Economists predict that the U. S. population and its disposable income, the two factors on which demand for generating equipment and appliances depend most heavily, will keep right on growing at a rapid pace. Investors apparently are taking the long view, for they bid up prices of electrical stocks last year in spite of a decline in sales and a narrowing of profit margins."

These are the *Forbes* "ratings" (assets in millions as of Dec. 31, 1953):

	Management	Labor Relations	Public & Community Relations	Stockholder Relations
General Electric (\$1,696.6)	90	85	90	90
Westinghouse (1,265.4)	90	90	90	95
RCA (493.6)	90	90	90	90
Avco (223.0)	75	75	—	—
Sylvania (204.4)	90	90	90	90
Philco (163.5)	90	85	80	85
Admiral (107.6)	90	85	85	85
Raytheon (93.6)	80	90	90	85
Motorola (86.8)	90	90	85	85
	*	*	*	*

Consolidated Electronics Industries is new name for Reynolds Spring Co., and its control is now in hands of North American Philips Co., a U. S. corporation owned in trust for stockholders of Philips of Eindhoven, Holland. Stockholders have approved sale of Reynolds Spring's auto spring & small plastic businesses to Stubnitz Green Spring Co., Adrian, Mich. for about \$900,000 cash, leaving Reynolds with \$1,350,000 net quick assets. Consolidated also acquired North American's A. W. Haydon div. for 279,000 shares of Reynolds common. With the \$1,350,000 from Reynolds and the \$1,500,000 reported book value of Haydon, Consolidated's book worth is estimated at \$5 to \$6 per outstanding share, in addition to which it has tax credit of about \$800,000 inherited from Reynolds. Haydon div., Waterbury, Conn., which makes electronic devices for aircraft, guided missiles, radar, etc., in 1953 earned \$859,000 before taxes & renegotiation (about \$1.53 on Consolidated's presently outstanding 559,000 shares) and is expected to show about same 1954 pre-tax net. North American also owns molybdenum & tungsten products plant at Lewiston, Me., and X-ray & electronic plant at Mt. Vernon, N. Y., in addition to operating lab at Irvington, N. J. It has approval of stockholders to increase authorized common from 500,000 to 1,500,000 shares; after payment for Haydon plant, this leaves 941,000 authorized but unissued.

McIntosh Laboratory Inc., Binghamton, N. Y., founded in 1947 by the Washington consulting engineer Frank H. McIntosh to utilize his patents in the manufacture of high-fidelity amplifiers for home & industrial uses, is recapitalizing and, out of an authorized 6000 shares of common and 24,000 shares of preferred stock, is offering for sale 4500 common and 6750 preferred, at \$10 per share each, purchasable at ratio of 2 common to 3 preferred. No underwriters are participating in the issue; funds will be used to increase working capital, inventory, sales force & advertising as well as for research & development of new products. Mr. McIntosh retains control with 8621 shares of common in consideration of present equities surrendered and of a \$27,790 indebtedness to him for his share of the earned surplus of \$39,818 as of last March 31. Company's active gen. mgr. is Gordon J. Gow, who runs 18,000-sq. ft. factory employing 53 people in Binghamton. Its sales were \$320,869 in 1952 when it lost \$6996. Sales were \$437,791 and profit \$4205 in 1953. In first 3 months of 1954, sales were \$139,294, profit \$14,648. At end of 1952, earned surplus was \$18,959; at end of 1953, \$25,169; at end of first 1954 quarter, \$39,818. According to Mr. McIntosh, 1954 profit figure will be about \$55,000 before taxes, and volume is now running \$80,000-\$100,000 per month.

Philco's fourth-quarter sales exceeded \$100,000,000, bringing year's volume to about \$350,000,000, midwinter distributors convention in Atlantic City was told this week by pres. James H. Carmine. Sales in 1953 were record \$430,420,000. Philco was hampered this year by a 45-day strike at its electronic plants in May & June; otherwise, Carmine said, it would have sold an additional 150,000 TV sets and several hundred thousand more radios. Philco is aiming for a 15% increase in over-all business this year, which he predicted would send sales over \$400,000,000. Philco's TV production in first quarter of 1955, he said, would be at an annual rate of 1,000,000 units. (For other news of Philco convention, see pp. 12 & 14.)

Hycon Mfg. Co., Pasadena, Cal., specializing in photographic & electronic equipment, has called Jan. 14 stockholders meeting to act on proposed issue of 120,000 shares of 5½% cumulative convertible preferred stock to be publicly offered at \$10 per share, proceeds to be used to expand aerial survey div. Present capitalization is 3,000,000 shares of common, of which 1,075,000 are outstanding. Indicated net earnings for 10 months ended Nov. 20 were \$432,019 compared with \$67,733 for full fiscal year ended Jan. 31, 1954. Hycon plans expansion in geophysical exploration under agreement with Varian Associates, Pasadena; they're jointly taking over Hycon subsidiary Hycon Aerial Surveys Inc. (airborne surveys).

Cornell-Dubilier reports for fiscal year ended Sept. 30 net profit of \$1,729,640 (\$3.25 a share) on sales of \$37,149,778—both figures second highest in company's history. For fiscal 1953, profit was \$1,666,696 (\$3.12) on \$43,630,816. Pres. Octave Blake said sales for first 2 months of current fiscal year are running at annual rate of \$39,000,000. He attributed this high level to applications of the company's products to many electronic fields besides TV.

Walt Disney Productions, for fiscal year ended Oct. 2, had consolidated net income after \$840,000 taxes of \$733,852, or \$1.12 per common share, compared with \$510,426 (78¢) preceding year. Gross income for 1954 fiscal year was \$11,641,408 vs. \$8,365,861 year before. Said Chairman Disney: "We have embraced TV not only for itself and its possibilities, but also to exploit and sell our motion picture productions."

Sylvania fourth quarter sales are expected to total \$79,000,000, compared with \$68,798,321 in 1953 quarter, bringing sales for year to about \$280,000,000, or 4% below 1953 record of \$293,267,408, according to chairman Don G. Mitchell.

CHANGING NETWORK affiliation patterns appear to be coming about much as forecast in these columns (Vol. 10:50), pointed up this week by FCC's approval of Westinghouse's \$9,750,000 purchase of WDTV, Pittsburgh (Ch. 2). Westinghouse plans to take over Jan. 10, retaining management and staff, and station will become basic NBC and change call letters to KDKA-TV.

Deal was approved by 5-1 vote just month after concluded (Vol. 10:49), gives Westinghouse its 4th outlet, all NBC, 3 acquired by purchases. Comr. Bartley opposed transfer, stating in dissent: "I see a substantial diminution in competition." Comr. Hennock was absent.

This week, too, CBS-TV formally announced affiliation of Storer's recently acquired WXEL, Cleveland (Ch. 8) as of March 1, and of Gene Autry-owned KOOL-TV, Phoenix (Ch. 10) as of June 16, both to be primary affiliates. Switch from Scripps-Howard's WEWS (Ch. 5) in Cleveland presumably means that station will go ABC & DuMont. In Phoenix, KOOL-TV takes CBS away from Meredith Publishing Co.'s KPHO-TV (Ch. 5)—which spells real trouble for that station, inasmuch as KVAR (Ch. 12) has NBC and Gov. McFarland's new KTVK (Ch. 3) has ABC tied up.

Ed Meredith and his TV-radio director Payson Hall were in N. Y. this week, reportedly discussing with CBS a shift of their KCMO-TV, Kansas City (Ch. 5) to that network in lieu of KMBC-TV (Ch. 9). Latter's quick start in Aug. 1953 was originally engineered by CBS which got rival applicants KMBC-TV & WHB-TV together in time-sharing deal and gave them basic affiliation. Last June, Arthur B. Church sold out his KMBC interests for \$2,615,000. Meredith's Omaha WOW-TV is on NBC, its WHEN-TV on CBS.

CBS also announced Lowell Thomas group's WROW-TV, Albany (Ch. 41) as "limited alternate affiliate" as of Feb. 1, this in wake of recent Indianapolis switch from the Bitners' WFBM-TV (Ch. 6) to the McConnells' WISH-TV (Ch. 8). Albany CBS affiliation is shared with WTRI (Ch. 35), owned by Harry Wilder & Stanley Theatres, and presumably is prelude to full affiliation if Lowell Thomas group gets Ch. 10 it seeks (Vol. 10:49-50).

Strike at KPIX, San Francisco, marked by extensive sabotage of station equipment (Vol. 10:52), has been settled, NABET and AFTRA members going back to work Jan. 6. Mgr. Phil Lasky announced that NABET members would get terms offered by management before strike started and that among provisions of contract were retention of station's rights to prosecute saboteurs, recall NABET members on individual basis and agreement by NABET members to repair damaged equipment. Lasky said that during strike management learned that fewer employes were necessary and that reduction in technical staff would be made. Sabotage is being probed by FCC.

Survey of "blacklisting" practices in the movie and TV-radio industries has been started by Fund for the Republic, headed by Dr. Robert M. Hutchins and supported by Ford Foundation. Survey is headed by John Cogley, ex-editor of *Commonweal*, Catholic weekly, who will report on legal, psychological & historical aspects of "political tests of any kind in hiring and firing practices in the motion picture, radio and TV industries." Conducting the "blacklisting" investigation is Paul Jacobs, union consultant and member of board of Civil Liberties Union.

Sole TV application filed this week was for Sharon, Pa., Ch. 39, by Sanford A. Schafitz, owner of WFAR, Farrell, Pa., and banker Guy M. Gully, replacing CP for same channel dropped by WSHA (Leonard J. Schafitz).

AT&T's network interconnection schedule: KLRJ-TV, Henderson, Nev., Jan. 16; WMVT, Montpelier, Vt., Feb. 2 (replacing private link).

NATIONAL CONTROL of college football TV is certain for another year—but a no-holds-barred battle which shook the NCAA is sure to result in more liberalized telecasting rules under the new national plan, as yet unformulated. NCAA convention in New York, at week's end, rejected Big Ten-Pacific Coast Conference proposal for regional telecasting in informal vote, gave incoming TV committee "blank check" to work out national TV control system, but at same time expressed preference for a more liberal national plan proposed by Eastern College Athletic Conference (ECAC).

Highlight of week-long convention was challenging speech Jan. 6 by U of Michigan's Fritz Crisler, representing Big Ten, serving notice on convention that his conference would not participate in the 1955 program if it was essentially the same as 1954. He implied Big Ten would be under compulsion from state legislatures to undertake its own TV program, regardless of consequences. After Jan. 7 vote favoring national controls, however, he indicated Big Ten might be willing to go along with a liberalized national plan as proposed by ECAC.

Though convention gave new TV committee no instructions, it expressed its sentiments in an informal standing preferential vote on 5 different TV plans. The results: (1) For re adoption of 1954 plan, 81. (2) For ECAC plan, eliminating geographical restrictions on games to be telecast, allowing one local telecast and permitting sponsor to pick game-of-the-week as few as 5 days in advance, 84. (3) For Big Ten plan, providing for 9 weeks of regional telecasting, 4 of national, 37. (4) For no controls, 4. (5) For plan permitting each college to televise only one game nationally, and with no other restrictions, 1.

Annual program awards by *Motion Picture Daily* and *Fame Magazine*: best network program, *Toast of the Town* (CBS-TV); panel discussion, *Meet the Press* (NBC-TV); audience participation, *You Bet Your Life* (NBC-TV); panel quiz, *What's My Line?* (CBS-TV); classical music, *Voice of Firestone* (ABC-TV); popular music, *Your Hit Parade* (NBC-TV); drama, *Studio One* (CBS-TV); comedy, *Jackie Gleason Show* (CBS-TV); children's, *Ding Dong School* (NBC-TV); daytime, *Today* (NBC-TV); comedian, George Gobel (NBC-TV); comedienne, Lucille Ball (CBS-TV); comedy team, Lucille Ball & Desi Arnaz (CBS-TV); news commentator, John Cameron Swayze (NBC-TV); sportscaster, Mel Allen; announcer, George Fenneman; male vocalist, Perry Como.

Don't blame TV and comic books for juvenile delinquency, says *Journal of the American Medical Assn.*, which states in editorial: "Harmful as these may be, they are far more likely to produce in the average child nightmares and heightened anxiety than they are to lead to crime, and the problems of where to draw the line in censorship are almost unsurmountable."

American Marketing Assn., 1525 E. 53rd St., Chicago, has published and is making available (at 50¢ per copy) an annotated bibliography of *Current Sources of Information for Market Research*, compiled by Natalie D. Frank, librarian, Geyer Adv., N. Y.

Index to 1954 Newsletters

Included herewith, to all subscribers, is the annual Index to Contents of all 1954 Newsletters, Supplements, Special Reports, etc.—providing handy device for locating major events, trends, dates, etc. Bound volumes of all these publications are available at \$25 per copy.

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SUMMARY-INDEX OF THE WEEK'S NEWS—January 15, 1955

RCA AIMS TO CRACK COLOR MARKET by cutting 21-in. tube from \$175 to \$100 (p. 1); other set makers praise action but feel more steps are needed (p. 8).

3 NEW VHF STATIONS START in Minneapolis, Las Vegas, Boston; uhf total down to 117 as result of 31 quitting air to date (p. 2).

BAN ON HIGH TOWERS KILLED by top govt. board, which calls instead for joint industry-govt. study; Louisville's WHAS-TV plans 2005-ft. tower (p. 3).

SENATE NETWORK-UHF PROBE STAFF gets dismissal notice as Democrats take over; snag possible in McConaughy nomination, resubmitted by Eisenhower (p. 3).

"NETWORKS' POWER OVER STATIONS" concerns Sen. Kilgore, preparing for TV monopoly inquiry; new members named to Senate, House committees (p. 5).

POLITICOS WHO OWN TV STATION interests relatively few in new Congress; only 2 Commerce Committee members have any TV connections (p. 5).

73 SET MAKERS, 63 TUBE MANUFACTURERS listed in upcoming TV Factbook No. 20 represent increase over 6 months ago, despite forecasts of attrition (p. 9).

TV-RADIO RETAILERS OPTIMISTIC at NARDA Chicago convention, feel they're winning war against discount houses (p. 9).

QUALITY OF COLOR PROGRAMS, not quantity, cited by NBC pres. Weaver as stimulus to set buying; more spectaculars and remotes planned (p. 8).

WBIR FAVORED IN KNOXVILLE initial decision for Ch. 8 over Scripps-Howard and non-radio group; Asbury Park, N. J. uhf seeks tiny vhf (p. 4).

NEW "FLAT" PICTURE TUBE only 3-in. deep, in experimental stage at west coast lab, excites curiosity of industry engineers as first details are revealed (p. 10).

CBS's PURCHASE OF WOKY-TV, Milwaukee (Ch. 19) approved by FCC, which favors entry into uhf of more entities with stamina and TV know-how (p. 14).

RCA HITS COLOR LOG-JAM WITH TUBE PRICE CUT: Prime color protagonist RCA, in another determined effort to quicken pulse of color TV and bring it out of the "hibernation" we discussed last week (Vol. 11:2), surprised industry this week by announcing it is cutting price of 21-in. color tube from \$175 to \$100.

Immediate industry reaction was an almost universal agreement that "this is a step in the right direction" -- accompanied with the opinion that "it still isn't enough, by itself, to generate a mass color market." There was considerable surprise, too, that move was not accompanied by cut in RCA's color set price (\$895).

Probably most concrete reaction was that of Sylvania, whose v.p. for sales, B.K. Wickstrum, stated company will join RCA in offering the tube for \$100. CBS-Hytron, only other producer which has offered color tubes in quantity, issued brief statement, pres. Charles Stromeyer saying that company had concluded production of 19-in. tubes last Dec., was now preparing to sample industry with 22-in. rectangular units. He declined to discuss price or production plans.

(For detailed comments of representative industry leaders, see p. 8.)

The price of \$500 still seems to be magic figure that must be reached, in the opinion of many manufacturers, before color sets will really sell -- but at least one prominent producer says he's beginning to wonder whether public will pay more than \$100 extra for color.

Many have hunch that RCA will also drop set price before long, though pres. Frank Folsom says greater production must be achieved before set prices can be cut. He said this goes for others as well as RCA, adding, however: "If a licensee wants to break the price, we're not tongue-tied; we're nimble enough to meet it."

Yet even price alone is not the answer, according to several major manufacturers. More color programming is demanded. One called for "at least one hour a night," another for "2-3 hours a day," a third for "not less than 25 hours a week." But both NBC's pres. Sylvester L. Weaver and CBS's v.p. Richard Salant reiterated

that they're doing all the color programming they can be reasonably expected to do -- that set makers should be willing to buy color programs if they think more are needed to demonstrate and sell color receivers.

RCA accompanied price cut with wide-open invitation to all other tube and set makers to join in -- and its Lancaster tube plant has been lately, and will continue to be, a "mecca" to all interested manufacturers. In making price announcement, RCA electronic products v.p. W.W. Watts stated:

"It is RCA's hope that this substantial price reduction on color picture tubes will encourage competing manufacturers in the industry to go into production promptly in the field of color TV." Reason for price reduction, he said, was the improvements in manufacturing techniques. "Shrinkage" rate (rejection of imperfect tubes) was said to be even better than RCA engineers had expected.

Watts also hit directly at CBS-Hytron's planned 22-in. rectangular all-glass tube, stating that RCA is convinced it has no advantage over 21-in. round metal-shell unit; that it's more costly to produce; that it produces neither better nor larger picture; that 21-in. round is "here today while the 22-in. rectangular is only a promise for the future."

RCA's action was also aimed at Philco, in the opinion of some -- an effort to cool any enthusiasm of those set makers who may be waiting for Philco's promised one-gun tube (Vol. 10:32) and perhaps to persuade Philco to renew patent agreement. Among major manufacturers, only Philco and Admiral haven't yet renewed.

RCA chairman David Sarnoff backed up Watts' announcement with statement to us: "Color is now out of the area of publicity, prediction and promise and in the area of practical performance -- and performance will speak for itself. I hope that this move on our part will encourage others to come along and help us advance color. We want as many manufacturers to build color sets and tubes as are able and willing to do so; we aren't keeping our developments to ourselves. We believe in color, but there's no way to get it off the ground except to make sets and tubes -- and we're going ahead and doing just that."

MINNEAPOLIS, LAS VEGAS & BOSTON STARTERS: Three widely separated vhf stations got going this week, one in Boston on a temporary test basis as an educational outlet that expects to start programs in April. They bring to 425 total number of stations on the air after subtracting the 4 uhf quitting air last week (Vol. 11:2); they bring uhf down to 117, fewer than year ago when 1954 began with 122 uhf on air -- due to fact 31 uhf have suspended or quit operation. This week's new starters:

KEYD-TV, Minneapolis-St. Paul (Ch. 9) started Jan. 9 as Twin Cities' 5th outlet (2 of them time-sharers), with DuMont affiliation. Its studios and 50-kw RCA transmitter are in Foshay Tower Bldg., also antenna site of WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV. Morris Baker family, which owns building, also controls station, whose gen. mgr. is Lee L. Whiting, with Robert C. Fransen, operations & program mgr.; Harvey Headen, chief engineer. Base rate is \$600. Rep is H-R Television.

KLRJ-TV, Henderson, Nev. (Ch. 2), with studio-transmitter building located between that town and Las Vegas, began test patterns Jan. 13, becomes an NBC interconnected affiliate Jan. 23, competing with KLAS-TV (Ch. 8) which started last July. It has 5-kw RCA transmitter, 275-ft. Ideco tower with 3-bay antenna. President and 75% owner is Donald W. Reynolds, who also controls KZTV, Reno & KFSA-TV, Ft. Smith, Ark.; he's also publisher of Las Vegas Review Journal and other newspapers in Nev., Ark. & Okla. Bob Gardner is gen. mgr.; Rick Williams, production mgr.; Stanley Sulek, chief engineer. Base rate is \$225. Rep is Pearson.

WGBH-TV, Boston (Ch. 2, educational) started test patterns Jan. 10, though it plans no regular programming before April. It's 12th educational station to take to the air, uses studio building opposite M.I.T. campus in Cambridge that houses WGBH-TV, also operated by WGBH Educational Foundation in cooperation with Lowell Institute Cooperative Broadcasting Council. Station has 10-kw RCA transmitter and 119-ft. tower and 6-bay antenna on Blue Hill. Parker Wheatley is gen. mgr.; Hartford N. Gunn Jr., operations director; A.W. Richardson, chief engineer.

NO TALL-TOWER BAN, NEW STUDY ORDERED: A cabinet-level board this week rejected the military-backed premise that any TV tower over 1000-ft. is an air navigation hazard, set up a joint TV-aviation-govt. committee to take another look at the problem -- and ordered airspace authorities in the meantime to continue judging applications for tall towers on their individual merits in conformance with past practices.

This action by Air Coordinating Committee Jan. 13 appeared to doom -- for the time being, at least -- efforts by military members of its Airspace Subcommittee to revamp FCC's allocation plan by proposing virtually to wipe out provisions which encourage tower heights of 2000-ft. or more. First application for full 2000-ft. tower will soon be filed by Louisville's WHAS-TV (see below).

Airspace Subcommittee, whose job is to pass on all tower applications and to inform FCC whether they involve menace to flying, last Nov. proposed the high-tower ban, which was then referred to ACC's technical div. Technical group couldn't make up its mind on proposal, tossed it to "top ACC" -- composed of undersecretaries of cabinet departments (Vol. 10:48-51) -- which this week rendered the verdict.

ACC decision was based on proposal filed Jan. 11 by Commerce Dept. (CAA), calling for a new aeronautical study. As outlined by ACC chairman Commerce Undersecretary Robert B. Murray Jr., the industry-govt. committee will:

(1) "Identify, investigate and study the issues (legal, safety and economic) involved in the joint use of airspace between aviation and broadcasting industries."

(2) "Recommend appropriate action, including legislation, which will establish the position of the Federal Govt. and be beneficial to the continued growth of the industries concerned, consistent with the primary requirements of our national economy and national defense."

Members of study group will be named next week, and have been ordered to report their findings and recommendations in 60-90 days. Though ACC announcement did not specify, it's understood co-chairmen of committee will be representatives of FCC & CAA, with such industry groups as NARTB, Assn. of FCC Consulting Engineers, Airline Pilots Assn. participating, along with military and other govt. agencies.

The joint study committee -- whose formation was predicted in these columns last month (Vol. 10:51) -- will be similar to group set up in 1952, which studied the tall tower problems and agreed present standards were adequate (Vol. 8:35).

Before closing doors and arriving at decision, ACC heard spokesmen of both TV and aviation industries. Of particular interest were presentations of WHAS-TV v.p.-director Victor A. Sholis and aeronautical consultant Lowell R. Wright, both appearing in behalf of the Louisville station -- and revealing plans to build 2005-ft. tower some 17 mi. from city, highest ever proposed. Next highest proposed: WSLA, Selma, Ala. (CP), 1864 ft.; WFAA-TV & KRLD-TV, Dallas (jointly), 1521 ft. Highest erected to date: KWTU, Oklahoma City, 1572 ft.

WHAS-TV, first station to hit 316-kw power (Vol. 9:6), now bids to be first to build 2000-ft. tower. A station spokesman said bids are now being taken for construction, which will cost an estimated \$1,100,000 and will take about 9 months. An application is to be filed with FCC in next 10 days.

Another high-tower proposal was filed with FCC this week -- by KGEO-TV, Enid, Okla., which plans to go to 1356-ft., using Emsco guyed tower, to cost \$118,400.

THE CHANGING FACE OF SENATE TV PROBE: "Democratic counsel" Harry Plotkin and "GOP counsel" Robert F. Jones of Senate Interstate Commerce Committee's special network-uhf investigation got their walking papers this week, effective Jan. 31.

It was a formality -- new Chairman Magnuson (D-Wash.) could reappoint them. But Plotkin planned to resign anyway, and Jones' return is doubtful. Plotkin wants to return to his private law practice, and whether Jones is reappointed to represent Republican minority on Committee depends on how hard ex-Chairman Bricker (R-Ohio), now ranking minority member, is willing to push for him.

The dismissal notices were letters from Magnuson notifying the "temporary employees" that the authorization under which they are employed expires at end of month.

New Democratic-controlled Committee holds first meeting Jan. 16 (for new mem-

bership list, see p. 5) with 2 TV-radio issues already hanging over it -- the investigation started by Bricker, and President Eisenhower's renomination this week of Chairman McConnaughey to his FCC post.

Magnuson wants to continue the TV investigation -- but its direction and techniques may change markedly. Likely to influence future course of inquiry is report handed to Magnuson by Plotkin last week, and submitted in revised form this week. Jones is working on separate report, which he presumably will submit to Bricker.

One question raised by change in political tide is whether Magnuson will release the FCC from the requests made by Jones for confidential TV station financial data and voluminous individual station coverage maps and figures (Vol. 10:52).

* * * *

Committee approval of McConnaughey isn't a foregone conclusion. His appointment was blocked in special session last Nov. by Senate Democrats, who objected to weighing a "controversial" nomination during lame-duck session (Vol. 10:46). On the Commerce Committee, most Democrats seemed dissatisfied with his answers to questions during the brief hearing. They want to give him more thorough grilling.

Some Democrats are disposed to ditch McConnaughey and demand new Democratic appointee to Commission, inasmuch as McConnaughey would be 4th Republican on FCC, as against 2 Democrats and one independent. In light of fact that Congress is now controlled by Democrats, they feel GOP majority on Commission shouldn't be so topheavy. McConnaughey, incidentally, conferred with Magnuson this week.

(For other Congressional news, including reports on Judiciary Committee's "TV monopoly" investigation and new committee appointments, see stories on p. 5.)

KNOXVILLE initial decision, favoring WBIR for Ch. 10, plus a CP on Ch. 8 for KBTM in little Jonesboro, Ark., constituted Commission's action in the grant department this week. It also issued flock of allocations changes.

In choosing WBIR over Scripp-Howard's WNOX and non-radio Tennessee TV, examiner Herbert Sharfman ruled out Scripps-Howard because of its many TV-radio-newspaper interests, but he chose WBIR (Nunn & Taft families), despite their other TV-radio-newspaper holdings, because he felt it was superior to Tennessee TV, in "local ownership, civic participation, prior conduct and misconduct and integration." Tennessee TV is owned by Glazer family, headed by Guilford Glazer, owners of Glazer Steel Corp. and numerous construction & real estate enterprises.

In allocations actions, FCC finalized reservation of these educational channels in Michigan: Alpena Ch. 11, Escanaba Ch. 49, Houghton Ch. 25, Kalamazoo Ch. 74, Marquette Ch. 35. In Pennsylvania, Ch. 44 was substituted for Ch. 73 in Scranton, Ch. 48 for Ch. 44 in State College; change was at request of WTVU, Scranton (Ch. 73) which plans to shift to Ch. 44. Commission also proposed to substitute Ch. 14 for Ch. 41 in San Antonio, Ch. 30 for Ch. 14 in Seguin, Tex.—at request of grantee KCOR-TV which wants the lower channel.

Two more court appeals were filed: (1) WTRI, Albany, N. Y. (Ch. 35) challenged FCC's failure to hold up sale of WROW-TV (Ch. 41) to Lowell Thomas group. (2) WNET, Providence (Ch. 16) attacked FCC's decision dissolving WNET's protest of Ch. 12 grant to WPRO-TV.

CP for KLYN-TV, Amarillo (Ch. 7) was cancelled by FCC after grantee failed to prosecute its application for more time to build.

* * * *

Latest effort of a uhf station to get vhf is unusual allocation proposal of Walter Reade's WRTV, Asbury Park, N. J. (Ch. 58). Station petitioned for assignment of Ch. 8 to town, to operate with 1.44-kw, 300-ft., non-directional—to serve 5-mi. radius out to 76-82 dbu contour.

Station contends that departure from co-channel and adjacent-channel spacings, to permit the Ch. 8 assignment,

is justified to give community a local outlet—now that WRTV has given uhf a valiant and unsuccessful try. Petition shows that it will cut slightly into coverage of co-channel WNHC-TV, New Haven and adjacent-channel WABC-TV & WOR-TV, New York, but it contends that their coverage would be reduced no more than would be the case if it were possible to establish a station at minimum distance from them now permitted in FCC's rules.

Petition conflicts with the Ch. 8 proposal of defunct WFPG-TV, Atlantic City (Ch. 46), which asked for directional operation. WRTV hopes that Commission will like the non-directional aspects of its plan—since no directional operation has yet been authorized.

Resumption of Lamb hearing was postponed to Feb. 9 from Jan. 18 by examiner Herbert Sharfman at request of FCC Broadcast Bureau after conference between attorneys for both sides at which J. Howard McGrath, representing Edward Lamb, argued against any delay, and Broadcast Bureau asst. chief Joseph N. Kittner pleaded for postponement so that new counsel could familiarize themselves with case. Kittner, who has had important behind-the-scenes influence in Broadcast Bureau's case so far, will become top counsel for Bureau in remainder of proceedings, will share representation at hearing with Thomas Fitzpatrick and Edward J. Brown. Latter was named as attorney following resignation of Walter R. Powell to join NARTB legal staff (Vol. 11:2). Broadcast Bureau this week asked Examiner Sharfman to deny Lamb counsel's motion to call off hearing and render decision immediately, saying it had not completed presenting its evidence in that it had reserved right to call and question ex-Communist Louis Budenz later and also to "call witnesses in the event the cross-examination brings out any matters which would call for such."

Settlement of \$12,000,000 anti-trust suit brought by now bankrupt Liberty Broadcasting System against 13 major baseball clubs (Vol. 8:8) for \$200,000 has been accepted by both sides in dispute, according to American League pres. Will Harridge. Proposal to settle 3-year-old suit is now before bankruptcy court in Dallas.

CONGRESSIONAL committees with jurisdiction over TV-radio got some new members this week as both parties made appointments to Senate committees and Democrats picked their House committee members, the Republicans to follow early next week. Senate Interstate & Foreign Commerce Committee holds first meeting Jan. 16 (see p. 3), when it is expected to name subcommittees and their chairmen—with Sen. Pastore (D-R. I.) the likely choice to head communications subcommittee.

Democrats departed from tradition, put 2 freshman Senators on important Senate Committee, shifting majority leader Lyndon Johnson (D-Tex.) and Sen. Clements (D-Ky.) to posts on vital Appropriations and Agriculture Committees. The new Senate Interstate & Foreign Commerce Committee:

Democrats—Magnuson (Wash.), chairman; Pastore (R. I.), Monroney (Okla.), Smathers (Fla.), Daniel (Tex.), Ervin (N. C.), Bible (Nev.), Thurmond (S. C.). Latter 4 are new Committee members, latter 2 first-term Senators. Republicans—Bricker (Ohio), Schoeppel (Kan.), Butler (Md.), Potter (Mich.), Duff (Pa.), Purtell (Conn.), Payne (Me.)—all re-appointees.

Democrats named to House Interstate & Foreign Commerce Committee—Priest (Tenn.), chairman; Harris (Ark.), Klein (N. Y.), Granahan (Pa.), Carlyle (N. C.), Williams (Miss.), Mack (Ill.), Roberts (Ala.), Moulder (Mo.), Staggers (W. Va.), Dollinger (N. Y.), Rogers (Tex.), Dies (Tex.), Friedel (Md.), Flynt (Ga.), MacDonald (Mass.), Hayworth (Mich.). Latter 7 are new Committee members.

Democrats who were on House Committee last session but have been replaced are Rogers (Fla.), who died Dec. 1, and Thornberry (Tex.), now assigned to Rules Committee. Republicans will appoint 14 members to Democrats' 17.

Preparing for "TV-radio monopoly" investigation, Judiciary Committee Chairman Kilgore (D-W. Va.) conferred again this week with broadcaster-consultant Howard Chernoff and expressed concern about "the networks' life-&-death power over stations." He's particularly interested in their power to switch affiliation from one station to another in the same market (Vol. 11:2), according to Chernoff, who has been in east for last few weeks meeting with industry officials. Kilgore issued statement this week saying "the facts Mr. Chernoff is developing as the result of the conversations he is having with key people in the industry should provide us with an excellent background upon which to decide the extent and course of our inquiry." Chairman of monopoly subcommittee, which will conduct investigation, has not been selected, but it may be Kilgore himself.

Two Senators and a Congressman—Wyoming's Barrett (R) & O'Mahoney (D) and Nebraska's Rep. Miller (R)—conferred Jan. 10 in Washington with representatives of National Park Service in effort to get approval of antenna site for satellite KSTF, Scottsbluff (Ch. 10) atop Scottsbluff National Monument in western Nebraska. Station will be owned by KFBC-TV, Cheyenne (Ch. 5) and will rebroadcast its programs (Vol. 10:51). Rep. Miller wasn't optimistic about outcome of conference, said Park Service appeared determined to stick to its rule against any private commercial use of national park.

FCC has eliminated Detroit regional office of Field Engineering & Monitoring Bureau, putting District 19 (Detroit) under Chicago Regional Office 6 and District 20 (Buffalo) under New York Regional Office 1.

Swiss Broadcasting Co., after considering experiments in telecasting being carried out since Aug. 1953 by Post Office Dept. in Zurich & Basel, proposes to take TV over next fall and to operate it commercially.

POLITICOS identified with TV station ownerships are relatively few on Capitol Hill this session, though there are quite a few ex-officeholders in the telecasting business. With Senate majority leader Lyndon Johnson (D-Tex.) now off Interstate Commerce Committee, only member of that group with TV interest—very small—is new chairman, Sen. Magnuson (D-Wash.), who has long held 3.2% of stock of KIRO, Seattle, applicant for Ch. 7, controlled by longtime figure in state's Democratic politics, Saul Haas.

Sen. Johnson does not himself own any TV-radio stock, but Mrs. Johnson owns KTBC-TV, Austin, Tex. (Ch. 7) and recently acquired uhf KANG-TV, Waco (Ch. 34). Sen. Kerr (D-Okla.) and family own uhf WEEK-TV, Peoria, Ill. (Ch. 43) and about 43% of KVOO-TV, Tulsa (Ch. 2). Publishing family of Sen. Knowland, Republican minority leader, has 5% interest in Ch. Two Inc., applicant for Oakland, Cal.

On House Interstate & Foreign Commerce Committee, only veteran Rep. R. W. Hoffman (R-Ill.) has any TV interest, his Cicero radio station holding CP since Jan. 1953 for uhf WHFC-TV, Chicago (Ch. 26). In the House, Rep. Harris Ellsworth (R-Ore.) is part owner of a newspaper with a radio station in Roseburg, but it has never sought TV. Rep. Alvin Bentley (R-Mich.) owns one-third of uhf WKNX-TV, Saginaw, Mich. (Ch. 57), and Rep. O'Konski (R-Wis.) recently gave up CP for uhf in Wausau.

Ex-Democratic Sen. McFarland, now Gov. of Arizona, owns 40% of new KTVK, Phoenix (Ch. 3); ex-Gov. Roy J. Turner, Okla., owns 12½% of KWTW, Oklahoma City (Ch. 9); ex-Gov. Hildreth, Maine, controls WABI-TV, Bangor (Ch. 5) and has 35% interest in new WMTW, Poland Spring, Me. (Ch. 8); ex-Gov. Murphy, N. H., owns WMUR-TV, Manchester (Ch. 9); ex-Gov. Noe, La., owns KNOE-TV, Monroe (Ch. 8) and his radio WNOE is Ch. 4 applicant in New Orleans.

The Cox newspaper interests, headed by James M. Cox, once candidate for President, own TV stations in Dayton & Atlanta and are co-applicants in Miami; ex-Ambassador to Cuba Robert Butler controls a station in Minneapolis; ex-Sen. Gordon Gray, who also was former Secretary of the Army and is now pres. of the U of North Carolina, owns TV-radio stations in Winston-Salem—among other ex-officeholders identified with the industry.

Note: Ownerships and stockholdings in all TV stations are set forth in detail in Directory of TV Stations in *TV Factbook No. 20*, due to be delivered to subscribers in about 2 weeks.

In politics, TV makes the world go round. That was lesson of 1952 political conventions and campaigns, and politicians are well aware of this in laying 1956 plans. For one thing, conventions will probably be held in late Aug. or early Sept., instead of the traditional June-July—to get bigger TV viewership and to permit more concentrated political campaigning via TV between conventions and Election Day. This week, TV industry laid down a few rules for political parties to follow if they want optimum coverage of their conventions. Bill Henry, chairman of convention committee of Radio-TV Correspondents Gallery, told both parties that the 2 conventions should be held in same city and as close to the same time as possible. Republicans have been considering bids by Chicago, Philadelphia & Atlantic City, but Henry urged veto of Atlantic City because of lack of TV facilities. He pointed out that it cost TV industry \$750,000 to set up facilities for 1952 convention and it probably will cost more next time. If the 2 parties hold conventions in different cities, it will cost at least \$1,500,000, he added. Color TV poses special problems, he reported, such as heavy duty air-cooling machinery to keep convention hall climate bearable.

Personal Notes: Donald G. McGannon resigns as asst. director of DuMont Network and as gen. mgr. of its owned-and-operated stations . . . Larry Wynn, ex-WABD (DuMont) sales mgr., joins WABC-TV, N. Y. . . . Sig Mickelson, CBS v.p. in charge of news & public affairs, guest of honor at reception being given by Earl Gammons, CBS Washington v.p., in Washington's Sheraton-Carlton Hotel, Jan. 17 . . . Chris Witting, pres. of Westinghouse Broadcasting Co., subject of encomium headed "Ready, Witting & Able" in Jan. 12 *Variety*, which calls his rise a "one-year-after saga," referring to year since he resigned as head of DuMont Network . . . John T. Murphy, v.p. in charge of Crosley TV stations, named northeastern membership committee chairman of Television Bureau of Advertising (TvB) . . . Michael R. Hanna, gen. mgr. of Cornell U's commercial WHCU, Ithaca, elected pres. of N. Y. Assn. of Radio & TV Broadcasters . . . Robert E. Dunville, pres. of Crosley Bcstg. Co., elected to board of trustees of Greater Cincinnati TV Educational Foundation, operating WCET (Ch. 48) . . . Ridley Bell named asst. mgr. of WRBL-TV & WRBL, Columbus, Ga., under exec. mgr. J. W. Woodruff Jr.; George Gingell becomes TV program-production mgr., George Jenkins TV sales mgr., Chick Autry asst. TV production mgr. . . . Gilbert Graham appointed asst. production mgr., WBBM-TV, Chicago, succeeding Eugene McClure, now sales traffic mgr. . . . Wally Sherwin named gen. mgr. of KVVG, Tulare, Cal. by M. B. Scott Corp., which has purchased station from Sheldon Anderson . . . Hubert W. Hobler named v.p., Teleprompter National Sales Corp., under pres. A. M. Gilbert . . . John Kinsella, recently gen. sales mgr. of WGTH-TV & WGTH, Hartford, rejoins WXEL, Cleveland . . . Joan Carol King promoted to mgr. of adv. & promotion, WRC-TV & WRC, Washington . . . Bob Hart resigns as commercial mgr., KFEL-TV, Denver, to join KLZ-TV . . . Franklin Jay Wiener named asst. adv. & sales promotion mgr., WCBS-TV, N. Y. . . . Pete Maddux, onetime WOR-TV v.p., named TV-radio director, C. L. Miller Adv., N. Y. . . . Bob Hayward, ex-KTTV & Foote, Cone & Belding, joins Brisacher, Wheeler & Staff as San Francisco TV-radio director . . . Wm. Taylor, ex-KBIF, Fresno, joins Hollywood office of Foote, Cone & Belding as TV-radio supervisor . . . Donald E. Tomkins resigns as TV-radio director of Grant Adv. to resume consulting practice . . . Paul Mensing, ex-Christal & Crosley, recently NBC Spot Sales mgr. in Detroit, promoted to radio mgr., NBC Spot Sales central div., Chicago; Wm. B. Buschgen, from N. Y. office, takes over Detroit post . . . Frank R. Bowes, ex-WBZ, Boston, heads new Television Network Sales, 370 Lexington Ave., N. Y., set up by Eugene Bernald, pres. of Pan American Broadcasting Co. to act as N. Y. & Chicago network sales & service office . . . Tom Cadden named TV-radio director, Krupnick & Assoc., St. Louis . . . John L. Zimmer named mgr., commercial TV production, Compton Adv. . . . Martin Katz, ex-WCAU-TV & WOR-TV, joins Blair-TV as director of special sales project dept. . . . Lionel Baxter, ex-gen. mgr. of new WSFA-TV & WFSA, Montgomery, joins WBRC, Birmingham, as sales mgr. . . . Wm. A. Chalmers, ex-TV-radio v.p., Kenyon & Eckhart, now TV-radio director, J. P. Shelley & Assoc., Los Angeles.

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 We were wrong: Our story on rate trends last week ("The TV Rate Structure Is Settling Down") reported that WWJ-TV, Detroit, doubled its rates to \$2000 during the last 6 months. Actually, the increase was from \$1600 to \$2000. We regret the error.

New reps: WDTV, Pittsburgh, now owned by Westinghouse and about to change call letters to KDKA-TV, to Free & Peters (from DuMont Spot Sales); WJNO-TV, W. Palm Beach, Fla., to Venard, Rintoul & McConnell (from Meeker).

Station Accounts: General Teleradio's repeat-performance idea, which it calls *Million Dollar Movie* and under which each of the 30 feature films it purchased last year from Bank of America is repeated as often as 16 times in one week on WOR-TV (Vol. 10:37), has spread to 64 U. S. markets and several in Canada. Sponsors of cut-in spots are mainly local merchants, banks, utilities, etc., but list of sponsorships reported by WOR-TV v.p. Gordon Gray includes some national spot accounts like Chesterfields, Sheaffer Pens, Phillips Milk of Magnesia. Success of series impelled General Teleradio this week to purchase package of 10 more feature films from Moulin Productions for more than \$500,000, to be released after next Nov. 1 . . . Procter & Gamble, for new Pin-It home permanent, plans 52-week spot campaign starting Feb. 1, thru Benton & Bowles . . . John Andre Co. (Tress-Kit hair conditioner) testing spots in 25 markets, thru Product Services Inc., N. Y.; if successful, it plans 13-week campaign . . . Canada Dry signs with WJBK-TV, Detroit, to sponsor "High School Athlete of the Week," as selected by local sportswriter judges, as part of *Chuck Davey's Sports Digest* Mon.-thru-Fri., 6:50-7 p.m. . . . Among other advertisers currently reported using or preparing to use TV: S. S. S. Co., Atlanta (SSS Tonic), thru Day, Harris, Mower & Weinstein, Atlanta; Coty Inc., N. Y. (cosmetics, perfumes), thru Franklin Bruck Adv. Corp., N. Y.; Centaur-Caldwell Div. of Sterling Drug Inc., N. Y. (Fletcher's Castoria, ZBT baby powder), thru Carl S. Brown Co., N. Y.; Hamburger Co., Chicago (Martin's Sheranova wine), thru Olian & Bronner, Chicago; Ben-Hur Mfg. Co., Milwaukee (farm & home freezers), thru Walker B. Sheriff, Chicago; Gerity-Michigan Corp., Adrian, Mich. (Dishmaster dishwasher & bath room accessories), direct.

Network Accounts: Falstaff Beer this week switched its major league baseball "Game of the Week" from ABC-TV to CBS-TV for next season, starting with pre-season exhibition game March 19, thru Dancer-Fitzgerald-Sample. Weekly Sat. game is set for some 70 stations thus far, with major league cities blacked out . . . Biggest one-shot payoff in TV history is the \$100,000 Bob Hope will receive as m.c. of General Motors' *Motorama* on NBC-TV Jan. 19, Wed. 10-11 p.m. . . . Revlon to be alt. sponsor (with Philip Morris) of *Public Defender* on CBS-TV starting March 10, Thu. 10-10:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Winston Cigarettes to sponsor 15 min. segment 3 out of 4 Thu. on *Feather Your Nest* on NBC-TV, Mon.-thru-Fri. 12:30-1 p.m., thru Wm. Esty & Co. . . . Kent Cigarettes to drop *Father Knows Best* on CBS-TV in April, but will retain the Sun. 10-10:30 p.m. period for another show . . . Geritol (drugs) drops *The Stranger* on DuMont Fri. 9-9:30 p.m.

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 Fourth highest base rate in TV now is that of KRCA, Los Angeles, which raises Class A (7:30-11 p.m. Mon.-Sat., 5-11 p.m. Sun.) to \$3200 as of Feb. 1; it's NBC-owned, and network rate card now quotes it at \$3200, \$1920 & \$1280 per hour, half hour, 15-min., respectively. Highest rate on books is the \$6200 Class AA hour of WRCA-TV, New York (10:30-11 p.m. daily, 6-7:30 p.m. Sun.); \$6000 Class A of WCBS-TV, New York (7:30-10:30 p.m. Mon.-Sat.; 6-11 p.m. Sun.); \$3300 Class A of NBC's WNBQ, Chicago. New NBC network rate card adds WBRE-TV, Wilkes-Barre to basic interconnected group (now 52 stations) at \$475, \$285, \$190; raises WFMJ-TV, Youngstown, to \$400, \$240, \$160; raises WOC-TV, Davenport, Ia., to \$800, \$480, \$320. (For complete rate cards of the TV networks, including Canadian Broadcasting Corp., see upcoming new *TV Factbook No. 20*.)

Rate decrease: KTVU, Stockton, Cal., Feb. 1 cuts base hour from \$385 to \$175, min. \$75 to \$35.

Telecasting Notes: TV is a natural for promoting and advertising movies—so why don't exhibitors make more use of it? Delving into this question, AB-PT (United Paramount) has just completed exhaustive study, questioning theatre chains all over the country, came up with 41-p. report with these comments and recommendations: Use of TV by theatres is limited because movie makers don't supply the proper "tools to work with." Movie trailers for TV should "differ from theatre trailers as such," and borrow techniques used by other film commercials, such as cartoons, personal appearances by stars, etc. TV trailers should be pre-tested by advertising experts before release. Studios should make entertainment TV films, plugging movies, for free TV distribution . . . Test of TV's effectiveness in promoting movies will be made by UPT in group of "twin towns" in connection with release of 2 forthcoming films. The "twin towns" will be communities of comparable size in same part of country—such as New Haven & Hartford, Conn., Memphis & New Orleans. In one "twin," entire promotional effort will be concentrated on TV-radio, in other on newspaper, lobby displays, trailers, etc. . . . 20th Century-Fox setting up subsidiary organization to make films for TV under company's exec. production mgr. Sid Rogell. Biggest movie maker yet to turn to TV film production, company announced it will turn out own program series as well as renting space at its Western Ave. studio to other TV producers and supplying studio & acting personnel when required . . . J. Arthur Rank Organization, for first time offering oldies to TV, now inviting bids on package of 52 played-out British features, including the classic *39 Steps*, *Fanny by Gaslight*, *Blackmail*, etc. . . . Flamingo Films to distribute 26 feature films owned by Princess Films (Burt Balaban), including 13 made especially for TV; Robert Wormhoudt,

who headed sales distribution of the Princess package when it was handled by Vitapix, now has same job with Flamingo . . . Use of canned music by producers with AFM contracts now permitted by union boss Jimmy Petrillo as long as producer uses live music in at least part of one series—important policy change which may induce some long-time holdouts to sign union pacts . . . "Movie spectacular" may be in the cards at NBC-TV; trade scuttlebutt has it that network is negotiating with certain independent producers (David Selznick, Mrs. Sam Goldwyn) for a top-notch theatrical film—preferably in color—never before shown on TV, to fill one of its 90-min. "spectacular" segments . . . George Gobel may go on film next season, has approval of NBC to do one of his shows that way as experiment first . . . Ed Murrow's latest smash-hit, film interview with J. Robert Oppenheimer on his Jan. 4 *See It Now*, is being made available in one-hour version by Fund for the Republic, is also going to be released in Britain's big Granada Theatres chain in 90-min. and 2-hour version . . . Ex-President Truman has agreed to let Murrow's *Person to Person* show emanate from his home in Independence, Mo., March 4 . . . No live TV but more film coverage of President Eisenhower's news conferences being considered by White House; effort is being made to work out system whereby portions of actual conference can be filmed and released for TV and newsreels . . . Book-of-Month Club's current best-selling novel, Mac Hyam's *No Time for Sergeants*, gets TV treatment well ahead of movies; it goes on Theatre Guild's *U. S. Steel Hour* on ABC-TV, March 15. . . . Earth's warmth will heat and cool new modern building which will house *South Bend Tribune's* WSBT-TV (Ch. 34) & WSBT; plant, which begins rising in spring, will use "heat pump" principle for heating & air conditioning. Pereira & Luckman are architects.

PROJECTED second million-watt station in Wilkes-Barre, WILK-TV (Ch. 34), was still operating below 1-megawatt level at week's end, while enthusiastic coverage reports continued from first 1000-kw starter WBRE-TV there (Ch. 28), an RCA installation due to be followed by similar ones (Vol. 11:2). As described by a GE official, the standing wave ratio on WILK-TV's waveguide was still more than 1.1 and engineers were reluctant to increase the power until this could be rectified, although he said power has been pushed higher than 500-kw for intermittent tests.

RCA shipped 25-kw transmitter Jan. 12 to upcoming Klor, Portland, Ore. (Ch. 12), due in Feb.; 2-kw transmitter Jan. 13 to KFIF, Fairbanks, Alaska (Ch. 2), which has Feb. target; 12½-kw amplifier Jan. 7 to WKOW-TV, Madison, Wis. (Ch. 27). Earlier it shipped 50-kw transmitter, with 2-kw transmitter for standby, to KTTV, Los Angeles (Ch. 11).

DuMont shipped visual unit of 25-kw transmitter this week to KUTV, Salt Lake City (Ch. 2), and reports station will use own composite aural unit.

GE reported no shipments this week, but announced new line of 13 high-power vhf batwing antennas, said to feature better voltage standing wave ratio than previous models. Gain of new antennas is same as their former counterparts, but use new techniques in cable grounding for high power capability and reliability, according to GE announcement.

International Standard Electric Corp. (IT&T) announces sale of 7½-kw TV transmitter to joint Azcarraga-O'Farrill interests for XEQ-TV (Ch. 9), atop 13,405-ft. Cortez Pass, about 35 mi. south of Mexico City, which will operate as a satellite of XHTV, Mexico City (Ch. 4) with microwave beam transmitting the latter's programs for rebroadcast.

More opposition to Bryson bill (HR-1227), which would outlaw beer & wine advertising on TV & radio (Vol. 10:42), came this week from film producer Ziv TV, from the Wine Institute of America and from American Brewing Assn. First to reply to letter from House Interstate & Foreign Commerce Committee asking views of leading film producers, Ziv wrote that breweries are chief sponsors of 4 of its leading film series—*I Led Three Lives*, *Favorite Story*, *Eddie Cantor Comedy Theatre*, *Mr. District Attorney*—and that all commercials are handled with good taste. Wine Institute wrote committee in support of NARTB's opposition to Bryson bill, saying "it is our desire—and we believe this is in accordance with the objectives of your committee—to coordinate the voluntary activities of the broadcasting industry." American Brewing Assn. stated that the \$30,000,000 which brewers spend annually for TV-radio advertising "buys front-row seats for countless millions of Americans" at sports events. NARTB pres. Harold Fellows, whose recent report to committee showed 3% of TV programs and 2% of radio programs were sponsored by beer & wine advertisers in year ended Aug. 31 (Vol. 11:1), told Miami convention of U. S. Brewers Foundation Jan. 11 that TV code review board's monitoring and reporting service would be expanded in move to check further and eliminate any offensive commercials. A study of TV viewer attitudes toward beer & wine commercials is also being considered, he said.

Roland Gillett, Briton who has been producing TV films in U. S., named controller of programs (program director) of Associated-Rediffusion Ltd., Stratton House, Stratton St., London, one of 4 commercial program contractors of new Independent Television Authority whose 3 new stations get under way in Sept. (Vol. 10:45). The other contractors: Associated Broadcast Development Co., York House, Queen Sq.; Granada Theatres, 36 Golden Sq.; Kemsley-Winnick, 18 St. George St.—all London.

REACTION in industry to RCA's reduction of color tube price from \$175 to \$100 (see p. 1) ranged from vigorous approval to relative indifference — with a general feeling that move is one important step of several which must be taken before color begins to sell. Here are representative comments:

Robert W. Galvin, Motorola exec. v.p.: "I'm delighted with the RCA move. I hope it will encourage other responsible manufacturers to get into the swim. Color TV is definitely on its way. The initial 6 months at the market place will prove to have been the hardest. Motorola is in an enviable position, having been first to introduce large-screen color receivers. We probably produced and sold more receivers these past 6 months than all our competitors combined, and out of this has come experience and know-how that others are now acquiring."

No immediate set price reduction was possible, said Galvin, because "with today's bill of materials and labor costs, the only way that a \$100 picture tube could be reflected in lowered retail prices at this time is for the manufacturer to absorb a loss." Asserting that more color programming is essential, he added: "A minimum of 25 hours a week is necessary for color to establish itself. At least part of these hours should be in the daytime, enabling dealers to demonstrate receivers. The next move is clearly up to the networks."

B. K. Wickstrum, Sylvania sales v.p.: "We'll supply this 21-in. metal tube to the industry at \$100. We have shipped some samples, but it will take some months to supply any large order. We'll do our best to get out receivers with the tube, too. It's our feeling that price of the set shouldn't be cut from \$895. The tube is a major part of the set, but other components are still too high, compared with black-&-white—so it's difficult to reduce the price. It's our feeling that this tube is the most promising now, but we'll make other kinds if there's a demand for them."

James H. Carmine, Philco pres.: "The important thing is not price of the tube, but to be sure you have the right tube. Some in the industry are convinced the shadow-mask tube isn't it. The RCA action doesn't affect the Philco color time-table." He said he expects color to begin to move this fall, but not to "really get off the ground" until fall of 1956. As for receiver price needed to move sets, he said: "As a salesman, I know what price I'd like to see, and that's \$495"—but he wouldn't estimate when that price would be reached.

Richard Orth, Westinghouse tube div. v.p.: "It won't affect our operations; we still feel that the rectangular is the right kind of tube and we lean towards glass. We're still watching and waiting."

Benjamin Abrams, Emerson pres.: "This is all to the good. It brings the possibility of lower prices. We're making some sets now and we expect to be producing on a reasonably large scale by July or August. We hope to have the price down to about \$600 then. I wouldn't be surprised if prices are down to \$500 or so by this fall and winter. We have to have more programming—at least 2-3 hours a day—to really awaken public interest. The quality of sets now is satisfactory as beginning, but we still have a ways to go."

Seymour Mintz, CBS-Columbia pres.: "The price cut will have an effect only if there's mass production and sale of sets. If RCA follows through with lower receiver prices and more shows, then color could move. We have enough sets in inventory to take us through the first quarter. We're not producing any more now, and we're not cutting the price! Price cutting is not the answer; if someone wants a color set for the novelty and prestige, he'll pay \$1000. There must be more programming—at least an hour a night. If the average man had no TV, and color was offered at \$500, he'd be interested. TV wasn't made by the rich people."

H. Leslie Hoffman, Hoffman Electronics Corp. pres.: "Now is the time to get going on color. We need color to push our billings and our profits up, and here's an opportunity for leadership and for the good old American free enterprise system to demonstrate what it can do. We've proven to our own satisfaction that the 21-in. tube with the new simplified chassis works well, and we plan to ship some models to our distributors in March & April. That should make us the first, and I'm not talking mere pilot run either. We need less negative selling now and more exposure—and I'm solidly on the side of RCA in this development."

T. J. Newcomb, Westinghouse TV-radio gen. mgr.: "We've made no final decision yet on basis of the price cut. We haven't built any 21-in. and we're not making any more 19-in. I doubt whether the price cut will make color sets a mass item. The tube is an important part, but it's a relatively small part of the total price of the set."

One manufacturer, who chose not to be identified, put it this way: "RCA has probably been losing money selling the tube for \$175. I guess they figure they might as well lose more if it helps get color going. Another angle is that they're spending millions on research and engineering and getting nothing back; if they cut the price to \$100 and get a little back—that's better than nothing. I'm beginning to wonder whether \$500 is the right price for a set. I think that if a customer is ready to buy a new set, he might be talked into spending \$100 just to be ready if color comes—and he must get a good black-&-white picture on the set."

Color Trends & Briefs: It's the kind of color programming, rather than quantity, that determines stimulus to set-buying public, in opinion of NBC pres. Sylvester L. Weaver. Answering set makers' demand for more hours of color programming, he stated:

"Our spectaculars, the things that excite people and become 'conversation pieces,' are much more influential than a mere increase in the number of programs. We're going ahead with these, and there's enough interest among advertisers to indicate we'll probably increase the number of them this fall. As for increasing the frequency of other shows in color, that's up to the advertisers. I hope and believe there will be an increase. For this summer, we intend to produce some important remotes in color."

Daytime color programs aren't the thing to whet purchasers' appetites, either, Weaver said. "Sure, they're better in color," he said, "but the thing that makes people

want to buy is the nighttime attraction. If dealers want color shows in the daytime merely to adjust receivers, they can arrange for those themselves."

In *New York Times* interview this week, Weaver envisioned rebirth of "neighborhood TV parties," thrown by fortunate owners of color sets and reminiscent of black-&-white's early days. Article also quotes NBC exec. v.p. Robert Sarnoff on extent of color programming as follows: "I don't think that any set manufacturer has the right to say color programming is lagging unless he buys time himself." A CBS spokesman said: "I agree with him 100%."

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Jan. 17 week network color schedules: NBC-TV—Jan. 19, *Norby*, 7-7:30 p.m. CBS-TV—Jan. 20, *Shower of Stars*, Chrysler "extravaganza," 8:30-9:30 p.m.

Contest offering 50 RCA 21-in. color sets as prizes is being planned by Kraft Foods for Parkay margarine.

NEW DIRECTORIES OF TV SET & TUBE MAKERS: With 73 entities currently manufacturing and/or assembling TV receivers in the U.S., and 24 TV-radio manufacturers in Canada, compared to 71 in U.S. and 25 in Canada 6 months ago, it's plain the oft-predicted swift attrition in set makers simply hasn't materialized. That's the central fact which stands out in analyzing new directories of TV set & tube makers, which are featured in our spring TV Factbook No. 20, due later this month. There are 63 firms making vacuum tubes of all kinds, compared to 56 six months ago.

Only elimination from list of U.S. set makers during the last 6 months was Stewart-Warner, which quit last day of 1954 (Vol. 10:52). Three were added during the period: Kent Television Inc., Brooklyn, returning after 3-year absence; Walsco Electronics Corp., Los Angeles, a maker of antennas & other components; Browne TV, El Monte, Cal. -- none a big producer. A few other companies in the list are operating under bankruptcy court orders. Canadian list drops Arcan Corp. and Crystal Radio, but adds Racine Mfg. Co., Granby, Ont., in TV business under Olympic license.

Additions to tube manufacturers' list are Central Sales & Mfg. Co., C.R.T. Electronics Corp., Electronic Tube Corp., Hughes Aircraft, Midland Mfg. Co., Progressive Electronics, Reon Tube Corp., Resitron Labs, Texas Electronic Mfg. Co. Two companies left business -- Arcturus Electronics Inc. (by bankruptcy) and National Union Electric Corp., whose tube facilities were sold to Sylvania (Vol. 10:45).

Note: Added to TV Factbook No. 20 are directories of British TV-radio & tube manufacturers, with addresses and principals.

RETAILERS ALSO FIND THE 1955 OUTLOOK GOOD: TV-radio-appliance dealers, no less than the nation's retailers at large, seem to be sharing the business community's general spirit of confidence in 1955 -- but they're not going overboard in their optimism. Such was the prevailing mood, as we sensed it in speeches, panel discussions and corridor conversations at NARDA's annual convention in Chicago this week.

"Let's All Think Bigger" was title of Philco pres. James H. Carmine's speech -- and that just about epitomized the 3-day conclave. Delegates were more seriously intent on business sessions than ever before. And particularly noteworthy was the decline of traditional gripes about low profit margins.

This time, there was acceptance of simple and transparent fact that dealer, distributor & manufacturer right now are in the same boat so far as narrowed profit margins are concerned. Moreover, they have the common problem of discounters.

"Let's not be too darn optimistic," said Carmine, whose talk was easily the highlight of the NARDA meeting. Said the dynamic Philco president: "The emphasis must be on creative selling in a more competitive year. But the business will be there for you to find."

"Remember that Americans now hold \$210.2 billion in cash or its equivalent in liquid purchasing power. We can look forward to a stabilized economy that, over the next 10 years, will see gross national product go up to an annual \$500 billion. All of us -- manufacturers, distributors & retailers -- should gear our business for a 30% increase in the next decade. That's our economic underpinning."

Carmine predicted retail sales of 7,000,000 TVs, 10,000,000 radios this year, roughly equivalent to 1954. He attributed continued high volume of unit sales to low prices, said it's hard to see how they can go much lower, shied away from any forecasts of large-scale increases. As for color, he counseled a policy of caution. (For his remarks on color, see p. 8.)

As for discount houses, subject of many discussions, there was far less fear expressed than year ago. General conviction seems to be that "legitimate" dealers are winning the battle against them. Discounters are going out of business at fast

rate, it was noted. And as more open up in a community, they cut into each other's per capita share, and they haven't either reputation or economic staying power.

NARDA members' biggest advantage, servicing, was a primary subject of discussion. "Sell service, not merely the product," is one of NARDA's battle cries.

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Big National Retail Dry Goods Assn., meeting in New York this week, discussed some of same problems as NARDA -- notably the discounters. NRDGA, too, got encouraging analyses of the nation's economic health from its speakers. Dept. stores and specialty shops also were adjured to adjust to changing conditions. For example, Macy's senior v.p. David L. Yunich, who takes over at Bamberger in Newark Feb. 1:

"Technological advancements and the ready availability of money have all but knocked the props from under theory that eventually a saturation point is reached," he said. "As long as there is something new and better, on the market, there will hardly be a saturation point for any product.

"People are not only buying more, but more people are buying...In the next 10 years we will have some 3,500,000 more people over 65 and nearly 6,500,000 more people between the ages of 46 & 54. And the daring fresh youngsters from 10 to 19 will account for almost 40% of our total population. And that, gentlemen, is going to call for some substantial changes in retailing."

Discount houses were hotly argued at NRDGA convention, but no action taken. The association itself bucked demands of several members for a formal declaration against them. Irwin Wolf, exec. committee chairman, said the organization would continue to confine itself to alerting individual stores to the discount problem, which he called "a passing phase."

Note: The highly authoritative Sales Management Magazine, in Jan. 1 issue, forecasts "a great year" in 1955. It estimates over-all retail sales will average 4% ahead of 1954. Its "Board of Analysts of Future Sales Ratings" gives TV a 1955 rating of "4 stars" (meaning very good relative outlook) and radio "3 stars" (good to medium). Top rating is 5 stars (best relative outlook).

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TV production got off to fast start first week of 1955, totaling 190,896 for 5 days ended Jan. 7. It compared with 106,525 in first week of 1954. Radio production totaled 278,371 (10,847 auto), compared to 225,481 corresponding week year ago.

NEW "FLAT" PICTURE TUBE, shaped like a big rectangular "glass sandwich"—only 3 inches deep—has been built and operated by Willys Motors electronics div. in Palo Alto, Cal. Long rumored but carefully kept under wraps, the laboratory tube—which uses radically new method of scanning—was invented by Wm. Ross Aiken, now research director of Willys' west coast electronics lab and formerly with U of California radiation laboratory.

It's still classified as "experimental," and Willys spokesmen won't say how close it is to practical stage—but they do indicate they may release further information "within the next month." It's being developed principally for TV industry, but word of it—and some details—leaked out this week when Navy revealed it hopes to use tube to simplify instrument flying in aircraft, with first experimental flights due in about 3 years. At insistence of Navy, Willys "very reluctantly" released some of the details this week.

Tube industry engineers got wind of the flat tube as long as 1½ years ago, but were unable to get any details. Those we contacted took "show me" attitude, but didn't discount possible importance of the invention if it can be made to work as well as current TV picture tubes and can be produced at reasonable cost—a couple of big "ifs."

Willys Motors owns patents and all rights to tube, hopes to license tube manufacturers to build it, on non-exclusive basis, when it is ready. A company spokesman

would not say whether any tube makers have seen it, but those we contacted had not—and they were eager to get further details.

It's known that a 6-month-old version has been demonstrated privately to military officials in Washington, using an off-the-air TV picture. One Kaiser-Willys official who saw demonstration at that time was enthusiastic—saying picture was "sharper and had more contrast than regular TV, almost a 3-dimensional effect." However, one TV manufacturer said a military officer who had seen tube in action 6 months ago told him the brightness level was not high enough for commercial acceptance at that time. The model demonstrated then, and shown this week to air-frame industry at El Segundo, Cal., had 15-in. viewing screen, was 3-in. thick and transparent—about size and shape of big-city phone book. Several larger models have since been built "as part of their commercial development," according to Willys. Tube's neck can be extended either horizontally or vertically along same plane as face of tube.

Tube could be step toward oft-predicted "picture-on-the wall" TV, although its approach is entirely different from GE's and RCA's light-amplifier systems. If used in TV set itself, it could make possible considerably smaller cabinets. It's described as "compact and portable, employing only electrostatic principles, which eliminate necessity of using conventional magnetic components, which are heavy, costly and require greater electrical power."

In most complete account to be made public yet, Willys describes tube and its deflection system thus:

"[It] consists of a phosphor screen sandwiched between glass plates. It functions by electronically exciting selected areas or spots on the phosphor screen. This is accomplished by the following means: An electronic beam is injected along a horizontal edge of the tube. This beam flows in a field-free region along said edge of the phosphor screen and adjacent to a row of transverse deflection plates. Through control of the voltages on these deflection plates, the beam is bent vertically at any desired place along the edge of the tube. The beam then flows vertically in a second field-free region between a series of transparent deflection plates and the electrically charged phosphor screen.

"Deflection of the beam into the screen at any desired vertical level is made possible by controlling the voltages on the transparent deflection plates. Through the above means, then, the position of the spot created by the deflection beam may be exactly controlled.

"The tube is controlled by circuit means capable of changing the voltage on horizontal or vertical deflection plates in a sequential manner; that is, all plates are at a high voltage except those plates opposite the position at which it is desired to bend the beam.

"One of the advantages of the above-described deflection system is that it has very powerful focusing ability; that is, the convergence angle is large and beam blow-up, which normally occurs in other TV picture tubes, is not a problem in this new tube.

"This powerful focusing action in the new tube makes possible a very small spot on the phosphor screen, which results in high definition and brightness because a large amount of beam current may be concentrated in a small area."

Navy is interested in tube as means of simplifying aircraft instruments. As described this week, and as shown in mock-up form at Douglas Aircraft's El Segundo plant, aircraft of future will use 2 of the tubes — one mounted directly in front of pilot and the other below it just inside cockpit rim. Upper tube, being transparent, would not interfere with pilot's vision during contact flight, but on instrument flight would depict altitude, speed & position of aircraft, together with physical features such as mountains, etc. Second instrument would show radar-like map of features of earth below, together with such other essential information as fuel, distance to pilot's base, etc.

Spurious radiation report, submitted to FCC by RETMA, states that RETMA's radiation limits for TV receivers are practical and recommends that all manufacturers meet vhf standards (50 uv/m for Ch. 2-6, 150 uv/m for Ch. 7-13) by June 30, 1955. Uhf standard (500 uv/m) is more difficult, it says, but it recommends that standard be met by Dec. 31, 1956. "Task forces" of RETMA also reported on other devices — carrier current, power line, fixed & mobile radio, community antennas, AM-FM sets, transmitters, etc.—and GE's Dr. W. R. G. Baker, director of RETMA engineering dept., recommends that Commission form industry-FCC groups to continue work on devices needing more study. He suggests that each group include FCC and industry engineers plus a commissioner. In addition, he suggests that an over-all coordinating committee be created, comprising FCC chairman (or his appointee) and 2 or 3 industry representatives. Report also calls attention to increased imports of foreign radio sets, some of which are serious radiators—produced by manufacturers outside influence of RETMA.

Dr. Gordon K. Teal, head of materials & components research, handling transistors, placed in charge of research dept., Texas Instruments Inc., Dallas.

Trade Personals: Thomas J. Lloyd, asst. to Admiral exec. v.p. John B. Huarisa, also elected v.p. of Admiral International, replacing George Kende, resigned; Joseph F. Woodward, export sales mgr., named Admiral International sales director; George W. Bradley, ex-RCA International, named adv. director . . . Louis Hausman, CBS-Columbia v.p. and ex-CBS Radio administrative v.p., appointed to corporate staff of parent company as v.p. for special assignments . . . Don G. Mitchell, Sylvania chairman, named N. Y. State chairman of Crusade for Freedom, sponsored by American Heritage Foundation . . . David K. Elwell, from Seneca Falls plant, named mgr. of Sylvania's new CR tube plant at Hatboro, Pa., recently purchased from National Union (Vol. 10:45,48) . . . Nello Coda promoted to chief engineer, Erie Resistor electronics div. . . James W. Stafford, ex-Sylvania, named Andrea sales mgr. . . Herman Fialkov, ex-MBS, Emerson & Radio Receptor Co., elected pres. of General Transistor Corp., Jamaica, N. Y. . . Kenneth V. Curtis, with Navy Bureau of Ships last 2 years, rejoins Raytheon as marine products planning mgr. . . Raymond W. Andrews, ex-Sylvania, named mgr. of customer order & sales service, Westinghouse tube div., Elmira, N. Y. . . John A. Burnett, ex-Raytheon, named Admiral southwest regional mgr., Houston; Joseph L. Metzl, ex-Philco, named northwest regional mgr., Minneapolis . . . Edward Hoffman named Erie Resistor sales rep for Dakotas & Minn., headquartering in St. Paul . . . Robert G. Lynch, from Chicago office, named asst. eastern regional mgr., Sylvania equipment sales, Teterboro, N. J. . . George P. Lohman returns to N. Y. area as an RCA field sales rep in N. Y.-N. J. . . Frank B. Rogers Jr., v.p. since 1951 and ex-Ampro v.p., named exec. v.p., Soundcraft operations, Reeves Soundcraft Corp. . . Herbert Cornelius promoted to sales mgr., Littelfuse Inc., Des Plaines, Ill. . . Edward Berliant, pres. of Berliant Assoc. (audio equipment), acquires control of Instruments for Service, Baldwin, N. Y. ("Cap-Check" capacitor checkers); Edward Bluestone, ex-RCA, named chief engineer . . . Kenneth C. Meinken Jr., ex-National Union Electric, named commercial sales v.p., Automatic Mfg. Co., Newark (parts) . . . J. H. Goar promoted to Niagara branch mgr., Canadian Westinghouse apparatus div., succeeding R. T. Houlihan, now mgr. of London, Ont. branch . . . Paul F. Dixon promoted to national sales mgr., Peter H. Whelan to adv. & sales promotion mgr., Motorola-Canada Ltd., Toronto . . . Lawrence E. Kearney promoted to sales mgr., La-Pointe Electronics, Rockville, Conn. (antennas) . . . Burritt B. Mitchell promoted to antenna sales mgr., Chisholm Ryder Co., Niagara Falls, N. Y. . . Ned Marandino resigns as mgr. of Sylvania TV plant in Batavia, N. Y. . . Samuel Olchak, ex-Regal Electronics & Tele King, named DeWald Radio sales mgr., replacing Herbert Frank, now sales mgr. of Hinners-Galanek Radio Corp. . . Sol Magdoff resigns as Majestic Radio sales consultant . . . Timothy P. Haworth promoted to asst. director of industrial relations, International Resistance Co.

New NARDA officers, elected at Chicago convention this week: chairman, Mort Farr, Upper Darby, Pa. (re-elected); pres., Harry B. Price Jr., Price's Inc., Norfolk; secy., John K. Mooney, Broyle's Electric Co., Marion, Ind.; treas., Victor Joerndt, Joerndt & Ventura, Kenosha, Wis. Elected v.p.'s were Emerson Dole, Wichita; Carl Hagstrom, General Appliance Co., San Francisco; Don Gabbert, Gabbert's Inc., Minneapolis.

IRE appoints to board, at meeting this week: A. N. Goldsmith; A. V. Loughren, Hazeltine; Howard Vollum, Tektronix Inc. Reappointed: IRE secy. Haraden Pratt; treas., Dr. W. R. G. Baker, GE; editor, John R. Pierce, Bell Labs.

Topics & Trends of TV Trade: TVs and automobiles—seemingly “production twins” because their output curves frequently run amazingly parallel in numbers (Vol. 10:6, 19)—didn’t run as parallel as usual in 1954. TV’s greatest expansion came in last 6 months of year, when 4,600,000 sets were turned out to bring year’s total to 7,350,000, as estimated by RETMA. Greatest auto-truck output, on the other hand, was in first half of year, with production trailing off in last 6 months to year’s total of 6,550,000, as estimated by Automobile Manufacturers Assn.

Estimated retail TV sales were nearly 7,000,000, while auto-truck sales were about equal to production of 6,550,000. Autos enjoyed greatest sales movement in spring, TVs strongest in pre-Xmas sales.

There’s no more acceptable explanation of disparity in 1954 than of similarity in preceding years. But for what they’re worth—for economic interpretation or mere curiosity—here are the month-by-month 1954 production breakdowns of both:

	TV	Auto-Truck
January	420,571	551,134
February	426,933	534,145
March	599,606	633,003
April	457,608	631,769
May	396,287	588,562
June	544,142	598,876
July	306,985	530,416
August	633,387	521,450
September	947,796	369,942
October	921,476	287,557
November	858,501	587,785
December (est.) ...	900,000	791,000
Totals (est.) ...	7,350,000	6,550,000

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Picture tube sales in first 11 months totaled 8,904,106, valued at \$188,660,782, compared to 9,194,851 worth \$219,922,667 in first 11 months of 1953, reports RETMA. Nov. sales were 1,157,866 worth \$27,140,693 vs. 1,269,674 at \$26,597,702 in Oct. and 693,396 at \$16,794,812 in Nov. 1953. Receiving tube sales in first 11 months totaled 347,180,564, valued at \$248,606,987, compared to 413,687,529 worth \$285,842,926 in same 1953 period. Nov. sales were 38,781,863 at \$27,618,868 vs. 42,347,794 at \$29,228,992 in Oct. and 31,606,971 at \$22,514,227 in Nov. 1953. [Note: Tabulation of picture tube sales by years, 1947-54, and receiving tube sales, 1949-54, with breakdowns for initial equipment, renewal, export, govt. & dollar value will be included in our upcoming *TV Factbook No. 20*, due later this month.]

Tax advisory committee was formed this week by RETMA to aid its fight to halve the 10% excise tax on black-&-white sets and eliminate it on color receivers. Pres. Glen McDaniel said appeals will be made shortly to Congress for relief on the tax program. Gerard M. Ungaro, Magnavox, was elected chairman. Other members: Robert S. Bell, Packard-Bell; Paul V. Galvin, Motorola; L. F. Hardy, Philco; H. L. Hoffman, Hoffman Electronics; Wm. H. Kelley, DuMont; L. W. Teegarden, RCA.

Liberalized dealer finance plan was disclosed this week by Raytheon, which committed itself to repurchase all merchandise repossessed by retailers. Under inventory finance plan, 10% down payment is required and remaining 90% is financed by Raytheon and dealer’s bank for initial period of 90 days, with option to extend financing to 180 days. Dealer’s bank is protected by Raytheon against credit frauds or conversion of financed merchandise.

Arvin’s TV-radio distributor convention is scheduled July 10-17 at Estes Park, Colo.

Electric & Musical Industries Ltd., reputedly Great Britain’s largest electronics firm, has contracted to purchase control of Capitol Records Inc., one of the “big four” record producers in U. S., for about \$4,350,000. Capitol’s 3 controlling stockholders—pres. Glenn E. Wallichs, singer-song writer Johnny Mercer & composer George (Buddy) DeSilva—will sell their 248,435 common shares (out of 476,230) to EMI, presumably at current price of about \$17.50. Sale is conditioned on an offer by EMI to all other stockholders at same price and on tenders of two-thirds of the common stock outstanding. With subsidiaries in 24 countries, EMI—sometimes called “the RCA of the British Empire”—produces TVs, radios, sound equipment and military & industrial electronic equipment as well as records. Its American subsidiary distributes classical records under “Angel” label.

National Radio & TV Week will be sponsored by NARDA, in cooperation with RETMA & National Assn. of Electrical Distributors, in week beginning Sept. 18. At that time, concentrated effort will be made to sell TV & radio receivers by public display of merchandise in local auditoriums by manufacturers, listing all franchised dealers in that community. It will be backed by intensive ad campaigns stressing value of TV-radio receivers. In some markets, banquets featuring local TV-radio celebrities will kick off promotion.

Annual plant layoffs, somewhat traditional in first quarter, began this week with total of about 1000 furloughed by Philco and CBS-Hytron. Philco dropped 700 at TV plants in Philadelphia, explaining they were hired last fall for special jobs in effort to accelerate production following 45-day strike. Hytron laid off 275 at Newburyport, Mass., resulting from shift of black-&-white tube production to new plant in Kalamazoo, Mich.

Trav-Ler Radio bought Hallicrafters Canada Ltd. this week for undisclosed sum, will take over Toronto plant Feb. 1. Plant will turn out TV-radio sets under both Trav-Ler & Hallicrafters labels for distribution through outlets of each company. Trav-Ler pres. Joe Friedman said he expected Canadian plant’s billings in 1955 to total \$7,000,000. It’s Trav-Ler’s first entry in Canadian market.

Canadian Admiral has introduced a 17-in. table model in walnut at \$220, mahogany & blonde \$230; 24-in. maroon table \$300; 21-in. open-face console in walnut at \$330, mahogany & blonde \$340; 24-in. walnut wood table \$350, mahogany & blonde \$360; 24-in. open-face console in walnut at \$400, mahogany & blonde \$410.

Liquidation sale of Stewart-Warner TVs & radios, featuring 31-55% off list price, was offered by Macy’s, big N. Y. dept. store, in full-page ad in Jan. 9 *New York Times*. Stewart-Warner recently left TV-radio business in U. S., its distributorships taken over by Hoffman Electronics (Vol. 10:52).

Westinghouse increased price by \$10-\$50 on nearly all new models introduced in closed-circuit telecast Dec. 29 (Vol. 11:1). Company said boosts will result in longer discounts of 2-6% for distributors & dealers. Price leader remains 17-in. brown metal table at \$150.

Top-ranking “ham” operator of the year, chosen to receive GE’s Edison Radio Amateur Award for outstanding public service in 1954, is 35-year-old Benjamin S. Hamilton, 8447 Denton St., LaMesa, Cal. (W6VFT), a junior college electronics teacher selected because he provided San Diego County with “an outstanding Civil Defense and disaster emergency radio network.” Judges were Val Peterson, Civil Defense Administrator, who will present the award in Washington Feb. 10; E. Roland Harriman, pres. of American Red Cross; FCC Comr. E. M. Webster; ARRL pres. G. L. Dosland.

Electronics Reports: Annual informational smorgasbord for electronics engineers, the 1955 IRE National Convention, will be held March 21-24 in New York, featuring 700 engineering exhibits at Kingsbridge Armory and 55 technical sessions and symposia at Waldorf-Astoria Hotel. Highlighting meeting, for TV-radio engineers, will be papers on video tape recorders, reproducing color TV images on black-&-white film, new vhf & uhf transmitting antennas, pocket-sized transistorized broadcast receiver, color projection receiver, new parallax mask color tube, experimental RCA tricolor vidicon camera tube, as well as panel discussions and symposia on such subjects as extended range vhf & uhf propagation and "some problems associated with telemetering and remote control of a space station."

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Color-TV microscope which can project tiny living cells on 6-ft. screen was demonstrated Jan. 14 in New York by CBS Laboratories. Device can enlarge a specimen 15,000 times, according to CBS Labs pres. Peter Goldmark, but there is no increase in resolution over the optical system, which can magnify 2000 times, the pictures being similar to photographic enlargements of pictures taken through microscope. Images were described as 100 times brighter than has been previously possible. Color microscope will be manufactured by CBS-Columbia and by GE, which is CBS licensee for field sequential color.

C. A. Boadway, Ontario Hydro Electric Power Commission, elected 1955 pres. of the Canadian Radio Technical Planning Board, succeeding Ralph A. Hackbusch, Hackbusch Electronics Ltd. H. S. Dawson, Canadian GE, elected v.p.; Stuart D. Brownlee, Canadian RTMA, re-elected secy.-treas.

Texas Instruments Inc., Dallas, which began commercial production of silicon transistors last May, this week cut prices 25% on 5 types of silicon transistors, which now range from \$9.65 to \$30. It also reduced silicon junction diodes by about 30% to \$2-\$3.85 each.

Portable Geiger counter, the "Countmaster," will be introduced this month by Hoffman Laboratories Inc., subsidiary of Hoffman Electronics. Priced at \$250, it will be distributed through mining supply companies and Hoffman TV distributors.

Jerre D. Noe appointed asst. director, engineering research, Stanford Research Institute, under director Thomas H. Morrin. Dr. Byron J. Bennett named mgr., computer laboratory; Dr. Kenneth R. Eldredge, mgr., control systems lab.

Dr. Cuthbert C. Hurd named director, electronic data processing machines, International Business Machines Corp.; Thomas E. Clemmons is sales mgr. of division.

SEAC electronic computer, developed by Bureau of Standards, now being used by Defense Dept. to determine low bidders on govt. contracts.



Axe Science & Electronics Corp., new investment fund whose primary object is long-term capital growth in the electronic and atomic fields, on Jan. 13 filed SEC registration covering proposed offering of 2,500,000 common shares at \$10 per share. Principal underwriters are W. E. Hutton & Co.; Hemphill, Noyes & Co.; Kidder, Peabody & Co. Shares would be redeemable at 99% of liquidated value within 6 months after corporation has received \$20,000,000. Investment adviser is E. W. Axe & Co., 730 Fifth Ave., N. Y.

Vision of America's future 25 years hence—technological, economic and political—is sketched by RCA chairman David Sarnoff under title "The Fabulous Future" in first of series of articles by distinguished Americans, in Jan. *Fortune Magazine*. It has been reprinted as a booklet.

Financial & Trade Notes: Emerson Radio had record sales of \$80,559,994 in fiscal year ended Oct. 31, up 6.1% from previous year's record \$75,926,546. Net income declined, however, to \$1,884,976 (97¢ a share) from \$2,988,432 (\$1.54). Earnings before taxes dropped to \$3,449,209 from \$6,499,485. Net working capital rose as of Oct. 31 to \$23,363,793 from \$14,088,041. Net worth was at record \$20,447,485, up from \$19,718,053 on Oct. 31, 1953.

Pres. Benjamin Abrams' annual report explained that "the keenest competition ever experienced in the industry took place during the last 12 months, which brought about lower prices which in turn had an adverse effect on profits." Wide publicity given color TV, he stated, caused many people to hesitate to buy black-&-white receivers until prices got more attractive. Lower prices stimulated sales, and unit sales were highest in history with the possible exception of 1950.

It was Emerson's first year in air-conditioning, which he described as satisfactory; but competitive conditions resulting primarily from a late and unusually cool summer reduced prices and hence profits.

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Among officers' and directors' stock transactions reported by SEC for Dec.: Wallace C. Johnson bought 120 Admiral, holds 2100; Orphie R. Bridges bought 200 Arvin, holds 786; Eldo H. Stonecipher bought 100 Arvin, holds 1300; Irving G. Rosenberg bought 100 DuMont Labs, holds 100; Percy M. Stewart bought 800 DuMont Labs, holds 1000; Benjamin Abrams, thru trusts & foundations, bought 600 Emerson, holds 219,800 personally and 89,239 thru trusts & foundations; Wm. R. Herod sold 300 GE, holds 5538; Monte Cohen bought 3000 General Instrument, holds 3718; Joseph C. Chapman, thru C. C. Collings & Co., bought 2481 I-T-E Circuit Breaker, sold 2492, holds 1800 personally and 10 thru C. C. Collings & Co.; Bruce R. Tuttle sold 100 Olympic Radio, holds none; James T. Buckley sold 1700 Philco, holds 16,227; Harold W. Butler sold 2000 Philco, holds 7408; Thomas A. Kennally sold 1000 Philco, holds 11,032; Wm. Gammell Jr. bought 600 Raytheon, holds 15,010; Harold C. Mattes sold 4000 Raytheon, holds 16,934; Sidney R. Curtis bought 300 Stromberg-Carlson, holds 1336; Frank E. Devans bought 100 Stromberg-Carlson, holds 112; Wm. Fay bought 500 Stromberg-Carlson, holds 511; Curtis A. Haines bought 484 Sylvania, sold 384, holds 484; C. E. Headlee bought 1000 Westinghouse, holds 2116; James H. Jewell bought 3100 Westinghouse, sold 1800, holds 1100; W. O. Lippman sold 200 Westinghouse, holds 1800; E. W. Ritter bought 1200 Westinghouse, holds 1315; Harry E. Seim sold 1000 Westinghouse, holds 1444.

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General Instrument Corp. reports \$91,739 net profit after taxes (12¢ per share) for third 1954 fiscal quarter ended Nov. 30, when sales were \$7,083,933, up 42% from second quarter's \$4,986,833. Profit for comparable 1953 quarter was \$160,172 (26¢) on sales of \$8,019,764. Present indications, said chairman Abraham Blumenkrantz, are that fourth quarter operations may also be profitable on somewhat higher sales. Effect of third quarter profit was to reduce company's cumulative 9-month loss, after tax credits, to \$158,207 on sales of \$16,755,171. This compares to net profit of \$871,571 (\$1.14) on sales of \$27,159,024 in corresponding 9 months of 1953. Steady growth at company's subsidiary plant in Waterloo, Ont., just opened, was also reported by Blumenkrantz.

Bell & Gossett Co., the Chicago pump company now in electronics, which recently sold 300,000 shares of \$2 par common stock at \$13.50 to bring total outstanding to 1,243,000, is reported working on a military developmental contract believed to be a tape or page printer that operates by wire or radio.

CBS'S FIRST foray into uhf got go-ahead this week when FCC approved its \$335,000 purchase of WOKY-TV, Milwaukee (Ch. 19), Comrs. Hennock & Bartley dissenting. This makes CBS's 4th TV. It owns vhf's WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles. It is seeking to buy WSTV-TV, Steubenville, is applicant for Ch. 11, St. Louis, and has said it would seek another uhf.

FCC's approval is further implementation of its intention to give uhf impetus by attracting major broadcasting entities to the band. It has already approved Storer's 2nd entry (Vol. 10:51) by letting him buy WFTL-TV, Ft. Lauderdale (now WGBS-TV, Miami, Ch. 23), and NBC has demonstrated its serious interest by proposing to buy WKNB-TV, New Britain, Conn. (Ch. 30) and build 1000-kw transmitter for it on Mt. Higby (Vol. 11:2).

In conjunction with WOKY-TV purchase, CBS has bought physical facilities of Lou Poller's WCAN-TV, Milwaukee (Ch. 25) for \$650,000, selling to WCAN-TV the facilities of WOKY-TV for \$256,000. Poller is also selling radio WCAN to WEMP for \$250,000. CBS will take over on or about Feb. 13, start carrying most of its network feeds about 3 weeks later. It is asking for new call letters WXIX (Roman numeral 19), and mgr. will be Edmund C. Bunker, ex-KNXT sales mgr.

Comr. Hennock's reasons for dissenting were that CBS would increase its control of communications; that move doesn't help uhf elsewhere; that there will be overlap with CBS's Chicago station. Comr. Bartley said he wasn't convinced sale is in public interest or that it would help uhf—particularly since an unused uhf channel is available in Milwaukee.

FCC's patent-filing proposal, which looks toward requirement that parties asking for any kind of rule-making tell Commission their patent interests in subject involved (Vol. 10:50), received its first industry comment this week—from Skiatron, through counsel James M. Landis & Philip Bergson. Having asked for rule-making to start pay-as-you-look TV (Vol. 10:38), Skiatron said FCC should have the patent information but recommended that the data be submitted by parties at time of hearing, rather than when petition for rule-making is filed. Since actual rule-making hearing frequently comes long after request for rule-making is filed, Skiatron said, information filed with original petition would be "stale and useless."

Trouble-beset KVVG, Tulare, Cal. (Ch. 27) and its radio counterpart KCOK (1-kw on 1270 kc, MBS) are reported to have been sold to M. B. Scott Corp., which has dispatched Wally Sherwin from Los Angeles to take over management. However, no application for transfer has yet been filed at FCC on behalf either of owner Sheldon Anderson or representatives of creditors. Recently, trustee H. B. Thorpe resigned and stated that, while the financially-hit stations are still operating, hoped-for quick sale has not materialized. Last Oct., FCC approved deal whereby Los Angeles interests would acquire stations for \$175,000 plus assumption of indebtedness not exceeding \$478,000, but deal was called off later (Vol. 10:41).

TV-Radio Correspondents Assn. (Congressional gallery) elects these 1955 officers: pres., Wm. Costello, CBS; v.p., Joseph McCaffrey, McCaffrey Reports; secy., Gunnar Back, ABC; treas., Robert Hurleigh, MBS. Elected to exec. committee were Julian Goodman, NBC; Wm. T. Corrigan, CBS; Ann M. Corrick, Corrick Productions. Annual banquet honoring President Eisenhower will be Feb. 5 at Statler Hotel, Washington.

Mutual Broadcasting System reports gross time billings for 1954 totaled \$20,430,377, representing 74 sponsors handled by 57 agencies. MBS's 1953 figure was \$23,158,000, according to PIB.

Most inexpensive type of satellite yet proposed, a sort of cross between booster and satellite, has been authorized experimentally, FCC this week granting application of Manson Community TV Co., Manson, Wash. (Vol. 10:51). Grantee plans merely to "translate" Ch. 4 signals of KXLY-TV, Spokane, retransmit them on uhf Ch. 16 without demodulation. It's expected that experimental operation will be permitted to continue on commercial basis when Commission finalizes proposed low-power satellite rules (Vol. 10:51). Operation is 200-watts ERP, with identification automatically by Morse code, no operator required to be on duty. Comr. Webster dissented partially, frowning on lack of requirement that public be advised that operation is experimental. Comr. Hennock dissented from grant on grounds satellite would extend service of vhf station. From Washington, meanwhile, comes word that operators of illegal boosters, subject of FCC-Congressional meetings (Vol. 10:47), have retained a noted former U. S. Senator as counsel.

Control of KXEL, Waterloo, Ia. (50-kw on 1540 kc, ABC) was sold this week by mgr. Joe Dumond group (58%) and late Horace Lohnes' estate (18%) to owners of radio WOPA, Oak Park, Ill., who hold CP for WOPT, Chicago (Ch. 44). Purchasers are Egmont Sonderling, radio producer identified with foreign-language programming in Chicago, 25%; Richard Goodman, attorney, 55%; Mason Loundy, banker, 20%. Dumond group gets \$187,000 for 85,000 shares, Lohne estate \$56,000 for 25,500. About 15 other stockholders have offer to purchase at \$2.20 per share. Sonderling will assume management upon FCC approval of transfer.

This week's 2 applications were typical of those filed in recent months—both aimed at penetration of hinterlands. Spokane's KHQ-TV (Ch. 6) filed for 1.44-kw satellite operation on Ch. 5 at Walla Walla, with transmitter on Pikes Peak. For Watertown, S. D., KWAT (controlled by Midland Life Insurance Co., F. L. Bramble, chairman), seeks Ch. 5, proposing to build 100-kw outlet. [For further details about applications, see *TV Addenda 20-A* herewith, which starts new series of addenda to "blue pages" of forthcoming *TV Factbook No. 20*, due off presses this month.]

Commenting on pay-as-you-look TV—a rare action for anyone associated with a major movie producer—Warner Bros. producer Frank P. Rosenberg stated this week that he visualized subscription TV taking a position similar to "subsequent run" theatres but never replacing first or second run houses. It's generally conceded that major movie producers are by far most important consideration in whole speculation about fee TV, but majors have been pointedly silent about subject, naturally desiring not to upset exhibitors.

FCC budget of \$6,700,000 is requested by President for fiscal 1956, starting July 1, 1955—compared with \$6,544,400 authorized by Congress last year. Amounts earmarked for major functions: field engineering & monitoring, \$2,269,709; executive, staff & service, \$1,341,456; broadcast, \$1,205,764; common carrier, \$732,022; safety & special, \$724,375; research & frequency allocation, \$431,174.

Criminal anti-trust charges against *Kansas City Star* and its pres. Roy A. Roberts, growing out of allegations of monopolistic newspaper practices, embracing also TV-radio rates of its WDAF-TV & WDAF, were dismissed by Federal Judge Duncan Jan. 14 on motion of Govt. Civil action, however, remains in effect and trial was to begin Jan. 17 before Judge Duncan.

Power increases: WTVW, Milwaukee (Ch. 12), Jan. 2 to 316-kw; WALA-TV, Mobile (Ch. 10), Jan. 5 to 316-kw; WGBS-TV, Miami (Ch. 23), last week end to 12½-kw transmitter.

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Television Digest

with **ELECTRONICS REPORTS**

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ELECTRONIC JOURNALISM—A MAJOR TRIUMPH: It was White House secretary Jim Hagerty's idea that President Eisenhower's press conferences should be filmed in full (just as they are tape-recorded) and that selected excerpts be released to TV and movies -- and enormous success of the first venture Jan. 19 should endear him to the industry and public alike. For it's one of the biggest-time features yet made available to the TV industry which, like radio, has had to fight its way through the barriers of printed journalism to establish the rights of electronic journalism.

Even the newspapers are reviewing the initial effort with enthusiasm, and it looks like the camera setup in the old State Dept. Bldg.'s treaty room is there to stay. Some newsmen actually wore blue shirts, because they had heard these televise better, though the President himself looked quite all right on the TV screen wearing brown suit & white shirt. He said he didn't find the cameras disconcerting at all.

Not much chance of the newsmen playing up to the cameras, either, for only their backs are seen as they rise to ask questions.

You'll be seeing lots more of these conferences. First was put on by all networks that same evening virtually in full, nothing of importance having been edited out of a film that ran about 28 minutes.

You'll hear lots about them, too. For there will be squawks that they're a political platform for the President, who happens to be superbly telegenic; that if he gets so much free time, so should the opposition party; that the White House can edit the content and thus the context of the film to suit its fancy; even that the newsmen are lending themselves as "performers" without compensation.

But here's how one of electronic journalism's great reporters, Eric Sevareid, sized things up in his Jan. 19 broadcast. After admitting that the White House news secretary does indeed "sit as controlling editor of what may actually be seen and heard later," he observed:

"It would be too much to expect for him to release those segments of Presidential speech in which the Chief Executive does not perform at his best. It may be

argued by some that under this system free journalists are lending themselves to the uses of calculated official propaganda, but that would be stretching journalistic Calvinism a bit too far. For the journalists of all media will watch what portions of film are released and they will feel perfectly free to make news of the fact that other portions are held back when that seems a newsworthy point to make."

No worshipper at anyone's shrine, Sevareid reflects a point of view we think most of public will applaud: "Today's baptism of camera coverage went off smoothly, with no distraction to the main business of getting at the news, thanks to efficient staff arrangements. One wild fear was not borne out: that the temptation to be an actor, for the benefit of the normal ego, or the benefit of the home office, would prove too much for some among the journalists, and thus clutter up and ham up the proceedings. This did not really happen; the few awkward or loaded questions were no more than par for the regular course.

"The truth is that the words of the Chief Executive of the world's greatest power are still more compelling of attention than any amount of cameras, and I had the feeling that most in attendance forgot all about the gadgets present."

COX-KNIGHT-TRAMMELL FAVORED FOR MIAMI GRANT: One of the big TV hearings came to a head this week when chief examiner James Cunningham recommended that Miami's Ch. 7 be awarded to Biscayne TV Corp., owned by Cox and Knight newspaper-radio interests (42.5% each) and headed by ex-NBC president Niles Trammell (15%). Cunningham chose Biscayne over 3 other applicants -- none with radio or newspaper interests.

Other actions included examiner H. Gifford Irion's initial decision recommending grant to Vann Kennedy's KSIX of Ch. 10 in Corpus Christi, Tex. over 2 others in bitterly fought case; and FCC's grant to KGMB-TV, Honolulu, of satellite CPs for outlets on other islands -- Ch. 9 in Hilo, Ch. 3 in Wailuku.

Cunningham's reasoning in Miami case was that Cox and Knight had demonstrated ability to serve community through operation of WIOD and WQAM (latter would be sold if final CP is awarded) and because of Trammell's great experience. The 3 losers are bound to press vigorous attack on Cunningham's decision, particularly his rejection of "diversification" arguments. Here's how he put it:

"It is pertinent to observe that the record does not reveal the presence of unlawful practices or any evils in the Cox-Knight newspaper and broadcast operations; and that, with reference to the Miami area, they receive competition from several sources in the matter of disseminating news, information and ideas. Indeed, the finding is appropriate that, in connection with these operations, there has been rendered a creditable public service at national and local levels.

"In the circumstances here present, to disqualify Biscayne on this ground or find it less qualified as a TV applicant than its adversaries, would be to inflict penalty without warrant and deprive Miami of a TV service from the applicant herein found best equipped to deliver it. The Commission's view is that radio and newspaper ownership by an applicant for TV facilities is not a factor fatal to it, but is one to be weighed with other matters in comparative proceedings. Biscayne's clear superiority otherwise having been demonstrated, the finding is compelling that in the circumstances here present, this factor may not be resolved adversely to it."

Also due for attack by losers is fact that Trammell is a consultant to NBC. Cunningham noted that his contract with NBC stipulates that "he will not engage in any activities which might be in conflict with the interests of NBC and he must be available at all times for consultation with its officials. Similarly, it appears to be understood that he will not be called upon by NBC to perform duties which would conflict with those incumbent upon him at Biscayne."

The 3 proposed to be denied are: (1) East Coast TV, headed by Charles Silvers (aluminum products, real estate, race horses) and D. Richard Mead (construction, real estate, insurance, mortgages). (2) South Florida TV, whose principal stockholders are Jack Stein (printing, liquor); James Lawrence Fly (former FCC chairman); Bernard A. Mayer (frozen foods). (3) Sunbeam TV, whose largest stockholders are Sidney D. Ansin (shoe manufacturer), Catchings Therrell (attorney) and Charles L. Clements (savings & loan association, insurance).

In Corpus Christi case, examiner Irion chose KSIX over KEYS and Superior TV (Jack Wrather and Helen Maria Alvarez) because of KSIX's "initiative, imagination and a sensitive appreciation of community service displayed both in practice and in promise." Furthermore, he said, grant to KSIX would promote diversification -- as against KEYS theatre tieup and Wrather-Alvarez' other station ownership.

(For other FCC actions this week, see p. 14.)

STEINMANS SELL WDEL-TV FOR \$3,712,500: The first big TV sale of 1955, expected to be another big year for ownership transfers, was this week's deal whereby the Steinman brothers sell their WDEL-TV, Wilmington, Del. (Ch. 12) for \$3,712,500 to Philadelphia radio station owner and business man Paul F. Harron. WDEL-TV's new 316-kw plant is now under construction about halfway between Wilmington & Philadelphia, 25 mi. apart, and is certain to provide Grade A coverage in both cities.

WDEL-TV was founded pre-freeze (1949) by Clair R. McCollough, as gen. mgr. of TV-radio interests of J. Hale & John F. Steinman, who publish Lancaster New Era and Intelligencer-Journal, own 2 other TV stations, 6 radio stations and hold big interests in various other enterprises, including coal mines. They retain all other TV-radio properties, including WGAL-TV, Lancaster (Ch. 8) and WLEV-TV, Bethlehem (Ch. 51). Radio WDEL, Wilmington (5-kw, 1150 kc, NBC) was spun off the TV deal and sold for \$250,000 to Steinmans' new wholly-owned Delmarva Broadcasting Co.

Under terms of Wilmington deal, Steinmans get \$2,212,500 cash, rest in notes payable \$250,000 every 6 months from time FCC approves transfer. Mr. Harron owns about 86% of WIBG, Philadelphia independent (10-kw, 990 kc) which he has managed since acquiring mgr. Joe Lang's interest recently. Last fall (Vol. 10:46) he bought out interest of John B. Kelly family, including holdings of film star Grace Kelly.

Mr. Harron's radio company also owns 84% of 1953 Ch. 23 uhf grant to WIBG-TV, Philadelphia, along with Philadelphia Daily News 10%, Lemuel Schofield 3%, Jack Lit 3%. This CP presumably will now be dropped.

Note: More station sales are known to be in the making, though none ready to disclose. One more uhf each are to be acquired by CBS & NBC, though they haven't indicated whether they will be by purchase, as in case of their respective Milwaukee & Hartford acquisitions, or by application for new facilities. Both NBC and Storer this week denied published reports network was buying KPTV, Portland, Ore. (Ch. 27), Storer stating formally: "We are most happy operators of KPTV as an NBC affiliate."

(For complete tabulation of all major TV station ownership transfers since 1949, with prices paid, see upcoming TV Factbook No. 20, pp. 29-32.)

137 FOREIGN STATIONS, 6,600,000 SETS: Considering the tremendous impact of TV as a medium of information, entertainment and advertising, its progress throughout the world so far seems singularly slow -- except in the U.S.

There are now 137 TV stations in 35 foreign countries -- most of them now on regular programming basis, but some still experimental or intermittent. There are slightly fewer than 6,600,000 TV sets to receive them, as against some 34,000,000 in U.S. Last year, 58 new foreign stations went on air.

These figures are taken from foreign section of new spring edition of our semi-annual TV Factbook, due off the presses next week. On pp. 238-242 is a completely revised and up-to-date Directory of TV Stations in Foreign Countries -- in handy tabular form, giving location, ownership, frequency and power of stations on air, under construction and planned. Added feature this year is estimate of sets-in-use for each country, based on most reliable figures from all sources.

Six countries began TV service for first time last year -- by coincidence, all of them using some form of commercial operation. They are Colombia, French Morocco (2 stations each), Thailand, Luxembourg, Saar, Monaco -- the latter 3 trying to attract sponsors from France, where TV is govt.-owned and non-commercial.

Second only to U.S. in number of stations -- though far behind our total of 426 -- is Canada, where commercial govt. and private stations both operate, but are not allowed to compete in same community. Canada has 25 stations, compared with 7 at start of 1954. West Germany is No. 2 with 17 stations (though most are little

more than satellites), up from 7 in one year. Great Britain now has 12 govt. non-commercial stations, up from 8, plans first 3 commercial outlets this year.

Italy now has 9 govt.-owned stations, increase of 4 during year, plans to sell commercials in next few months. Cuba, which just year ago had more stations than any other foreign country (10), now ranks 5th with only 8 (including 4 satellites). Russia credits itself with 8 stations. France has 7 stations, up from 3, Mexico & Japan have 6 each, Brazil 4, East Germany, Switzerland & Venezuela 3 each, and 22 other countries have one or 2 each.

Some 85% of the 6,600,000 sets-in-use outside the U.S. are in Great Britain and Canada -- Britain having 4,000,000 and Canada 1,150,000. Next, in order, is probably Russia, which most reliable sources estimate has about 600,000 small-screen receivers; then Cuba with 150,000, Brazil 125,000, France 120,000, Mexico and West Germany 100,000 each, Italy 90,000. No other country, has over 35,000.

FUTURE COURSE OF SENATE INVESTIGATION: Network-station relationships will probably be a key issue in the reborn investigation of TV under Sen. Magnuson's Interstate & Foreign Commerce Committee -- and though Harry Plotkin's tenure as counsel ends on Jan. 31, his influence is likely to be reflected in probe's future course.

His voluminous "memorandum" to Sen. Magnuson outlines results of his 4-month staff-level investigation, and contains recommendations which indicate the direction of the inquiry may veer somewhat from Sen. Bricker's originally announced plan to "study the feasibility and practicality [of placing] radio and TV networks under the jurisdiction of the FCC, as well as the whole vhf-uhf problem" (Vol. 10:34).

Though Plotkin report hasn't been made public, it's understood to take a dim view of network affiliation contracts and practices and to recommend that they be referred to Justice Dept. and FCC to determine whether they violate anti-trust laws. One target of Plotkin report is network option time (which stations must reserve for network programs), which Plotkin recommends should be abolished. He also suggests further inquiry into AT&T line charges as grist for any future probe.

Key questions in the future investigation may well be: To what extent do the networks control stations? How much freedom of action do individual stations have? How much should they have? Touching on programming issues, Sen. Magnuson is known to feel that his committee should examine the question of whether stations are free to reflect all viewpoints in the community -- and to what extent, if any, networks hamper freedom of expression over local stations.

Scope of Commerce Committee's probe appears to be very close to territory which Judiciary Committee Chairman Kilgore (D-W.Va.) has indicated he wants to cover in "TV monopoly" investigation he has proposed for his Committee's monopoly subcommittee. It will be at least 30 days before either investigation can get going.

Magnuson's resolution to continue investigations already under way (Vol. 11:2) was approved this week by Commerce Committee, which proposed investigations budget of \$200,000. Kilgore is ready to ask \$100,000 for his TV monopoly inquiry, is said to be planning questionnaires to the TV networks as first move.

Harry Plotkin, Democratic counsel for the Commerce Committee's investigation under GOP regime, returns Feb. 1 to law firm of Arnold, Fortas & Porter. GOP counsel Robert F. Jones, who will submit his own separate report on the investigation to date, may be retained by Committee as minority counsel, if ranking Republican Sen. Bricker, who appointed him, wants a minority counsel. Otherwise, he'll probably return to law firm of Scharfeld, Jones & Baron.

Commerce Committee investigation will come under jurisdiction of Magnuson's full committee -- not its communications subcommittee, which was named this week.

Sen. Pastore (D-R.I.) is chairman of subcommittee, with Monroney (Okla.) and Ervin (N.C.) the other Democratic members. Republican lineup was something of a surprise, harking back to last year's feud between then Committee Chairman Bricker (R-Ohio) and subcommittee chairman Potter (R-Mich.) over Potter's uhf investigation (Vol. 10:31-32). In new subcommittee, GOP members are Bricker himself and Potter -- communications being only subcommittee to which the Committee's ranking GOP member has assigned himself. Nick Zapple continues as communications counsel.

Personal Notes: James L. Knipe elected chairman & pres. of C. E. Hooper Inc., succeeding the late founder and head of that organization . . . Harold E. Fellows, NARTB pres., named national vice-chairman of 1955 Red Cross campaign . . . Robert W. Sarnoff, NBC exec. v.p., named chairman of entertainment committee of Salvation Army's 1955 Appeal . . . Robert D. Wood, from CBS-TV Spot Sales, N. Y., appointed sales mgr. of KNXT, Los Angeles, replacing Edmund C. Bunker, who becomes gen. mgr. of CBS's new WOKY-TV, Milwaukee (call to be changed to WXIX) . . . James J. Rue, asst. head of USC telecommunications dept., named CBS & KNXT asst. director of sales promotion, succeeding Byington Colvig, who goes to WOKY-TV . . . Ade Hult, with Mutual since 1934, resigned Jan. 21 as sales v.p. . . Ernest de la Ossa assigned to new post of mgr. business development, WRCA-TV & WRCA, N. Y., his job of station mgr. being abolished and his duties assumed by gen. mgr. Hamilton Shea . . . Alvin Sussman, director of film procurement for Crosley stations, has resigned . . . Harry LeBrün, ex-WCPO-TV, recently named asst. mgr. of WLWT, Cincinnati, in charge of sales, transferred to WLWA, Atlanta, as gen. mgr., succeeding Wm. P. Robinson, now heading specialized sales plans unit in Cincinnati . . . Glenn Marshall Jr., pres. of WMBR-TV & WMBR, Jacksonville, elected to board of Florida National Bank . . . Leslie C. Johnson, v.p. & gen. mgr., WHBF-TV & WHBF, Rock Island, Ill., renamed to board of advisors of State Dept. of Aeronautics . . . Dr. Leon Arons, ex-Wm. Weintraub Co., appointed research director of Television Bureau of Advertising (TvB) . . . Lynn Cleary resigns as business mgr., DuMont Network; she's now Mrs. Charles A. Christenson and retires to private life . . . Joe Merino resigns as mgr. of KFSD-TV, San Diego . . . Don H. McGannon, ex-DuMont mgr. of owned-&-operated stations, joins Westinghouse Broadcasting Co. as v.p. . . E. James McEnaney Jr., ex-radio WEAN, Providence, named gen. mgr. of WNET there, succeeding Abraham Belilove . . . Edward G. Sherburne Jr., ex-TV production chief of Navy Special Devices Center, Port Washington, N. Y., and recently consultant to educational KETC, St. Louis, named program director of new WGBH-TV, Boston (educational); Paul Rader promoted to production director . . . Edward J. DeGray, with CBS 17 years, most recently as director of radio station relations, joins Vitapix as director of station relations . . . Walter Jacobs, program director of WLWC, Columbus, O., now producer at WLWT, Cincinnati . . . Walter Engels, mgr. of news & special events, WPIX, N. Y., named associate professor of journalism, Columbia U . . . James M. Trayhern, ex-WHAM-TV, named TV-radio director, Charles L. Rumrill & Co., Rochester, N. Y. . . James A. Wethington, ex-Wm. G. Rambeau rep firm, named sales mgr. of KONA, Honolulu, replacing Jack Irvine, resigned . . . Joe Morris promoted to managing editor, *Radio-Television Daily*, succeeding Bill Noble, resigned.

Former FCC Comr. George E. Sterling has taken on job as consultant to Northwest Radio & TV School, which has headquarters in Portland, Ore., branches in Hollywood & Chicago, plans new branch in Washington, D. C. School offers courses in technical operation, announcing and writing for stations.

Federal Communications Bar Assn. elects Percy H. Russell Jr. as 1955 president, succeeding Vincent B. Welch. Other officers: George O. Sutton, 1st v.p.; George S. Smith, 2nd v.p.; Ben C. Fisher, secy.; Dwight D. Doty, treas.; Wm. C. Koplovitz & Thomas W. Wilson, exec. committee.

William F. Coleman, broadcasting pioneer and first chief operator of WTIC, Hartford, when it started in 1925, died this week in W. Hartford. He leaves widow and 2 daughters.

COMPETITION OF TV for advertising dollar isn't threat once feared, according to speaker at Newspaper Advertising Executives Assn. convention in Chicago this week—yet big newspaper rep Moloney, Regan & Schmitt on Jan. 17 took occasion once again to open up its guns against TV as a competitor. In full-page ad in *New York Herald Tribune*, headlined "Newspaper advertising is best for your sales," it directly compared the media—stating primary role of newspaper is to inform, with advertising welcomed by reader, but that TV is an entertainment medium in which advertising is resented by viewer. Ad also slapped at TV by stating "only 30,000,000 of the 46,500,000 U. S. homes have TV sets"—though sets-in-use figure was 33,500,000 as of Jan. 1, 1955.

At newspaper admen's convention, the chairman of ANPA's Bureau of Advertising, Joyce A. Swan, v.p. & gen. mgr. of *Minneapolis Star and Tribune* (Cowles), whose \$3,950,000 purchase of 47% of WCCO-TV & WCCO there pends FCC approval (Vol. 10:45) remarked: "TV is like sex. Both are exciting, stimulating, provocative and expensive, when we first become aware of them. Later, whether we like it or not, sex takes its place as one of life's many interests." He said establishment of Television Bureau of Advertising (TvB) is a "clear indication" that TV is becoming harder to sell.

"TV, a fine new entertainment and advertising medium, has had a position of attention out of proportion to its contribution to the advertiser. But now, as the new Television Bureau of Advertising implies, TV is assuming a place in the media of communication . . . where it can and will be properly appraised."

TV is already flying "hurricane warnings" for 1955, though it probably will continue to gain, he said. Swan didn't specify what "hurricane warnings" he had in mind—but it's hard to square such forebodings with TV's demonstrated solid growth, having just concluded a \$900,000,000 advertising year (Vol. 10:48), with NBC exec. v.p. Robert W. Sarnoff predicting \$1.3 billion for 1955 (see p. 7).

As evidence of newspapers' continuing hold on public, Swan cited recent readership survey by *Minneapolis Tribune* disclosing that 3 out of 4 readers depend on newspapers for news, one out of 4 on radio, one out of 8 on TV. Some 60% said they would prefer TV and radio without advertising, 70% indicated they would disapprove of newspaper without ads.

These officers were elected: pres., Wilson W. Condict, *St. Louis Globe-Democrat* (KWK-TV), succeeding Donald M. Bernard, *Washington Post and Times Herald* (WTOP-TV, Washington & WMBR-TV, Jacksonville, Fla.); first v.p., Karl T. Finn, *Cincinnati Times-Star* (WKRC-TV, Cincinnati & WTVN-TV, Columbus); second v.p., G. P. Swanson, *Spokane Spokesman-Review and Chronicle* (KHQ-TV).

Milton L. Greenebaum, veteran station operator and majority owner of Saginaw Bestg. Co., this week got permission to sell WSAM, Saginaw, Mich. (250-watts, 1400 kc, NBC) & WSAM-FM for \$140,000. He thus disposes of last properties, Saginaw Bestg. having recently sold its 1/3 interest in WNEM-TV, Bay City (Ch. 6) to James Gerity Jr. for \$155,000 (Vol. 10:50). New WSAM owner is WKHM Inc., applicant for Ch. 10 in Parma-Onondaga, Mich., near Jackson, and operator of Michigan radio stations WKHM, Jackson; WKMF, Flint; WKMh, Dearborn.

Protestant TV-radio center, erected at cost of \$400,000 on site donated by Emory U, was dedicated this week at 1805 Clifton Rd. NE, Atlanta—owned jointly by United Lutheran, Protestant Episcopal, Methodist, Presbyterian USA (Northern) and Presbyterian US (Southern) denominations. Dr. John M. Alexander heads staff, already plans to raise \$150,000 to expand TV production facilities.

Telecasting Notes: Skyrocketing talent costs—of which Jackie Gleason's recent \$11,000,000 deal (Vol. 10:52 & 11:2) is most extreme example—is subject of Jan. 17 column by Herald Tribune Syndicate's John Crosby, mostly based on interview with Ethel Winant, in charge of casting for *Circle Theatre & Justice*. "A year ago Teresa Wright could be hired for a half-hour for \$1500; today she wants at least \$2500," Crosby quotes Mrs. Winant. "Even \$500 people now want \$1500; we call people we used 6 months ago and find the price has tripled" . . . Crosby finds TV "the greatest repertory theatre of all time," in column praising this season's TV tendency to showcase such classics as Shakespeare plays, Victor Herbert operettas, Dickens novels and Broadway hits of decade or more ago. "The TV producers are very thoroughly looting the classics of the past," he says. "I think it's a perfectly splendid idea" . . . Shakespeare on TV (Maurice Evans-Judith Anderson in *Macbeth* on the NBC-TV Hallmark Sunday afternoon period) got Nielsen rating of 25.5, regarded exceptional since top Niensens are 40-50 for night shows; that means 6,449,000 homes and, counting 2 viewers per set, it's calculated that the play was seen by more people than saw Edwin Booth on the stage in his whole lifetime. A Broadway playhouse seating 1000, playing 8 times per week, would require 32 years for that big an audience . . . Another classic which may soon be on TV is *Peter Pan* in the new musical version starring Mary Martin, scheduled to end Broadway run Feb. 26. NBC is negotiating to color-cast the production on its *Producers' Showcase* spectacular March 7 . . . "Indie telefilm producers have had a field day this season in placing their properties on the networks," notes Jan. 19 *Variety*—"a far cry from the situation a year ago when every producer, agent and agency was raising the cry of monopoly and 'restraint of trade' re the networks' propensity to clear time for their own shows alone." *Variety* reports total of 19 new independently produced and owned TV film series on 3 major networks this season,

Battle against subscription TV by theatre owners waxed hotter this week with adoption of 4-point program by Joint Committee on Toll TV, backed by allocation of \$150,000 to finance drive. Meeting this week at Sheraton Astor Hotel in N. Y., committee hired Harold Wolff & Assoc., N. Y., as public relations counsel "to combat the propaganda of the protagonists of toll TV," and announced it had hired legal counsel to represent it in FCC hearings, would get "expert engineering service" and would establish a Washington office if the matter becomes "a legislative issue." Its policy was announced in joint statement by Trueman Rembusch and Alfred Starr, co-chairmen of committee: "The public must be informed that toll TV is economically unsound, that it will deprive the public of free TV and that it will create a government-sponsored monopoly." Meanwhile, Zenith pres. E. F. McDonald wrote NARTB pres. Harold Fellows charging him with trying to align broadcasters with theatre owners in opposition to subscription TV, referring to Fellows' letter to FCC Jan. 4 urging Commission not to waive any rule-making procedures on subject (Vol. 11:2). At week's end, FCC still had not acted on subject.

The competitive attitude: RCA's Gen. Sarnoff and NBC decline invitation to participate in Ed Sullivan's CBS-TV *Toast of the Town* Jan. 30 when it features "Cavalcade of Radio, 1920-1955." Reasons: (1) NBC artist contracts prohibit appearances on other networks. (2) RCA-NBC don't want to help high-rated *Toast of the Town* opposite own high-rated Colgate periods. (3) With Dept. of Justice, Senate Committees, FCC, et al, constantly looking down their throats to detect "monopoly," they can prove again (as if proof were needed!) that competition really does exist in the business.

compared with only 7 during 1953-54 season. One reason is said to be this year's hefty swing toward film and the fact that it would be impossible for any network to produce all its own filmed shows . . . Fu Manchu returns in \$4,000,000 across-the-board TV-radio-movie deal by Republic Pictures, which plans to produce 78 half-hour shows featuring the Sax Rohmer character, as well as 3 full-length movies and half-hour radio series . . . New "Million-Dollar Movie" negotiations reportedly being carried on by General Tele-radio with Arthur Lyons for group of 15 "A" pictures, including foreign-made Ingrid Bergman and Buster Keaton starrers never shown in U. S. theatres, as well as such classics as *The Bowery* (Wallace Beery), *Disraeli & House of Rothschild* (George Arliss), *Call of the Wild* (Clark Gable) . . . N. Y. State Bankers convention in New York Jan. 24 will view TV program as part of panel session on public relations; it's WATV's *Coffee Club*, which will feature discussion on "housewives and banks," to be picked up off-air and shown on projection screen at Commodore Hotel.

"WVEC-TV Breaks into Black as Many UHF Stations Fold," headlines front-page story in Jan. 19 *Wall Street Journal* detailing "success story" of Thomas P. Chisman's Norfolk-Hampton Ch. 15 outlet. As quoted in story, Chisman gives credit to cooperation with trade in pushing low-cost promoters, personal visits to Madison Ave. to sell clients, and free merchandising services to sponsors. He's quoted as estimating that about 53% of area's 200,000-plus sets can now receive uhf, and *Journal* tells this financial story: "In Sept., only 6 national advertisers used WVEC-TV, spending a total of \$1900. Then in Oct. the picture changed. The number of national advertisers using the station jumped to 10; in Nov., 16 spent \$9000 plugging their wares and in Dec. the number of national clients had risen to 18. In Nov. & Dec. the station operated in the black for the first time. For the first 9 months of 1954, it lost \$83,698."

"JWT-TV" could be mythical call letters of J. Walter Thompson's closed-circuit Ch. 3 in N. Y.—only station that shows nothing but commercials. Demonstrated to press this week, method is JWT's way of pre-testing commercials for benefit of clients and agency men seated in auditorium 2 blocks away from its headquarters at 420 Lexington Ave., N. Y., where the "trial" commercials originate. It's designed to substitute a comparatively inexpensive live test for expensive completed film.

John Laux is selling WJLL, Niagara Falls (1-kw, 1440 kc) for \$85,000, according to application filed this week. New owners are motel-hotel operator James T. Sandonato, holding 75%, and WJLL sales mgr. Thomas W. Talbot, 25%. Laux is v.p. and has minority interest in Great Lakes Television Inc., applicant for Ch. 7, Buffalo; owns 10% of WSTV-TV, Steubenville, O. (sale pends to CBS); has interest in radio stations WPIT, Pittsburgh, WFPG, Atlantic City & WBMS, Boston.

Republican members of House Interstate & Foreign Commerce Committee (all re-appointees), named this week: Wolverton (N. J.), Hinshaw (Cal.), O'Hara (Minn.), Hale (Me.), Dolliver (Ia.), Heselton (Mass.), Bennett (Mich.), Hoffman (Ill.), Beamer (Ind.), Springer (Ill.), Bush (Pa.), Schenck (O.), Carrigg (Pa.), Derounian (N. Y.). Democrats named their 17 members last week (Vol. 11:3).

Proposal to ban Communists as holders of commercial or amateur radio operator licenses is scheduled for oral argument March 7 by FCC. Any member of organization on Attorney General's subversive list of 1950 would be ineligible, as well as any person convicted of a felony. Requests to participate in hearing will be received at FCC up to Feb. 21.

Network Accounts: Advertising expenditures on TV (time, talent, production, etc.) will gross \$1.3 billion this year (compared to estimated \$900,000,000 in 1954 and \$600,000,000 in 1953), according to NBC exec. v.p. Robert W. Sarnoff, addressing Allentown-Bethlehem Sales Executives Club Jan. 17. He thus reiterated his forecast of last Aug. (Vol. 10:34), when he predicted TV would get \$1.3 billion in 1955 (14% of \$9.2 billion total U. S. ad budget); \$1.9 billion in 1956 (20% of \$9.7 billion). Sarnoff cited experience of Dow Chemical Co. to illustrate impact of TV advertising. When Dow started advertising Saran Wrap (plastic wrapping paper) on NBC-TV in Nov. 1953, sales were about 120,000 rolls a month; by Jan. 1954, they went up to 600,000 rolls and by last Oct. were 3,800,000 . . . Bristol-Myers to sponsor *Stage 7* on CBS-TV starting Jan. 30, Sun. 9:30-10 p.m., thru Young & Rubicam . . . Brillo to sponsor *Star Tonight* on ABC-TV starting Feb. 3, Thu. 9-9:30 p.m., thru J. Walter Thompson . . . General Foods to use special telecast of Ringling Bros. and Barnum & Bailey circus performance on NBC-TV March 29, Tue. 8-9 p.m., to introduce a new product—Apple Jell-O, which is going national after extensive midwest tests; agencies are Benton & Bowles and Young & Rubicam . . . Noxzema & Helene Curtis to be joint sponsors of *Professional Father* on CBS-TV, Sat. 10-10:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Earl Ludgin Inc., Chicago . . . Nash to sponsor *Disneyland* in all Canadian markets starting Feb. 12, thru McKim Adv., Montreal . . . Falstaff Beer's sponsorship of major league baseball game-of-the-week on CBS-TV (Vol. 11:3) starts April 2, Sat. 1:55 p.m., thru Dancer-Fitzgerald-Sample.

Prediction of things to come? Richard Pinkham, NBC v.p. in charge of participating programs, told Harvard Business School Alumni Assn. that success of *Today*, *Home & Tonight* will permit greater experimentation with programs to break down the "straitjacket" of strictly 30-min. or hour TV shows. This was his glimpse of future: "For example, perhaps 5 years from now, NBC would have a program schedule which is not predictable on a week-to-week basis but each evening would be assigned to a different top producer. Every Monday night might be Leland Hayward night, Tuesday Max Liebman night, Thursday Josh Logan night. Given a really free hand, free of client, free of clock, some pretty wonderful things might appear. One night it might be Milton Berle for 9 minutes, followed by the Sadlers Wells for 1¼ hours and then a prizefight. The next night might be 2 solid hours of a bullfight in color direct from Madrid, followed by a visit to the Modern Museum of Art."

Predicted CBS affiliations for Meredith stations (Vol. 1:2) were confirmed this week, with disclosure that KCMO-TV, Kansas City (Ch. 5) will replace KMBC-TV (Ch. 9) on basic network next Sept. 27 and that WOW-TV, Omaha (Ch. 6) replaces KMTV (Ch. 3) in mid-1956. In Kansas City, KCMO-TV leaves ABC, in Omaha WOW-TV leaves NBC. Meredith's WHEN-TV, Syracuse (Ch. 8) is already on CBS-TV, but its KPHO-TV, Phoenix (Ch. 5) recently lost CBS affiliation to Gene Autry's KOOL-TV (Ch. 10) & KPHO-TV will operate as independent in that 4-station market. In radio, Meredith's KCMO switches from ABC to CBS next Dec. 1; WHEN from ABC to CBS April 1, 1956; WOW from NBC to CBS next June 1. Note: Official CBS release states that both KCMO-TV & WOW-TV become CBS secondary affiliates as of Jan. 24.

Educational TV bill, introduced in California Assembly Jan. 14, would permit educational institutions to purchase time on TV stations, spend money for TV programs, use TV facilities and accept gifts of money to buy TV facilities—but would not authorize use of state funds to secure or operate TV stations.

Station Accounts: Jax Beer buys Ziv's upcoming *Eddie Cantor Comedy Theatre* in 18 southern markets, thru Fitzgerald Adv., New Orleans; to be released Jan. 23, film is now sold in 180 markets in U. S. & Canada, where Coca-Cola is sole sponsor, thru D'Arcy . . . Dow Chemical and Shwayder Bros. to share cost and time of 2-min. commercial on *Mr. District Attorney* to promote Shwayder's Samsonite Ultralite luggage, made of Dow magnesium, thru Grey Adv. . . S. A. Schonbrunn & Co. (Medaglio d'Oro coffee) first sponsor signed on new 2½ hours daily Italian program schedule on WATV, Newark; first comes 90-min. first-run film, which opens day at 9:30 a.m., followed by Italian variety shows, Mon.-thru-Sat., with live dramatic show Sun. 9:30-12 noon . . . Icelandic Airways and Grolier Society (Book of Knowledge) sponsor *Mr. Executive*, new filmed series explaining American business & its executives, on WRCA-TV, N. Y. starting Jan. 22, Sat. 1:30-2 p.m., thru Doyle Dane Bernbach, N. Y. . . Harris Upham & Co., brokers, sponsoring Fulton Lewis Jr.'s new *Exclusive*, filmed interviews being offered by General Tele-radio, on WOR-TV, Sat. 7:15-7:30 p.m., with repeat Sun. same time . . . Retitled *Strange Adventure*, the high-rated Procter & Gamble *Fireside Theatre* series is now being distributed as re-runs by United Producers-Distributors for local sponsorship by any products except soaps, detergents, cooking fats . . . G. N. Coughlan Co., W. Orange, N. J., introducing Cops, its new sponge copper pot cleaner, with TV-radio spot campaign in 30 major markets in spring, thru Riedl & Freede, Paterson, N. J. . . Congress of Motor Hotels, motel & resort association, plans TV in campaign handled by Caples Co., Los Angeles . . . Commonwealth Edison buys Chicago TV spots, along with other media, in Jan. campaign to promote better wired homes, thru Leo Burnett Co. . . Among other advertisers currently reported using or preparing to use TV: W. F. Young Inc., Springfield, Mass. (Absorbine liniment), thru J. Walter Thompson Co., N. Y.; McIlhenny Co., Avery Island, La. (Tabasco sauce), thru Scheideler, Beck & Werner, N. Y.; Happiness Tours, Chicago (all-expense tours), thru Weiss & Geller, Chicago; Roger & Gallett, N. Y. (toilet articles & soap), thru Dowd, Redfield & Johnstone, N. Y.; Wate-On Co., Chicago (Wate-On for gaining weight), thru O'Neil, Larson & McMahon, Chicago; Manchester Hosiery Mills, Manchester, N. H. (Ironwear & Lady Hampshire hosiery), thru Bahn Adv., Boston; Sweet-Orr & Co., N. Y. (work clothes), thru Peck Adv., N. Y.; Dr. Pepper Co., Dallas (soft drink), thru Grant Adv., Dallas.

AAAA's *Recommended Practices for Advertising Agency People in Their Relations with Broadcasters*, drafted by committee on broadcast media and released as 4-page pamphlet this week, makes these major points: (1) Broadcasters should be encouraged to publish any special rates that may be quoted, as soon as they are made available to any client. (2) Agencies should not seek free merchandising services in excess of what is generally regarded by broadcasters as "proper." (3) Broadcaster has sole decision on whether publicity items should be broadcast, and agencies should not attempt to influence him by pressure tactics or by trying to use "clearly commercial" publicity as free "public service" program material. (4) Commercials should observe spirit and letter of AAAA & NARTB codes in avoiding excessive length, repetition and any inference of bad taste. Pamphlet is being distributed by AAAA & NARTB; copies available from them.

Rate increases: WNAC-TV, Boston, adds new Class AA (7:30-10:30 Mon.-Fri. & 6-11 p.m., Sat.-Sun.) at \$2000 an hour, \$420 min.; KCOP, Los Angeles, raises base hour from \$900 to \$1250, min. \$215 to \$250; KALB-TV, Alexandria, La., from \$200 to \$250 & \$40 to \$50; WRDW-TV, Augusta, Ga., from \$200 to \$250 & \$40 to \$50.

WLEX-TV, LEXINGTON, Ky. (Ch. 18) is first uhf to start this year, putting on test patterns Jan. 18 and planning to start with NBC and other network shows next month. It's in heart of famed bluegrass country, 70 mi. east of Louisville, 73 mi. south of Cincinnati. It uses 1-kw Continental transmitter, purchased through GPL, with 600-ft. Stainless tower and RCA antenna. Majority owners are H. Guthrie Bell & J. D. Gay, with Earl L. Boyles as gen. mgr.; James Pennock, sales mgr.; James Robertson, chief engineer. Base rate is \$150. Rep is Forjoe.

Kentucky station is 426th on air in U. S., of which 118 are uhf. This week, too, CKX-TV, Brandon, Manitoba (Ch. 8), located about 125-mi. west of Winnipeg, began test patterns with 5-kw GE transmitter, 304-ft. Stainless tower, 4-bay antenna. It's Canada's 25th station, 18th privately owned. John B. Craig is pres. & gen. mgr.; Archie Olson, sales mgr.; Douglas Lee, program director; E. H. Davies, chief engineer. Base rate is \$150. Reps are Weed & All-Canada.

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Only shipments reported this week were RCA 25-kw amplifier to KPTV, Portland, Ore. (Ch. 27), and 2-kw transmitter to upcoming KTVF, Fairbanks, Alaska (Ch. 11), which has Feb. target.

Reports on new-station construction are down to a trickle, and our continuing survey of upcoming stations brought only these from U. S. & Canadian principals this week:

WBRZ, Baton Rouge, La. (Ch. 2) began construction of 750-ft. Emsco tower this week, having just received 12-bay RCA antenna. But there's no more definite on-air target yet than "spring of 1955," according to gen. mgr. Roy Dabadie. RCA 10-kw transmitter has been partially wired, along with projection equipment and consoles. City's other outlet, WAFB-TV (Ch. 28) began in April, 1953. WBRZ is owned by Manship family, publisher of *Baton Rouge Advocate* and *Star Times*. It's already selling local time, has signed as NBC-ABC affiliate. Base rate will be \$250. Rep will be Hollingbery.

WEDB, Birmingham (Ch. 10, educational) which had hoped to start this month, now doesn't expect work to begin on transmitter for another month, according to consultant Thad Holt. It will rent old WBRC-TV facilities from Storer for \$1 a year, including use of transmitter house, loan of 5-kw RCA transmitter and 150-ft. tower with 6-bay antenna. Alabama Educational Television Commission already is operating WEDM, Munford (Ch. 7). Both outlets will share Birmingham studios, with WEDB duplicating "about 50% or more" of Munford programs.

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CKBB-TV, Barrie, Ont. (Ch. 3) plans start by Aug. 31, reports owner Ralph T. Snelgrove. It now has license from Dominion Transport Dept., after being delayed by *Toronto Telegram's* protest (Vol. 10:44) to CBC's recommendation for TV last Sept. Make of equipment and rep not reported.

Application for new Ch. 12 station in Jonquiere, Que. has been filed by Radio Saguenay Limitee (Henry Lepage, pres.), operator of radio CKRS there. It's asking permission to operate with 20-kw visual, 11-kw aural, with antenna 312-ft. above av. terrain. Jonquiere is about 20-mi. W of Chicoutimi at headwaters of Saguenay River. CBC Board of Governors has it on agenda for Feb. 17 meeting.

Power increases: All 5 of ABC's owned-&-operated TV stations are scheduled to go to full 316-kw power Jan. 25. All on Ch. 7, they are WABC-TV, New York; WBKB, Chicago; KABC-TV, Los Angeles; KGO-TV, San Francisco; WXYZ-TV, Detroit. KUTV, Salt Lake City (Ch. 2) Jan. 20 switched to 25-kw transmitter. WSAZ-TV, Huntington, W. Va. (Ch. 3) Jan. 21 began telecasting from new antenna 1253-ft. above average terrain.

DETERMINED TO BAR any future high towers, despite rebuff last week by top-drawer Air Coordinating Committee (Vol. 11:3), military members of Air-space Subcommittee served notice this week they intend to block each high tower application individually as it comes up for approval.

The subcommittee, composed of gov't. aviation authorities—civilian and military—is charged with screening all tower applications and informing FCC whether they involve hazard to flying. Late last year its military members pushed through a new policy proposal classifying virtually all towers over 1000-ft. high as "hazards." This proposal was rejected last week by ACC, which ordered industry-gov't. committee to study TV-aviation airspace problems—and, in the meantime told airspace subcommittee to continue acting on individual tower proposals on case-to-case basis as it has done in the past.

In a split decision this week, Washington Airspace Subcommittee rejected 1610-ft. tower proposed by KSWB-TV, Roswell, N. M.—even though it had previously been cleared by regional airspace subcommittee in Los Angeles. Military members of Washington subcommittee—Army, Navy & Air Force—opposed tower on grounds it would be "physical and mental hazard to civil and military aircraft." Representatives of CAA & CAB, however, voted to approve the tower.

Military representatives' tactics of opposing towers just because they are high could block all future over-1000 ft. towers, unless each individual case is appealed to FCC for hearing—in which case military representatives would have to attend hearing and state reasons for their objections. If military continues to follow this policy, test case is expected to go to FCC for hearing.

Meanwhile, Rep. Hinshaw (R-Cal.) this week introduced bill (H.J. Res. 139) to "limit the height of radio & TV antenna towers." In speech on floor, Hinshaw made it clear he considers most towers over 1000 ft. to be hazardous. Bill itself provides that FCC "shall not grant a license for the construction of a radio or a TV station using an antenna tower extending over 1000-ft. above ground, and shall not renew the license for such a station, unless the Commission makes a special finding, after due consideration of the views and recommendations of the Dept. of Defense, the CAA, the ACC and any other interested party, that such tower, due to being shielded by existing obstructions, or for other reasons, is not a hazard to air navigation."

Congratulating industry for progress in implementing international allocations established at Atlantic City conference in 1947, FCC Comr. Webster, in speech before Armed Forces Communications Assn. in New York Jan. 20, urged continued improvement in equipment design and stressed need for educating users to make most efficient use of facilities. "When I was here 5 years ago," he said, "the probability of full implementation of the Atlantic City allocation table appeared almost hopeless. The significant aspect of the progress achieved is the fact that it was accomplished at international level."

Bartlett T. Miller has been named v.p. in charge of AT&T's new merchandising dept., Sanford B. Cousins succeeding him as public relations v.p. Before joining AT&T, Miller was v.p.-gen. mgr. of New England Telephone & Telegraph; Cousins comes from Omaha, where he was pres. of Northwestern Bell.

National Closed Circuit System Inc. is new group headed by Allan D. R. Stern, ex-DuMont operations dept., which will act in sales service capacity for DuMont closed circuit facilities. Morris Mayers is gen. mgr. of DuMont closed circuit operations.

Color Trends & Briefs: The old compatible vs. incompatible color battle moved into a new arena this week—closed-circuit (industrial, medical, military, etc.). Site was Armed Forces Institute of Pathology in Washington, and pitch was between RCA on one hand, CBS & GE on the other.

RCA conducted 3-city demonstration of a biopsy. At U of Pennsylvania hospital, one camera televised (live) removal of breast tumor, while another was focused on microscope showing specimen from the tumor. Doctors at WBAL-TV studios in Baltimore and at AFIP in Washington were asked to comment on cells seen on 21-in. screens. They agreed cells were clearly cancerous. RCA also televised demonstration of preparation of heart models, etc. from Baltimore, plus a color film showing dissection of an elephant.

CBS portion was microwaved from nearby Naval Medical Center in Bethesda, Md., showed variety of microscopic slides, examination of diseased organs, live micro-organisms. These were seen at AFIP on 4½x6-ft. projection screen, 19-in. tri-color tube and a 12-in. disc-type set—all signals being field-sequential. Projection unit had 7-in. tube, 22-in. Schmidt optical mirror, 36-in. rotating disc.

After demonstrations, pathologists were asked to comment on value of what they had seen. They seemed to agree it was a good start; that system was tremendously useful for certain kinds of instruction and examination; that there may be great future in observing live organisms under low light levels and with polarized light. They shied away, however, from attempting final diagnosis of difficult situations via TV; they all wanted to put slides under their own microscopes, examine them under their own procedures, under known conditions.

Dr. Alfred N. Goldsmith, RCA consultant, urged standardization on compatible system, stating that medical profession stands to benefit quickly from industry's efforts to improve equipment for station and home use; that kine and magnetic recordings are being developed for compatible system, that network facilities are adapted for compatible system, etc.

In opposition, GE's gen mgr. of commercial equipment dept., Wm. J. Morlock, urged that field-sequential equipment is cheaper to buy and maintain, simpler to operate. He pointed to smaller camera, simple one-tube large screen projector, less complex associated electronic equipment.

CBS v.p. Dr. Peter C. Goldmark said CBS is going into manufacture of closed-circuit color equipment, in

addition to having licensed GE to make it, and will shortly offer color camera chain at "under \$20,000."

RCA engineering products v.p. Theodore Smith, countered the price-size arguments of CBS and GE by disclosing that RCA would shortly offer a 3-vidicon color camera for closed-circuit use.

A national conference in Chicago Feb. 5 has been scheduled, meanwhile, designed to keep physicians informed of TV's medical uses. Top medical and TV figures will participate.

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Improved monochrome signal from color picture is advantage claimed by GE for its colorcasting equipment, disclosed for first time this week. As explained by GE design engineer Pierre H. Boucheron to joint SMPTE-IRE meeting in Chicago, new method permits studio pickup of separate black-&-white image, to which color picture is then added. He explained that sharper picture under new GE method is accomplished "by forming the luminance, or black-&-white picture, directly from a sequential color camera before registration problems are met. The black-&-white picture is then fed, unchanged, through a conversion device at the station. At the same time, the color signals which were also picked up by the sequential camera, are encoded for the simultaneous color signal as required by FCC. The two independent signals—one black-&-white, the other color—are mixed and transmitted as one signal."

Latest aiming for strong identification with color is Raytheon, whose TV-radio v.p. Henry F. Argento this week told distributors meeting in Boston that Raytheon plans to build 25-30,000 of the 300,000 color sets he estimates will be produced this year. Raytheon has 19-in. sets selling for \$995 & \$1095, but Argento said he visualizes no cut in price soon, predicated on drop in tube price (Vol. 11:3), because price cut was anticipated. He said he expects it will be about 3 years before color sets drop to \$500 range. Demand for transistor radios (Vol. 11:2) has been greater than expected, Argento said, adding that production schedules have been increased.

Unusual comparative demonstration of color TV and color film has been scheduled by western New York subsection of SMPTE for Jan. 26, at studios of WHAM-TV, Rochester. Eastman-sponsored *Norby* will be picked off-air and displayed on color and black-&-white receivers simultaneously with directly-projected 16mm color film in studios. Engineers will have direct phone line to NBC-TV, New York, so they can synchronize film projection with telecast.

PATENT-FILING proposal issued by FCC, to cover rule-making proceedings (Vol. 10:50), was generally opposed by the 7 parties filing comments last week and this—AT&T, Collins, Raytheon, Skiatron, Stromberg-Carlson, Sylvania, Central Committee on Radio Facilities of the American Petroleum Institute.

Most felt that FCC's aims and language weren't clear; that it was seeking material it didn't need or couldn't use; that Commission should ask for specific patent data only when it's obvious that information has bearing on subject.

AT&T said FCC's proposal could be an "unreasonable burden," requiring submission of voluminous data which would be useless in most rule-making proceedings—such as those affecting types of emission, spurious radiation, allocations, bandwidths & separations, ERP, height & location of towers, etc. It suggested that FCC staff make engineering analysis of specific problems then determine whether patent data is needed.

Petroleum group said it believes underlying aim of FCC is good but it wants until Feb. 18 to study proposal further. Collins felt that patent data would be "entirely

irrelevant" in most cases; that patent questions should be initiated by FCC or interested parties only when they are obviously significant.

Stromberg-Carlson stated that patent situation is important only in very few cases and said that rule-making should be decided on merits rather than on patents. Raytheon termed FCC's language "extremely general," suggested that proposal be re-drafted "with elaboration supplied regarding precisely the information to be filed."

Sylvania felt that if FCC wants detailed information on patents, its proposal is "too vague, indefinite, ambiguous, unduly burdensome, ill-advised, impractical and unnecessary." It said that FCC is seeking "to achieve by indirection that which the Commission has no authority to do directly"; that proposal is "unreasonable and unlawful invasion of a person's privacy"; that it may conflict with Invention Secrecy Act of 1951 (HR 4687). Last week, Skiatron suggested that patent information should be sought at time of actual rule-making hearing rather than when petition for rule-making is filed—to avoid collection of "stale and useless" information.

FCC WARNS IMPORTERS ON SET RADIATION: FCC moved in on imported receivers this week, to make sure they meet same standards on spurious radiation that domestic sets do. Commission hasn't yet finalized radiation rules (Vol. 11:3), but it wants to be certain that foreign-made sets don't undo progress laboriously achieved over the years by U.S. manufacturers. At the moment, principal targets are FM & AM sets, because imports of TV receivers are insignificant (Vol. 11:1).

The way Commission went about it was to address letter to the importers of foreign-built radio and TV receivers, calling their attention to pendency of rule-making on spurious radiation, noting:

"It has come to the attention of the Commission that foreign-made receivers imported into this country may be in violation of standards which may be adopted by the Commission and that, in such event, steps toward the enforcement of the Commission's Rules may be necessary."

When FCC does finalize its rules, it won't be able to force foreign manufacturers to go through certification procedures, nor will it be able to move directly against importers. However, it's believed that public can be made to shy away from sets not certified to meet U.S. radiation standards.

Trouble with foreign sets was called to FCC's attention by RETMA, which has achieved improvement in U.S. sets only through long and strenuous effort. It is presumed that if foreign manufacturers want to continue sales in U.S. they'll move to bring sets into line. Though this will probably make sets most costly, RETMA feels it would not eliminate need for greater tariff protection for U.S. manufacturers -- principally because components makers, not set makers, are hardest hit by imports of foreign-made goods. It's expected RETMA will continue efforts to get current 12½% tariff restored to 35% (Vol. 11:1).

FCC's letter will be directed, presumably, to following companies which are known or believed to be importers of radios or related electronic items: American Elite Inc., N.Y. (Telefunken radios); D.R. Bittan Co., N.Y. (electronic equipment); British Industries, N.Y. (high-fidelity equipment); Leru Laboratories Inc., Paterson, N.J. (Siemens radios); International Standard Trading Corp. (IT&T subsidiary, products unknown); North American Philips Inc., N.Y. (Philips radios); N. Pickens Import Co., N.Y. (Blaupunkt radios); Remco International, N.Y. (Tonefunk radios); Wilcox-Gay Corp. (Metz and Grundig radios).

TRADE WARNED INVENTORY DANGER NOT OVER: Those high TV inventories in December, which prompted authoritative warnings that there's danger ahead if production continued to outstrip public demand (Vol. 10:49-50), have come down slightly since then -- but not enough for one of our leading authorities to modify his note of caution.

Inventories are currently estimated at 2,000,000 at all levels, down between 100,000 & 200,000 from Dec. 1. Though encouraging, the reduction wasn't as great as it normally is in Dec. -- consequently, inventories must come down even further in first quarter of this year to put industry out of danger. Traditionally, however, inventories have gone up in the first quarter to prepare for sales push later.

TV production is still too high, says our informant, one of the industry's top trade experts -- though it dipped to 166,522 in week ended Jan. 14, compared to 190,896 in first week of year. Ideal weekly rate this time of year is regarded as 130,000. For first quarter, it's reckoned, production of about 1,650,000 would be just right, permitting inventories to be worked off gradually. It would also be more in keeping with retail sales pattern, which usually sees 26% of TV sales in the first quarter of year, 17% in second, 22% in third, 35% in fourth.

"Seasonal patterns seem to be forgotten in the industry," we're told. "We should know by now that we can't support that high production rate in the spring and

summer. A lot of manufacturers wail about price-cutting, dumping, and so forth, but they seem to do nothing to avoid those evils. One thing they can do right now is to cut down on production to work off those inventories. But you know what the problem is -- it's always the other guy who's at fault."

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Statement this week by Sylvania chairman Don G. Mitchell reaffirms our theme that industry's No. 1 task this year is to tap the second-set & replacement markets (Vol. 11:1-2). Pointing out that only 16,400,000 homes in U.S. are currently without TV, as contrasted to 23,000,000 at start of 1954, he remarked:

"Virtually untapped is the field of the second-set home. It is in this area where we may start to make big gains, if we use the right approach, by selling sets for the den, the children's bedroom, the upstairs sewing room. It seems to me that 1955 is the time to begin creating such a new market to offset the fast-dwindling ranks of first-time buyers."

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Radio production totaled 267,544 (153,822 auto) week ended Jan. 14, compared to 278,371 in first week of 1955.

Trade Personals: Wm. H. Oelkers, general purchasing agent of Philco since 1952, appointed v.p. in charge of purchasing . . . J. F. O'Brien named manager of theatre & industrial marketing department, RCA engineering products division . . . Louis G. Pacent Jr., manufacturing v.p. of Emerson subsidiary Quiet Heat Mfg. Corp. (air conditioners), appointed works mgr. of parent company, replacing Edward J. Kelly, resigned . . . Inwood Smith, ex-sales v.p. of RCA Estate Appliance Corp., named sales mgr. of GE Appliances Co., Louisville, distributing subsidiary for GE major appliances; he succeeds Jack H. O'Toole, resigned . . . T. Stanton Fremont, Admiral appliance sales mgr., gets new post of appliance merchandise mgr. . . . Harry H. Martin promoted to mgr. of Sylvania TV receiver plant in Batavia, N. Y., replacing Ned Marandino, resigned . . . George McCumber, from Ottawa, O. plant, named supervisor of product engineering at Sylvania's CR tube plant in Hatboro, Pa., recently purchased from National Union (Vol. 10:45, 48) . . . Dr. A. Melvin Skellett, ex-National Union Electric & Bell Labs and holder of more than 70 electronics patents, named director of Tung-Sol color tube planning & development . . . Harry B. Price Jr., Norfolk, NARDA pres., elected a trustee of National Foundation for Consumer Credit, headed by Philco exec. v.p. John M. Otter . . . Joseph Mann promoted to administrative services mgr., DuMont receiver sales div. . . . Milton Binstock appointed v.p.-sales director, Frank Ferdinand sales mgr., Sheldon Electric Co., Irvington, N. J. (tubes) . . . Wm. C. Bainbridge promoted to director of automation, Aerovox Corp. . . . Harold M. Zimmermann promoted to CBS-Columbia purchasing director, reporting to Will James, operations director . . . Harold Desfor, RCA Victor publicity director, Camden, resigns to join public relations dept. of Food Fair Stores Inc., Philadelphia . . . Robert K. Hunsicker, ex-Wickes Engineering & Construction Co., named mgr. of General Precision Labs' new west coast sales office at 21 N. Santa Anita Ave., Pasadena; Thurston LeVay, ex-Hazeltine, named director of military programs at new office . . . N. B. Muir promoted to gen. sales mgr., Northern Electric Co. Ltd., Montreal . . . Lawrence T. LaPatka promoted to mgr. of Burroughs Corp. electronic instruments div., Philadelphia . . . Jack Rife named east central district mgr., Morris F. Taylor Co., 9431 Georgia Ave., Silver Spring, Md. (high-fidelity components) . . . Robert E. Cheshire resigns as Hoffman Electronics southwestern regional mgr. . . . Richard F. Gorman, ex-Foote, Cone & Belding, named Admiral asst. sales promotion mgr. . . . Harold L. Blom, with GE since 1925, appointed mgr. of marketing administration for communica-

tions equipment under marketing mgr. Lacy W. Goostree . . . Wm. J. McCluney, ex-Moore Bros. Distributors Co. & J. A. Walsh Co., Houston, named district merchandiser there for Stromberg-Carlson TV-radio div. . . . Leonard A. Rooney, ex-Raytheon, joins Sylvania on special assignment covering satellites and new products . . . Mrs. Charlotte S. De Armond, ex-Pacific Airmotive Corp., named Hoffman Electronics public relations director.

RCA Victor's annual awards of merit for distinguished service to the company were presented to 20 officers and employes at banquet Jan. 22 in Philadelphia's Barclay Hotel. Gold watches were presented by W. Walter Watts, exec. v.p. for electronic products. Winners: Robert A. Seidel, exec. v.p. for consumer products; Emanuel Sacks, v.p.-gen. mgr. of record div.; Wm. L. Jones, v.p., technical products service, RCA Service Co.; Sidney E. Baker, mgr. of consumer products service in western area, Service Co.; James P. Bannon, field sales engineer, TV div.; E. Gerald Bowman, administrator of plant community relations; Louis A. Connelly, mgr. of govt. dept., engineering products div.; Harry J. Cravens, electronic equipment specialist, Service Co.; Arthur N. Curtiss, mgr. of Los Angeles engineering products plant; Alfred E. Hindle, custom record sales mgr. of Chicago region; Leo F. Holleran, gen. marketing mgr., tube div.; Andrew L. McClay, gen. plant mgr., record div.; Alan B. Mills, merchandise mgr., TV div.; Maxmilian J. Obert, mgr. of transformer development group, parts engineering; John F. O'Brien, mgr. of theatre & industrial marketing; George H. Ritter, mgr. of Indianapolis tube plant; Harry R. Seelen, mgr. of color kinescope operations, tube div.; Joseph Toyzer, mgr. of manufacturing engineering at Indianapolis plant; Nelson J. Van de Lester, operations mgr., RCA Victor Distributing Corp., Chicago.

Brig. Gen. Peter C. Sandretto (USAF) and A. G. Clavier have been named asst. vice presidents of Federal Telecommunications Labs (IT&T)—former as general coordinator for military research & development projects, latter as general coordinator for company-sponsored research & development activities. Both were previously technical directors.

West Coast Electronics Manufacturers Assn. has elected Varian Associates gen. mgr. H. Myrl Stearns president for 1955, succeeding E. P. Gertsch, Gertsch Products Inc. Other new officers: Gramer Yarbrough, American Microphone Co., v.p.; D. C. Duncan, Helipot Corp., secy.; Calvin Townsend, Jennings Radio Mfg. Corp., treas.

Topics & Trends of TV Trade: RETMA's talking points in its plea to Congress to halve the 10% excise tax on black-&-white receivers (and radios & phonographs), and eliminate it altogether on color TV sets, boil down to these main considerations: (1) TV-radio-phonograph industries were victims of discrimination last spring when Congress gave them no relief in voting to halve excise taxes on refrigerators, freezers & other appliances (Vol. 10:14), despite fact that their products are sold in open competition with white goods. (2) Price of \$1000 color set can be reduced by \$100, and color TV development stimulated, by elimination of tax—in keeping with traditional policy of withholding excise on new industries and products.

RETMA officials generally feel they have a better than 50-50 chance of winning at least part of their tax objectives, though they naturally hesitate to go on record with their sentiments.

RETMA's arguments, threshed out at first meeting of its new tax advisory committee in Washington Jan. 18, will be brought before House Ways & Means Committee as soon as bill incorporating RETMA's goals is introduced. RETMA is currently drafting such a measure, which probably will be discussed at next meeting of tax committee in mid-Feb. Following meeting this week, RETMA sent letter to Rep. Cooper (D-Tenn.), chairman of House Ways & Means Committee, asking chance to explain its excise tax reforms as part of any overall tax bill which committee may consider.

Principal spokesman for RETMA's monochrome proposals before Congress probably will be Magnavox's Gerard M. Ungaro, chairman of tax advisory group. The color spokesman has not been determined.

* * * *

TV shipments to dealers totaled 6,147,135 in first 11 months of 1954, when production was 6,513,292, according to RETMA state-by-state tables released this week (county-by-county tables available from RETMA to members on request). Total compared with shipments of 6,043,678, production of 6,765,000 in first 11 months of 1953. New York led in shipments, with 576,344; California second, 440,233; Pennsylvania third, 402,346. Nov. shipments were 774,379, compared to 903,160 in Oct. and 701,628 in Nov. 1953. [State-by-state, year-by-year tabulation of shipments to dealers, 1950 through first 10 months of 1954, plus cumulative totals, will be included in upcoming spring 1955 *TV Factbook*, due off presses this week.]

Capehart-Farnsworth currently has 80 distributors serving over 10,000 retailers, including 78 of largest dealers in country, regional distributors convention in St. Louis was told this week by E. W. Gaughan, v.p. & gen. sales mgr. Shown at convention were 4 new 21-in. TV models—a brown leatherette table at \$180; mahogany & bisque finish table, \$230 & \$250; mahogany & bisque finish table, \$290 & \$310; de luxe open-face mahogany & bisque console, \$340 & \$360. Gaughan also said production will start in June on 3 large-screen color sets, one of them a table model.

Raytheon introduced new line of 41 models at distributors convention in Boston, sets ranging from 17-in. ebony metal table model at \$140 to 21-in. open-face maple console at \$380. Sets have top controls and vertical chassis. Also introduced were 10 radios ranging from mahogany plastic table model at \$20 to leather transistorized portable at \$80. Latter was shown at recent Chicago furniture marts (Vol. 11:2).

Jan. 24 week network color schedules: NBC-TV—Jan. 26, *Norby*, 7-7:30 p.m.; Jan. 30, *Max Liebman Presents*, 7:30-9 p.m.

DISTRIBUTOR NOTES: Hoffman Electronics appoints Sievert Distributing Co. Inc., Milwaukee; Allied Electric Distributing Co., Pittsburgh; Curle Radio Supply, Chattanooga; East Tennessee Wholesalers, Knoxville; Kinde Distributing Co., Bay City, Mich. All except Allied Electric had been Stewart-Warner distributors, whose franchises Hoffman assumed when Stewart-Warner left TV-radio business in U.S. Dec. 30, 1954 (Vol. 10:52) . . . Admiral establishes factory branch at 5000 Baum Ave., Pittsburgh, replacing Keps Electric Co. . . . CBS-Columbia establishes factory branch at 2201 Glenwood Ave., Philadelphia (Lester E. Steinman, mgr.), replacing Judson C. Burns, now out of TV-radio business . . . Specialties Distributing Co., Detroit (Leonard F. Turnbull, pres.) relinquishes DuMont franchise . . . Dahl-Conger Inc., Denver (Capehart-Farnsworth) names John Conger pres., replacing Lou Dahl, now with Larson Distributing Co., Denver (Crosley-Bendix); Dahl has sold interest in old firm . . . Maryland Wholesalers Inc., Baltimore (Admiral) names Wm. Oppenheim gen. mgr. . . . Lynn Stewart Co., Chicago (Emerson) appoints Reuben R. Schoenberg exec. v.p., Eugene Abrams sales mgr. . . . Cannon Distributing Co., Charlotte (Capehart-Farnsworth) appoints Lawrence L. Miller gen. mgr. . . . George Spencer Inc., Minneapolis (Admiral) appoints Ray L. Deetz adv. & sales promotion mgr. . . . Stuart F. Louchheim Co., Philadelphia (Zenith) promotes Herb Lieberman to adv. & sales promotion mgr. . . . Macy's, N. Y., promotes Gerald Levy to TV-radio mgr., succeeding Herbert I. Wexler, now TV-radio merchandise administrator . . . Olympic of Connecticut moves to 210 Forbes Ave., New Haven.

DuMont's "Signature" series of 21-in. custom-cabinet consoles, to be marketed exclusively in N.Y.-N.J. area (Vol. 10:52), comprises: Metropole, cherry & cordovan mahogany \$500, amber mahogany \$525, blonde \$550, ebony \$575; Christina, cherry mahogany \$575, amber mahogany & blonde \$600, ebony \$625; Antoinette, glazed fruitwood \$650, antique white \$675; Normandie, glazed fruitwood \$1400, antique white \$1500.

IT&T's Capehart-Farnsworth Co., TV-radio manufacturing & distributing subsidiary, will be expanded, definitely will not be sold, said IT&T pres. Maj. Gen. Wm. H. Harrison at distributor meeting in N. Y., Jan. 21. Rumors that it was going out of TV-radio fields arose when IT&T recently sold subsidiary Coolerator Corp.

Philco creates factory service subsidiary, Philco Service Corp., for Chicago only, in setup similar to RCA's national organization. Philco spokesman said that new subsidiary was set up to meet special situation in Chicago, and that national service organization is not contemplated.

RCA Victor Ltd., Montreal, is now having first washing machine made to its specifications and for its brand name by Easy Washing Machine Co. Ltd.—leading to renewed speculation that parent U.S. company, which now markets Estate ranges, may soon enter that field, too.

Philco to sponsor *Phonorama Time*, disc jockey show with Johnny Desmond as m.c., on 565 Mutual radio stations starting Feb. 19, Sat. 11:30-11:55 p.m. in Eastern, Mountain & Pacific time zones, 10:30-10:55 p.m. in central zone.

Sparton introduced 7 new models at showing in New York's Copley Plaza Hotel, sets ranging from 21-in. mahogany table model at \$170 to 21-in. blonde "low-boy" combination at \$310.

Miami Beach's swank Bal Harbor Hotel, where many TV-radio executives stay, has installed 17-in. Admiral table receivers in each of its 147 rooms.

Zenith Radio shifts TV-radio receiver advertising from Young & Rubicam to Chicago office of BBDO.

Electronics Reports: Printed circuits, which make possible big savings in direct production labor, may be responsible for an even bigger economy in "indirect savings." So said engineering mgr. M. R. Johnson of GE light military electronic equipment dept. in paper delivered Jan. 20 at RETMA printed circuit symposium in Philadelphia. Drawing on his plant's experience in turning out thousands of printed wiring boards for airborne radar, he cited one case in which use of printed circuitry not only lowered manufacturing cost of end product, but cut drafting man-hours by one-third. In another equipment, use of a printed wiring design cut the number of drawings needed from 55 to 22, saving of almost 60%. Square footage of drawings was cut almost 50%, and the new design required but one special part compared with 9 for conventional wired chassis.

"There is less emphasis and need for detail draftsmen in printing wired designs," Johnson stated, "but there is a greater demand for individuals who can translate vividly and rapidly a schematic or elementary diagram into a circuit." He said standardization of components for printed wiring boards is "possibly the greatest single challenge to management of our electronics industry today."

* * * *

"South's first major TV-radio components plant" is being constructed by General Instrument Corp. at Statesboro, Ga. The \$1,500,000 facility, with 106,000-sq. ft. of floor space, is due for completion around June 1-6th GI plant. It will employ 400-500 within a year, with an eventual goal of about 1000. GI chairman Abraham Blumenkrantz called the new facility part of company's "expansion and dispersion for the future," pointing out that it is equally adaptable to military or civilian production. Plant's design and 33 acres of ground will permit its expansion without loss of production.

Sylvania establishes new electronic systems div. at Buffalo, its 9th operating division, with Henry Lehne, ex-director of Sylvania electronic defense lab, as gen. mgr. New division's present operations are concerned primarily with development and production of electronic systems and equipment for military, but will expand into commercial and industrial fields.

Aircraft Radio Corp., Boonton, N. J. (W. F. Cassidy Jr., pres.) this week acquired Orion Industries Inc., Richmond, Va., paying 10,000 shares of its common stock plus about \$83,000 cash. Orion makes aircraft course directors and related instruments.

Dr. Vincent Salmon, manager of Stanford Research Institute's sonic section, appointed editor of *Journal of the Audio Engineering Society*, succeeding Lewis S. Goodfriend, now editor of *Noise Control*, published by Acoustical Society of America.

New IT&T patent licensing agreement with RCA, effective for 5 years from Jan. 1 and covering IT&T's U. S. patents for commercial radio apparatus and tubes, was announced Jan. 19 by IT&T pres. Gen. Wm. H. Harrison.

Capt. W. H. Beltz, who before World War II headed RCA engineering products on west coast, has returned to duty as director of Naval Research Lab, Washington, after 4 months on sick list.

Vidaire Electronics Mfg. Corp., Lynbrook, N. Y. (TV accessories) reports that pres. George Miller has purchased all outstanding shares and that Joseph DeRosa is no longer with the company.

Douglas C. Lynch, exec. v.p., elected pres. of Brush Electronics, as W. Russell Burwell, vice chairman of parent Clevite Corp., devotes fulltime to that position.

Servomechanisms Inc. leasing 48,000-sq. ft. building at Los Angeles International Airport for \$500,000, replacing 5 smaller structures at El Segundo, Cal.

Financial & Trade Notes: If you want handy statistical references to just about every important TV-electronics manufacturer in the business, we commend the listings headed "Financial Data on Major TV-Electronics Manufacturers" published in our next semi-annual *TV Factbook No. 20*, due off the presses in a few days (432 pp., \$4). It details capitalization, debt, shares issued of 62 different companies, indicates whether and where they are listed for trading, tabulates sales, pre-tax earnings, net per share, dividends, total assets, price ranges for years 1950 through 1953, separately, and for first 3 quarters 1954. This department is compiled and edited for us by Edgar N. Greenebaum Jr., Chicago financial consultant in electronics.

* * * *

Aerovox Corp. has advised stockholders that it will pay no cash dividends for 2 years until Nov. 1 under plan approved by Prudential Life Insurance Co., which will waive loan repayments during that period. Program, pres. W. Myron Owen stated, is calculated to add in excess of \$1,500,000 of working capital, and directors have decided to pay a stock dividend, based on 1955 earning performance, toward end of this year. Company recently acquired Henry L. Crowley Co., W. Orange, N. J., maker of powdered iron cores, microwave components & ceramic-permanent magnet bodies, in exchange for 130,000 shares of common stock; included in acquisition were Crowley's current net assets of \$418,000 plus plant & equipment appraised in excess of \$2,000,000. Aerovox engineers have been perfecting a new revolutionary type of continuous duty A.C. electrolytic capacitor for power factor correction, Mr. Owen stated, and this could add \$10,000,000 to \$15,000,000 of annual sales volume.

Magnavox borrowed \$3,000,000 this week from New England Mutual Life Insurance Co. and Massachusetts Mutual Life Insurance Co. While company is well able to finance current volume of business, said pres. Frank Freimann, 12-year loan is intended to provide for expanding TV, radio & phonograph business. Govt. contracts, he reported, currently aggregate \$25,000,000 backlog, financed by a \$12,000,000 V-loan credit, of which \$6,500,000 is now being used. Only equity capital consists of about 759,000 shares of common stock, small issue of preferred having been retired last year. Jan. 21 *Wall Street Journal* states small stock dividend, perhaps 5%, may be authorized by Magnavox before end of current fiscal year, June 30—this in addition to continuation of \$1.50 dividend rate; firm paid 10% stock dividend in 1949 and 20% in 1946 & 1947. Last fiscal year's total sales were \$62,974,430 (Vol. 10:40); this year's may be somewhat lower but earnings are expected to be higher than the \$2.77 a share of fiscal 1954.

LaPointe Electronics Inc. sales were \$1,982,094 in fiscal year ended Oct. 31, reports pres. J. H. Stillbach, compared with \$3,719,688 for preceding year. Loss from operations were \$23,770 vs. loss of \$489,762 preceding year.

John Slezak, who resigned last week as Undersecretary of the Army to return to presidency of Turner Brass Works, Sycamore, Ill., and his other business interests, including directorship of Illinois Bell Telephone Co., has been elected a director of Hazeltine Corp., which recently elected former Wisconsin Gov. Philip F. LaFollette as pres.

Simon H. Rifkind, onetime Federal judge, now partner in Paul, Weiss, Rifkind, Wharton & Garrison, nominated to board of directors of Emerson Radio, which holds annual meeting in New York's Waldorf-Astoria, Feb. 2. He would succeed the late Richard C. Hunt.

Arthur Godfrey and 2 Cincinnati industrialists, Walter E. Schott & Harrison O. Ash, have purchased the Kenilworth Hotel, Miami Beach, which will continue to be operated under lease by Kirkeby Hotels Inc.

DO NOT REMOVE FROM

CCOURT ACTIONS are becoming more and more frequent as defeated applicants for TV facilities refuse to let FCC decisions go unchallenged. Latest are those filed in U. S. Court of Appeals for District of Columbia this week by *St. Petersburg Times'* WTSP (Nelson Poynter) contesting Ch. 8 grant to *Tampa Tribune's* WFLA-TV, due on air next week; and by Louis H. Peterson's radio WSSV, Petersburg, Va., fighting Ch. 8 grant to Tom Tinsley's WLEE, Richmond.

Shift of lawyers at FCC will undoubtedly follow increase in court appeals—more going to office of gen. counsel Warren Baker, just as personnel was shifted from applications processing to hearing div. as applications traveled through FCC.

Also increasing is incidence of uhf stations seeking lower channels. Two more were filed this week: WJMR-TV, New Orleans (Ch. 61), asking move to Ch. 20 and stating that GE stands ready to ship it 1-megawatt transmitter, while CP-holder WBID-TV, Detroit (Ch. 62), which also plans 1-megawatt operation, asked for move to Ch. 50.

Another kind of shift was turned down by Commission when it denied request of KGTV, Des Moines (Ch. 17), that it be permitted to operate on educational Ch. 11 until an educational station began on the channel, as yet unasked for. Request of WKST-TV, Newcastle, Pa. (Ch. 45), to move to Youngstown was opposed by WFMJ-TV, Youngstown (Ch. 21), which asserted third station in town would dilute revenues and harm all TV service there.

Crackdown on TV-radio "pitchmen," who are sometimes accused of cloaking misrepresentations in their fast-talking spiels on behalf of advertisers, was started in N. Y. area Jan. 21 with "invitations" to all networks and to 7 TV & 16 radio stations to send representatives to Kings County (Brooklyn) Federal Court Jan. 24, when Judge Samuel Leibowitz charges a special rackets grand jury which will investigate charges of fraudulent TV-radio advertising. The judge said he wanted to charge the jury "in the presence of these people who make it possible to advertise such bargains." The "invitations" are not summonses and involve no penalty if ignored. Grand jury will receive evidence obtained in 8-month probe by Brooklyn District Attorney Edward S. Silver, who said housewives have been "suckered" out of millions of dollars in high-pressure sales of sewing machines, upholstery services, storm windows, vacuum cleaners, deep freezers, food plans. During his investigation, teams of policemen & policewomen posed as married couples and concealed tape recorders in their homes when salesmen of such advertisers called in person. The recorded conversations, he said, showed salesmen evaded promises of "bargains" advertised on TV-radio and tried to sell more expensive merchandise.

Edward Lamb attorneys withdrew motion to call off hearing and render decision immediately (Vol. 11:2) this week, in latest of series of legal maneuvers between counsel for Lamb and for FCC's Broadcast Bureau. In effect, here's what happened: Last week Broadcast Bureau said Lamb dismissal motion was premature because Broadcast Bureau hadn't completed presenting its evidence (Vol. 11:3). This week, Lamb counsel withdrew its motion, will now seek to have Broadcast Bureau complete its evidence before Lamb's side takes over for cross-examination. Presumably, Lamb counsel intends to re-file dismissal motion as soon as Broadcast Bureau finishes presenting its direct case. Oral argument on subject is scheduled Jan. 26 before examiner Herbert Sharfman. Hearing is due to resume Feb. 9.

CBS-TV joined Television Bureau of Advertising (TvB) this week—first network to sign up with fledgling promotion organization. NBC-TV is expected to join soon.

President Eisenhower's televised press conference (see p. 1) gave further impetus to demands that House Speaker Rayburn (D-Tex.) change his adamant stand against televising House committee meetings. Questioned by reporters following the Eisenhower press conference, Rayburn reiterated his opposition to TV or film cameras in hearing rooms. Praising President's use of TV at press conference, Rep. Meader (R-Mich.) Jan. 20 addressed House on behalf of his H. Res. 99 which would authorize each House committee to control use of TV or radio at its own hearings, as is the practice in the Senate. Meanwhile, Oregon joined the list of states recognizing TV-radio as legitimate forms of journalism entitled to treatment equal to that accorded press. State's House & Senate passed new rules setting up broadcast facilities and press rooms, permitting use of TV & radio in certain proceedings. Legislature's opening ceremonies were filmed by KOIN-TV, Portland, then shown on TV for first time.

Cancellation of sale of radio KQV, Pittsburgh, currently in 5-way hearing for Pittsburgh's Ch. 4, to Tele-Trip Policy Co. for \$750,000 (Vol. 10:44) was disclosed this week, following disagreement over retention of some KQV staff members. KQV is owned by Earl Reed & Irwin Wolf, who bought back 45% interest from CBS for \$236,250 in Oct. when latter disposed of station to meet FCC's multiple ownership rule. KQV's CBS affiliation, however, has been extended to June 15, 1957. Tele-Trip, an aviation insurance company headed by John M. Shaheen, owns radios WTAC, Flint & KPOA, Honolulu.

Another satellite application—2nd for Walla Walla, Wash.—was filed this week by KIMA-TV, Yakima (Ch. 29), which also operates satellite KEPR-TV, Pasco, Wash. (Ch. 19). This week's application is for 3.04-kw repeater on Ch. 8. Last week's Walla Walla application, for Ch. 5, was filed by Spokane's KHQ-TV (Vol. 11:3). [For further details about applications, see *TV Addenda 20-B* herewith; complete listings of all grants, new stations, applications, etc., will be found in *TV Factbook No. 20*, due off presses soon.]

KLFY-TV, Lafayette, La. (Ch. 10) this week got FCC permission to buy out share-time CP-holder KVOL-TV for \$45,000 out-of-pocket expenses incurred by grantee *Lafayette Advertiser* and KVOL gen. mgr. George H. Thomas (Vol. 10:49). Presumably, KLFY-TV owners—headed by Paul & Thomas DeClouet—now will begin construction.

New KDKA-TV call letters for Westinghouse's Pittsburgh station, recently bought from DuMont (Vol. 11:2), will be used for first time Jan. 31. Change from WDTV will be announced with appropriate fanfare.

1955 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* in the next few days will receive copies of our *1955 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies cost \$7.50 each.

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JAN 31 1955

SUMMARY-INDEX OF THE WEEK'S NEWS—January 29, 1955

20th EDITION OF TV FACTBOOK on way to subscribers, along with 1955 TV map of U. S. & Canada, new list of stations equipped for colorcasting (p. 1).

NO DANGER OF MILITARY INROADS on TV channels, say top govt. authorities, including Harold M. Botkin, ODM, and Adm. Ammon, naval communications chief (p. 2).

TAMPA TRIBUNE'S WFLA-TV (Ch. 8) begins operating, first vhf in area; 427 stations now on air, 7 more starters due during Feb. (p. 3).

BITNER FIRM BUYS MINNEAPOLIS-ST. PAUL time-sharing stations, paying \$1,900,000 for WTCN-TV & WTCN, \$1,235,000 for WMIN-TV (p. 3).

ALLOCATIONS ACTIONS large part of FCC agenda; Beaumont & Tampa CPs reaffirmed; Court acts in Portland, Providence, Albany & Sacramento cases (p. 5).

SEN. MAGNUSON TO GIVE VIEWS on TV-radio problems and further investigations; hearings on McConaughy before Feb. 21 unlikely (p. 5).

CONSUMER INVESTMENT OF \$13.5 BILLION for receivers in TV's 9 commercial years of 1946-54; Jan. sales continued strong pace (p. 9).

SETS-IN-USE CENSUS PROMISED by NARTB by next fall, board approving plan; Florida code meeting seeks improved liaison with film producers (p. 6).

ANOTHER MILLION-WATT UHF station on air with reports of better local pictures, null fill-in, distant coverage; Hawaii satellites plan April start (p. 8).

ONE-YEAR PICTURE TUBE WARRANTIES once again become standard in industry, as RCA, GE, DuMont, Sylvania return to plan this week (p. 11).

CBS TO SPLIT STOCK 3 FOR 1, reports record 1954 earnings of \$4.85 per share; stock more than doubled in last year, growth since 1950 traced (p. 12).

ADMIRAL SIGNS WITH RCA, plans to make & lease automation equipment; RCA denied change of venue in Dept. of Justice anti-trust case (p. 12).

ALMANAC OF THE INDUSTRY—20th EDITION: To our full-service subscribers, we send our Television Factbook No. 20 this week -- latest of the semi-annual reference volumes which we were the first to publish and which are often called "the bible of the industry." It's 432-pp., as contrasted with the preceding edition's 404-pp. and with the original 4-p. Directory which we published in 1947.

New 1955 TV wall map, 43x29-in. and in color, goes with each Factbook. It shows all TV cities as well as all existing and projected AT&T and private network interconnections, all cities peculiar to the TV allocation plan, all other cities of more than 10,000 population. Printed thereon is a handy log of stations & channels.

More than 75 reference departments are brought up to date in the Factbook. These are newly added features: stations equipped to telecast color, Armed Forces TV stations in U.S. and abroad, British set & tube manufacturers, bibliography. Among the major features: Directories of U.S. & Canadian stations & networks, with rates, personnel, facilities; lists of all new-station construction permits outstanding and applications pending; channel allocation tables; TV & radio income by years; top advertisers & agencies; educational, newspaper, theatrical, multiple ownership of stations; sales and transfers of stations, 1946-55.

Financial tables covering 62 major electronics manufacturers, along with up-to-date directories of TV set, tube and station equipment manufacturers and complete list of community antenna systems are carried. Trade directories cover FCC, engineers and attorneys, research services, labor unions, trade associations, etc.

One copy of the TV Factbook and one map go to all full-service subscribers; extra Factbooks cost \$4, extra maps \$1. Note: Published last week also was our 1955 AM-FM Directory logging all U.S. radio stations & applications, plus all Canadian, Mexican, Cuban and other American stations -- by states and cities and separately by frequencies. Loose-leaf, punched for binding, it costs \$7.50 per copy.

NO DANGER OF MILITARY INROADS ON TV CHANNELS: "Such reports are wholly without foundation. I would hate to see the TV industry get upset by any such talk, because, as everyone knows, it has had enough problems with allocations."

That's reaction of Harold M. Botkin, asst. director for telecommunications, Office of Defense Mobilization, to published reports that stations operating on TV Channels 2 to 6 may be in danger of eviction due to military demands. The stories in question indicated that the Navy is demanding spectrum covering Ch. 2-6, plus FM frequencies, for communications between widely dispersed ships.

Rear Admiral W.B. Ammon, director of naval communications, had this comment: "The report is totally without basis. I have no knowledge of any such request for frequencies on the part of the Navy."

The two responses are typical of those we obtained at all responsible levels of Govt. when, at the urging of some disturbed telecasters, we undertook to check the basis for the implications that Ch. 2-6 are in jeopardy. IRAC members (that's the Interdepartmental Radio Advisory Committee) denied it as well as ODM, FCC and other military authorities. Their denials were just as unequivocal.

An ex-AT&T executive, Mr. Botkin is the one govt. official in a key position to know, for he sits in the strategic post once occupied by Haraden Pratt and by the broadcasting industry's own William A. Porter. His purview embraces the whole gamut of govt. communications, military as well as civilian. William Plummer, chairman of IRAC, reports to him; he in turn reports to ODM director Arthur Flemming, who is responsible directly to the President. Said Mr. Botkin:

"I've been over the matter pretty carefully, and I know of no work whatsoever going on which would take frequencies from television." Asked if any such efforts could be going on in the military departments without coming to his attention, he stated: "If there is, the Govt. should be looking for a successor to me."

"There has always been a problem of increasing demands for spectrum space, inside and outside the Govt.," Mr. Botkin said, "but the situation today is no different from 6 months ago, a year ago, 2 years ago or 4 years ago."

All FCC commissioners confess they're baffled by the reports. Both Comr. Webster, who sits in on inter-govt. consultations, and his alternate Comr. Lee, say they know of no Navy move to take over TV channels.

During time of war, the President has authority to commandeer any part of the radio spectrum he deems necessary for defense. But that has always been the case -- and all broadcasters know it. However, all responsible govt. officials maintain that no peremptory usurpation of Ch. 2-6 is in prospect. Admiral Ammon puts it this way: "Such action isn't accomplished in any arbitrary manner. You'll recall that there was a Board of War Communications in World War II to see to that."

Engineering authorities agree that the 50-100mc range could be useful for intership communications over long distances, but they argue that even if such use is eventually proved to be essential the frequencies can be shared without problems.

* * * *

Constant crowding of spectrum is what prompts frequent speculation that various services may be shifted around. Recently, FCC Comrs. Bartley & Lee dissented from a proposal which would split 25-50mc and 152-162mc into narrower bands for mobile services to accommodate more users. Their reasoning was that proposal would be a mere palliative; that better allocations can and should be made; that closer look into govt. use of radio may well find that military is squatting on frequencies which could be used by commercial services -- notably vhf TV. Last year, Bartley argued before Potter Committee that Congress should sponsor study of whole spectrum.

Both Bartley and Lee say they know of no move on part of military to take vhf away from TV. Their argument is that they don't know what use military does make of its allocations and that such allocations should be continually justified -- perhaps through system similar to broadcast renewals.

Congress has shown no outward response to this suggestion. However, Sen. Magnuson, new chairman of Commerce Committee, does have strong feelings about conserva-

tion of natural resources -- and he does have a spectrum study in the "think" stage.

Magnuson likens radio situation to that of Columbia River, bordering his state of Washington. It has been studied by govt. engineers for some 30 years, and they have come up with comprehensive plan promising to use it efficiently. Luckily, he says, no "little beaver dams" have been constructed on the river through the years; therefore, long-range plans can be made without hindrance.

Magnuson concedes that radio does have such "beaver dams" and that they may deter any substantial re-allocation. He gives as example 72-76mc band between TV channels 4 & 5; it's too narrow to form a TV channel but too hemmed in by TV to be widely used for the services to which it's assigned -- police, industrial, etc.

Question of spectrum utilization embraces much more than TV -- though any Congressional study would undoubtedly play up TV for its "sex appeal," as one official puts it, and because of uhf stations' difficulties. If Magnuson committee goes into matter, it will be as an extension or modification of current network study. NARTB board got excited enough about encroachment "threats" this week to direct pres. Harold Fellows to get the facts and, if necessary, take preventive action.

TAMPA BAY AREA'S FIRST VHF ON THE AIR: Tampa Tribune's WFLA-TV (Ch. 8) began test operations Jan. 26 preliminary to mid-Feb. debut as an NBC basic. It's the first vhf operation in Tampa-St. Petersburg area, which has been served since May 1953 only by City of St. Petersburg's uhf WSUN-TV (Ch. 38).

Ownership interlocks with Richmond Times-Dispatch and News-Leader, whose WRNL is also a TV applicant. WFLA-TV pres. is John C. Council, publisher of Tampa Tribune and George W. Harvey is gen. mgr. Other station executives are Wm. B. Faber, ex-Headley-Reed, sales mgr.; Paul M. Jones, program mgr.; Paul P. Bergquist, production mgr.; Joe H. Mitchell, chief engineer. RCA 50-kw transmitter and 12-section antenna on 1054-ft. Ideco tower put out 316-kw ERP. Base rate is \$400. Rep is Blair.

That makes 6 starters in Jan., total of 427 now on air, 118 of them uhf. Next starters are expected to be KRCG, Jefferson City, Mo. (Ch. 13) and WTVY, Dothan, Ala. (Ch. 9). These also are scheduled for Feb. debuts: KLOR, Portland, Ore. (Ch. 12); KBET-TV, Sacramento, Cal. (Ch. 10); WDXI-TV, Jackson, Tenn. (Ch. 7); KFIF (Ch. 2) & KTVF (Ch. 11), Fairbanks, Alaska. Also on Feb. calendar, though uncertain, are educationals WTLC, Champaign-Urbana, Ill. (Ch. 12) and WEDB, Birmingham, Ala. (Ch. 10).

BITNERS BUY TWIN CITIES TIME-SHARERS: Two more time-sharing stations are being sold and merged -- the Ch. 11 WTCN-TV, Minneapolis & WMIN-TV, St. Paul -- and that will leave only one other such operation. That one is in Rochester, N.Y., where Gannett Newspapers' WHEC-TV and the Ervin Lyke group's WVEC-TV continue to share Ch. 10, as they have since joint debut in Oct. 1953. Two other time-sharers on a single transmitter -- Ch. 8 KSBW-TV, Salinas, Cal. & KMBY-TV, Monterey -- are also being merged, former's purchase of latter awaiting soon-expected FCC approval (Vol. 10:45).

The new Harry M. Bitner firm, Consolidated Television & Radio Broadcasters Inc., part of whose stock was recently offered publicly (Vol. 10:48), is purchaser of the Twin Cities outlets in deal closed this week and arranged by Philip L. Kelsner Assoc., N.Y. Total price is \$3,135,000 after finder's fees -- \$1,900,000 being paid for WTCN-TV and WTCN (5-kw day, 1-kw night, 1280 kc, ABC) and \$1,235,000 for WMIN-TV alone. Studios of WTCN-TV will be used, with joint transmitter on Foshay Tower.

Radio WMIN (250-w, 1400 kc) was also recently sold by the N.L. Bentson group to Wm. F. Johns family for \$75,000. Control of WTCN-TV & WTCN is owned by Minneapolis industrialist and onetime Ambassador to Cuba & Australia, Robert Butler. Personnel under new ownership awaits FCC approval of transfer. ABC network is retained.

Harry M. Bitner Sr., onetime publisher of Hearst's Pittsburgh Sun-Telegraph, founded WFBM-TV, Indianapolis (Ch. 6) in 1949. He and son Harry M. Jr. purchased WOOD-TV, Grand Rapids (Ch. 8) for \$1,382,000 in 1951, were unsuccessful applicants last year for Ch. 12 in Flint, Mich. Company is now headed by young Bitner, also owns radio stations in those 3 cities and an AM in Evansville, Ind. Operations have been consistently profitable, according to financial data in the stock prospectus (Vol. 10:48) -- revenues being \$5,124,186 and profit \$962,589 in 9 months ended Aug. 30, 1954. For fiscal year ended Nov. 30, 1953, revenue was \$6,480,208, net \$824,253.

Personal Notes: James C. Shelby, ex-director of TV-radio, McCann-Erickson, Chicago, now v.p. & TV director, MacFarland, Aveyard & Co., Chicago . . . Herminio Traviesas, TV-radio account executive on American Tobacco Co. account, promoted to BBDO v.p. . . . Gayle V. Grubb, ex-gen. mgr. of WJBK-TV & WJBK, Detroit, has opened San Francisco national sales office at 111 Sutter St. for Storer Broadcasting Co., serving all Storer stations as west coast sales v.p. in collaboration with regular reps . . . John V. Poor, Mutual v.p. & gen. counsel, now exec. v.p. of network; Herbert Rice, program v.p., joins General Tele-radio in program capacity, and B. J. Hauser, v.p. in charge of cooperative programming, becomes network programs v.p. . . . Raymond E. Nelson, ex-NBC & MBS, recently head of own Keystone Adv., N. Y., named director of national spot sales, Television Bureau of Advertising (TvB) . . . Harry E. Travis promoted to gen. mgr. of WNEM-TV, Bay City, Mich., succeeding John H. Bone, resigned . . . Stanley Wilson, ex-v.p. & gen. mgr. of KFDD-TV & KFDD, Amarillo, named asst. gen. mgr., Texas State Network . . . Wm. Balaban, asst. program mgr. of WABC-TV, N. Y., named mgr. of ABC-TV's new closed-circuit dept., reporting to program director Robert Lewine . . . Leon Levine named TV-radio director of Columbia University . . . John M. Borghese named director of TV-radio div., Magna Theatre Corp. . . . Jack O'Mara, promotion & merchandising mgr. of KTTV, elected to board of directors of Electric League of Los Angeles to represent all telecasters . . . Howard Wormser, ex-KTLA, Los Angeles, appointed MCA-TV director of public relations, N. Y. . . . Stephen Strassberg named publicity mgr., Miss Harriet Feinberg adv. & promotion director, WABC-TV & WABC, N. Y. . . . Dale Morgan promoted to program mgr. & film buyer, KFEL-TV, Denver, succeeding Duncan Ross, who joins sales staff . . . Norman Blackburn quits as exec. director, Screen Gems, to devote fulltime to new TV series; Selmer Chalif, from N. Y. office, transfers to Hollywood to replace him . . . George B. Smith, ex-KEDD, Wichita, named chief engineer of WNDU-TV, Notre Dame-South Bend (Ch. 46), which hasn't set on-air target yet . . . I. E. (Chick) Showerman, who resigned as mgr. of NBC central div. in 1951 to enter national spot sales & film fields, named mgr. of WISN, Milwaukee, succeeding Harry D. Peck, resigned; Hearst Radio, owner of WISN, recently made deal to buy new Ch. 12) WTVW, Milwaukee (see adjoining column).

Milwaukee's CBS-owned uhf WXIX (Ch. 19), when it starts network programs Feb. 20, effective date also of change in call letters from WOKY-TV, will have the following key personnel, according to new gen. mgr. Edmund C. Bunker, ex-KNXT, Hollywood: Leon Drew, ex-KNXT, program director; Theodore F. Shaker, ex-CBS-TV Spot Sales, N. Y., gen. sales mgr.; John Lathrop Viemeister, ex-CBS-TV, N. Y., business mgr.; Arthur F. Schoenfuss, ex-CBS-TV, N. Y., director of operations; By Colvig, ex-KNXT, promotion-publicity director. Offices and studios are at 5445 No. 27th St., transmitter atop Schroeder Hotel.

Station Representatives Assn. pres. Adam J. Young Jr. names these 1955 committee chairmen: Ward Dorrell, research; Robert Eastman, station rates; Arthur McCoy, radio sales; Jack Brooke, TV sales; George Brett, trade practices; John P. Blair, nominating; Joseph J. Weed, ducs; Robt. Mceker, development of station representation.

Myron L. Broun, TV director, Sterling Adv., leaves for England Feb. 6 to take similar post with Colman, Prentis & Varley Ltd., London.

Norman L. Sper, 59, the football forecaster whose sports films have been syndicated to TV, died Jan. 22 in Hollywood.

Lou Poller's uhf WCAN-TV, Milwaukee (Ch. 25), whose physical facilities he sold to CBS for \$650,000 while retaining the channel and call letters for independent operation (Vol. 11:3), earned a net profit of \$174,047 in the 10 months from Jan. 1 to Oct. 31, 1954. Radio WCAN during same period lost \$20,152. This was disclosed as transfer papers were filed this week with FCC for sale of radio WCAN (5-kw, 1250-kc) to the owners of radio WEMP for \$250,000. WEMP proposes to take over the WCAN wavelength & power in lieu of its 250 watts on 1340 kc, retaining WEMP call; application to buy current WEMP facilities for \$200,000 also was filed this week by Foster & Assoc. Inc., owned by Gordon McLendon family, James Foster & Bill Weaver, latter to be mgr. Poller-controlled Midwest Broadcasting Co. is shown to have total assets of \$984,676, long-term liabilities (notes, etc.) of \$697,880, current liabilities \$163,451. CBS acquired the WCAN-TV studios, etc. when it purchased WOKY-TV, Milwaukee (Ch. 19) for \$335,000 (Vol. 10:43), turning over the WOKY-TV studios to Poller. CBS has received FCC approval to take over WOKY-TV, call letters of which will be changed to WXIX.

Hearst Radio's purchase of WTVW, Milwaukee (Ch. 12) for \$2,000,000 (Vol. 11:2) is being protested by one of the stockholders in selling company, theatremen L. F. Gran, whose counsel Marcus Cohn advised FCC Jan. 27 that Gran Enterprises Co. is preparing an application for CP to operate on Ch. 12 in Milwaukee, also will file petition asking that CP assignment to Hearst be designated for hearing. Mr. Gran's equity in sale deal is 11.64%, and his counsel states that he not only objected to sale at board meeting of last Jan. 7 but offered to purchase the station "on terms and conditions comparable to those of the Hearst Corp." He resigned from board Jan. 26. Around \$900,000 cash would be paid by Hearst, remainder being assumption of liabilities and obligations. Station is ABC primary, is operating from interim 300-ft. tower, holds CP for 316-kw and plans 1105-ft. tower.

Honolulu's KONA (Ch. 11), in filing with FCC this week for switch to Ch. 2, disclosed that its operating losses since new owners acquired it in June 1953 have approximated \$177,107 but that income revenue has increased monthly and losses decreased until net profit ran \$3100 in Oct., \$3700 in Nov., \$8000 in Dec. Projection of 1955 net profit before taxes is \$125,000. Profit-&-loss statement for Jan. through Nov. 30, 1954 shows \$406,122 revenues (about \$238,000 local, \$32,000 network, remainder spot) and \$436,143 expenses (\$378,000 operating, \$58,000 depreciation) for net loss of \$73,818. During Nov., total revenue was \$42,799, total expenses \$39,070, net profit \$3728. Station, which started Dec. 15, 1952 and is NBC affiliated, was practically bankrupt when purchased in 1953 from Herbert Richards' founding group by *Honolulu Advertiser* (KGU), 50%, and J. Elroy McCaw & John D. Keating, 50% (Vol. 9:26).

CBS pres. Frank Stanton gets full words-&-photo treatment in Jan. *Architectural Forum Magazine*, which devotes 6 pages to his and other CBS executive offices. Elsewhere in magazine, he's cited as one of 3 who planned unusual design of Center for Advanced Study in the Behavioral Sciences, of which he is chairman, located near Stanford U, Palo Alto, Cal.

Ex-Gov. Howard Pyle, of Arizona, who used to be a radio executive himself (KTAR, Phoenix), appointed White House administrative asst., \$15,000 post, serving with Bryce Harlow as presidential liaison with the Federal departments & agencies.

Paul Sanche, NBC correspondent captured by Costa Rican rebel forces at outbreak of war, was released unharmed Jan. 19 after captors took his camera, notes & personal possessions.

ALLOCATIONS matters, piled up during Christmas holidays, constituted bulk of FCC actions this week—though several important actions affecting CPs were made. The grants for KFDM-TV, Beaumont (Ch. 6) and WTVT, Tampa (Ch. 13), “stayed” by FCC pending oral argument (Vol. 10:49), were given final go-ahead to complete construction, though not without dissents. In addition, Commission granted Ch. 5 CP to WORA, Mayaguez, P. R.

In Beaumont case, Commission again rejected KRIC-Enterprise’s argument that it had better programming proposals; that it was being discriminated against because it’s a newspaper; that post-decision option of W. P. Hobby (KPRC-TV and *Houston Post*) to buy 32½% of KFDM-TV changed whole character of grantee. Comr. Hennock dissented, said FCC should weigh Hobby option.

In Tampa case, FCC reaffirmed its grant to WTVT (W. Walter Tison, et al.), concluding it was best applicant. Comrs. McConnaughey and Doerfer dissented, former issuing no statement, latter saying that he’d prefer *Tampa Times* and that record of Tison’s radio WALT shows his program promises can’t be relied upon.

On allocations front, the Commission: (1) Rejected petition of grantee KOKE, El Paso (Ch. 13) that it be shifted to educational Ch. 7, saying there’s “no basis for distinguishing between Ch. 7 and Ch. 13.” (2) Turned down petition to add Ch. 13 to Princess Anne (Norfolk), Va., filed by WTOV-TV (Ch. 27), now off air, on grounds sufficient need hasn’t been shown. (3) Rejected petition of KALE, Richland, Wash. to shift Ch. 3 from Lewiston, Ida., stating that bona fide application for the channel in Lewiston has been filed by operators of KIMA, Yakima (Ch. 29) and KEPR-TV, Pasco (Ch. 19). (4) Vacated its proposal to shift Ch. 11 & 6 between San Juan and Caguas, P. R., because Dept. of Education has found new site for San Juan that makes shift unnecessary. (5) Granted shift of Ch. 14 from Annapolis, Md. to Washington and allocated Ch. 53 to Annapolis, at request of grantee WOOK-TV, Washington (Ch. 50), on grounds there’s temporary difference in uhf channels from equipment standpoint; it turned down WOOK-TV’s petition that it be shifted automatically to Ch. 14. (6) Began rule-making shifting uhf channels so that WKNY-TV, Kingston, N. Y. (Ch. 66) can move to Ch. 21 and specify Poughkeepsie as location. In this case, FCC pro-

posed to give station “show cause” order allowing the change in channel and city.

New allocations changes requested this week were: (1) Petition by WMVT, Montpelier, Vt. (Ch. 3) to shift its channel and main studios to Burlington. (2) Petition of KONA, Honolulu (Ch. 11) to change to Ch. 2 and to get permanent authority, instead of STA, to operate at present site. (3) Petition from Suncoast Cities Bestg. Corp. to add Ch. 10 to New Port Richey, Fla., about 30 mi. north of St. Petersburg. Request conflicts with *Jacksonville Journal’s* petition to add Ch. 10 to Bunnell, Fla., near Daytona Beach. Principals of Suncoast are W. H. Holland (attorney), Ed C. Wright (real estate) and Harry R. Playford (banker), who plan to file application. Each bought 1/6 of radio WNEW, N. Y. last year (Vol. 10:16).

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Court of Appeals acted on several hard-fought cases this week. On Jan. 24, it denied motion of Columbia Empire Telecasters that KLOR, Portland, Ore. (Ch. 12) be kept from going on air pending appeal.

After hearing oral argument Jan. 27, Judges Bazelon, Bastian & Washington turned down motion for stay filed by WNET, Providence, R. I. (Ch. 16), seeking to keep WPRO-TV (Ch. 12) from starting. Court said: “While there has been an insufficient showing of injury to the public to warrant a stay, there are substantial and serious questions presented [and] the Court will entertain a motion to expedite the filing of briefs and argument herein.”

Court also denied petition of WTRI, Albany (Ch. 35) that sale of WROW-TV (Ch. 41) to Lowell Thomas group be stayed, stating: “While there are substantial and serious questions in these cases which should be promptly resolved, there is no sufficient showing that the Commission abused the authority conferred by Sec. 309(c) of the Communications Act in finding that the authorization involved is necessary to the maintenance or conduct of an existing service.”

Acting in McClatchy’s appeal in Sacramento Ch. 10 case, Court granted ANPA permission to file amicus curiae brief on question of FCC’s attitude toward newspapers.

Continuing fight against grant of WJRT, Flint (Ch. 12), WFDF and Butterfield Theatres told FCC its Broadcast Bureau acted illegally in granting WJRT more time to build recently.

SEN. MAGNUSON will outline his views on TV-radio and the future course of Senate investigation of network practices and uhf next Wed., Feb. 2, when he’s scheduled to release report by special counsel Harry Plotkin detailing staff work to date and making recommendations (Vol. 11:4). Magnuson, chairman of Senate Commerce Committee, is due to release own statement on investigation and answer questions of the press.

Sen. Bricker (R-O.), the Committee’s ex-chairman who initiated the investigation and named ex-FCC Comr. Robert F. Jones as GOP counsel, was invited by Magnuson to participate in next week’s press conference, but at week’s end his aides did not know whether he would attend. Jones is due to submit his report to Bricker Mon., Jan. 31, and Bricker’s staff said the Senator will decide at that time whether to make it public along with Magnuson’s release of Plotkin report.

Committee’s next regular meeting is scheduled Feb. 9—when it may discuss hearings on President Eisenhower’s nomination of Chairman McConnaughey to the FCC. Since Sen. Magnuson wants to give 10 days advance notice of any hearing, it’s unlikely there will be hearings before Mon., Feb. 21, at very earliest. Meanwhile, House Commerce Committee announced it will begin orientation hearings next week on the various agencies over which it has juris-

dition, but Committee staffers said appearance of FCC probably would be delayed until Senate has acted on McConnaughey.

Judiciary Committee, headed by Sen. Kilgore (D-W. Va.), who wants to investigate “monopoly in TV radio industry,” holds regular meeting Jan. 31, at which time subcommittees may be named. The Senator has announced that TV investigation would be conducted by monopoly subcommittee—but Kilgore aides say this group’s members and chairman have not yet been determined, despite published reports to the contrary.

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Congressional staff appointments: Frank Pellegrini, specialist in admiralty law and close friend of chairman Magnuson, Feb. 1 becomes the chief counsel of Senate Interstate & Foreign Commerce Committee. Martin W. Cunningham, ex-Armed Services Technical Information Agency and CAA, named to staff of House Interstate & Foreign Commerce Committee.

Pope Pius has approved formation of new pontifical commission to study TV-radio-film problems, with Bishop Martin J. O’Connor, of Scranton, Pa., rector of the Pontifical North American College in Rome and president of old film commission, to serve for 6-year term as president of new commission.

SETS-IN-USE CENSUS under NARTB auspices, one of industry's most pressing needs, looks like it will at long last get under way this fall, it was indicated this week following pre-testing progress report submitted to NARTB's TV board meeting in Hollywood, Fla. by research mgr. Richard M. Allerton.

Board approved Allerton's report and authorized continuance of pre-testing field work being conducted for it by Alfred Politz Research Inc., N. Y. It was indicated that all pre-testing would end in June, when further report will be made to board, which presumably will appropriate funds for census at that time.

Meanwhile, in separate action, board authorized expenditure of \$3000 to participate in TV-radio census being planned by Advertising Research Foundation, whose most recent study of TV-radio homes as of May 1954 was released last fall (Vol. 10:39).

Board also defended recent action of NARTB pres. Harold Fellows in urging FCC to observe all rule-making procedures on subscription TV (Vol. 11:2). Zenith pres. E. F. McDonald last week charged Fellows thereby attempted to align broadcasters with theatre owners in opposition to subscription TV (Vol. 11:4).

TV board chairman Clair McCollough wrote McDonald to deny the charge, stating: "It has been the continuing policy of the association since the formative days of the organization, when you served it as president, to encourage appropriate regulatory procedure on all subjects relating to use of the broadcast spectrum when it has become clearly apparent that the public interest was involved."

Code Review Board, also meeting in Florida, approved plan to improve liaison with film producers in effort to get them to comply more closely with code. It was recommended that station operator be given the right in all contracts with film companies to alter any which in his judgment did not conform to code. Also adopted was resolution commending code chairman John E. Fetzer. It was also decided to publish a second "report to the people" this spring on activities of code board.

Mark Ethridge, v.p. of WHAS-TV & WHAS, Louisville, was named to receive NARTB's keynote award at convention in Washington week of May 22. Previous keynote awards went to NBC chairman David Sarnoff and CBS chairman William S. Paley.

Agenda for convention includes address by Ethridge May 24, luncheon address by FCC Chairman McConaughy same day, round table discussion that afternoon, to be addressed by as yet unselected govt. official. TV Day is May 26, with sessions on employer-employee relations, managerial problems and Television Bureau of Advertising objectives. Annual banquet will be held that evening. Radio Day is May 25.

Board also authorized appointment of a special committee to establish a system of 8 regional meetings this year, instead of 17 as in past. It's estimated this action will result in savings of approximately \$12,000 in travel expenses by NARTB officials alone.

A general fund budget of \$760,000 for fiscal year beginning April 1 was voted. An additional 27 TV stations were approved for active membership, bringing total to 264 stations and 4 networks. Radio membership totals 1480 stations, 3 networks.

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NARTB creates educational committee to serve as liaison with public and private educational organizations in training qualified students for employment in TV-radio and in bringing needs of industry to attention of educators. Committee members: Herbert L. Krueger, WTAG-AM, Worcester, Mass., chairman; Lee Ruwitch, WTVJ, Miami; Rex Howell, KFXJ-TV, Grand Junction, Colo. On Feb. 9-10, at NARTB's Washington headquarters, committee will meet with 3 educators whose schools offer major TV-radio facilities: Leo A. Martin, chairman of communication arts div., Boston U; Sidney Head, TV-radio dept. chairman, U of Miami; Russell Porter, TV-radio director, U of Denver. Meeting is designed to set up permanent training organization, to be known as Assn. for Professional Broadcasting Education (APBE).

Telecasting Notes: The 5000 marketing men who comprise *Tide Magazine's* "Leadership Panel" and are queried periodically on advertising trade problems give TV rather poor ranking for both public and trade relations. Best public relations they find among magazines, ranked 48%; next, newspapers, 29%; TV, 17%; radio, 14%; outdoor, 1%. Best trade relations: magazines, 70%; newspapers, 12%; TV, 8%; radio, 6%; outdoor, 2% . . . What's wrong with TV? Each medium got a thorough raking-over, says *Tide*, but none got such sizzling epithets as TV. "The biggest complaint was with TV commercials; the Panel insisted that networks and stations should police them and weed out those which insult the intelligence or talk down to the public" . . . Also condemned were "bunching" of commercials at station breaks, crowding them into too little time. NBC's "shoving" *Voice of Firestone* out of accustomed time slot was cited as typical of a "high-handed supercilious attitude toward advertisers and agencies" . . . Bankers Life Co. ad mgr. Edwin P. Leader is quoted thus: "TV has not given visible evidence of a desire to do the self-policing job needed to overcome public resentment" . . . Old-style commercial announcers, handling multiplicity of products, may be on their way out in favor of "a new breed—most of them entertainers by profession—who have tied their commercial destinies to specific products." So says Jan. 31 *Time*, which notes that "the new look in announcers" is being supplied by such entertainers as singer Vaughn Monroe (RCA), movie actor Wm. Lundigan (Chrysler), ballet dancer Dorothy Jarnac (Stopette) and, most notably, *Toast of the Town's* Ed Sullivan (Lincoln-Mercury) who spends lots of his time with dealers and

even gives wives of big-name guests gift Lincolns . . . Are talent agencies responsible for skyrocketing TV costs? That question has been coming up with increasing frequency in last few weeks (Vol. 10:52 & 11:4). *Sponsor Magazine* seeks answer in 2-part series which began in Jan. 24 issue—worth reading . . . Movie exhibitors are taking an entirely new view of TV, principally as a result of *Disneyland*, which not only has shown old features in their entirety, but scenes and behind-the-scene shots from new ones. Far from killing Disney films at boxoffice, this has proved tremendous hypo—both to *The Living Desert* (in second runs at theatres when excerpts were shown) and *20,000 Leagues Under the Sea* (heavily promoted on TV show before and during first run) . . . Recent National Theatres survey in Kansas City and Denver during runs of *There's No Business Like Show Business* and *20,000 Leagues* produced these results: Of former picture, 61.6% of patrons said they were influenced by newspaper ads, 12.3% word-of-mouth, 11.1% TV promotion. Of latter, 38.5% credited TV for attracting them, 35.1% newspapers, 11.8% word-of-mouth . . . Survey prompted National Theatres to urge producers to utilize TV to greater degree in pre-selling movies—particularly on "programs having established high ratings." As to local TV: "It has value, but is far too costly for the result." (In other words, exhibitors want the plugs free, not paid) . . . Will MCA-TV enter feature film distribution field through deal with Republic to handle old Gene Autry and Roy Rogers films, recently made available to TV after long court battle (Vol. 10:24, 43)? Unconfirmed reports have MCA-TV paying about \$30,000 each for distribution rights to the 138 oldies.

Station Accounts: New daytime program concept—predicated almost exclusively on entertainment rather than on conventional drama, cooking or panel shows—was launched this week by WABC-TV, ABC key. New program, appropriately titled *Entertainment*, starts Feb. 28, Mon.-thru-Fri. 12:30-3 p.m. It will cost station estimated \$30,000 a week to produce, originating from Little Theatre on 44th St., which has been dark for nearly a year. Ted Oberfelder, v.p.-gen. mgr., said program will feature comedy, sketches, etc. by personalities in show business. It will be sold on partic. basis, with tentative provision for 25 one-min. partic. per day, plus station breaks & IDs. Separate production & sales staff will be set up by station, which already has signed first sponsor—one partic. daily for 52 weeks for Raleigh Cigarettes, thru Russell M. Seeds Co., Chicago . . . Bethlehem Steel, in first TV sponsorship on regular basis, buys INS sports show, *This Week in Sports*, WFIL-TV, Philadelphia; WTTG, Washington; WBAL-TV, Baltimore—thru Jones & Brakeley, N. Y. . . . A&P Food Stores is sponsor on WRCA-TV of MCA-TV's syndicated *Guy Lombardo & His Royal Canadians*, starting Jan. 27, Thu. 7-7:30 p.m., thru Paris & Peart, N. Y.; it's in addition to his *Guy Lombardo Show* on WRCA-TV Fri. 7-7:30 p.m. . . . National City Bank of N. Y. apparently likes its 3-year experience in TV, signed this week to sponsor *11th Hour News* on WRCA-TV for next 3 years, Mon.-thru-Fri. 11-11:10 p.m., at reported cost of \$2,000,000 for time-&-talent, thru BBDO . . . Necchi-Elna Sewing Machine Sales Corp. spending \$4,500,000 this year for TV and other media, to back intensive selling effort, thru Grey Adv., N. Y. . . . Indiana Bell Telephone Co., which last year paid \$10,000 guaranty of reduced boxoffice, this season is again sponsoring Indiana high school basketball tournament at Butler U, Indianapolis, but has cut guarantee to \$7500 . . . F. A. Gosse Co., Seattle (Red Breast Blue-back salmon) to use partic. in several women's TV programs in Feb. to back heavy newspaper campaign, thru Fairfax Inc., N. Y. . . . Lay's Potato Chips places TPA's *Ramar of the Jungle* in 21 Southern markets, thru Liller, Neal & Battle, Atlanta . . . Libby, McNeill & Libby (food products) and Harold F. Ritchie & Co. Ltd. (Scott's Emulsion) sign as alt. week sponsors for 52 weeks of General Teleradio's repeat-performance *Million Dollar Movie* in 17 Canadian markets, where it's retitled *Movie Nite*, thru McConnell, Eastman & Co., Toronto, and Atherton & Currier, Toronto . . . Among other advertisers currently reported using or preparing to use TV: Burnham & Morrill Co., Portland, Me. (B&M baked beans), thru BBDO, Boston; Texon Inc., South Hadley Falls, Mass. (shoe & luggage material), thru Fuller & Smith & Ross, N. Y.; Louis Sherry Inc., Long Island City, N. Y. (dietetic jelly), thru Paul Smallen Adv., N. Y.; American Home Foods Inc., subsidiary of American Home Products Corp., N. Y. (George Washington broth & seasoning), thru Charles W. Hoyt Co., N. Y.; International Molded Plastics Inc., Cleveland (Brookpark plastic dinnerware), thru Product Services Inc., N. Y.; Kordol Corp. of America, N. Y. (Kordolin arthritic & rheumatic pain reliever), direct; Excel Mineral Co., Los Angeles (Excel-Litter deodorized material for pets' beds), thru Robert B. Selby & Assoc., San Francisco; Golden Gift Inc., Deland, Fla. (orange juice), thru Harris & Whitebrook Advertects, Miami Beach; Schaper Mfg. Co., Minneapolis (plastic games), thru Mullen & Assoc., Minneapolis; Marlo Packing Corp., San Francisco (canned foods), thru Roy S. Durstine Inc., San Francisco; Dura Electric Co., Newark (Dura-Flash bulbs), thru Albright Assoc., N. Y.

NARTB has voted to appoint 9-man ad hoc committee to investigate "reasonableness and validity" of intercity common carrier tariffs filed with FCC.

Network Accounts: Whopping success of NBC-TV's partic. trinity—*Today, Home, Tonight*—is evidenced by billings of \$10,391,000 already on books for 1955—only \$3,000,000 under 1954's total of \$13,000,000. NBC now estimates 3 shows will gross combined \$17,000,000 in 1955. Of the \$10,391,000 in advance billings, \$4,786,000 is for *Home*; \$4,000,000 for *Today*; \$1,165,000 for *Tonight*. *Home* charges \$6700 per one-min. partic.; *Tonight* \$5100, *Today* from \$1900 to \$5500 . . . California Packing Co. (Del Monte canned foods) is latest sponsor on *Today, Home & Tonight*, buying 3 partic. a week for 26 weeks, starting in mid-Feb., thru McCann-Erickson, Los Angeles . . . Revlon (cosmetics) buys 104 partic., starting Feb. 9, on CBS-TV's *Morning Show*, Mon.-thru-Fri. 7-9 a.m., thru Wm. H. Weintraub & Co.; Kendall Co. (textiles), 12 partic. starting April 4, & Hoover Co. (vacuum cleaners), 5 partic. starting April 18, both thru Leo Burnett Co., Chicago; Mullins Mfg. Corp. (kitchen fixtures), one partic. Feb. 25, thru Brooke, Smith, French & Dorrance, Detroit . . . Bristol-Myers, currently sponsoring *Stage 7* on CBS-TV Sun. 9:30-10 p.m., is negotiating with movie producer Alfred Hitchcock for series of films in that time period, thru Doherty, Clifford, Steers & Shenfield; company may use new series to promote its new deodorant, Ban, which is expected to start national distribution about March 15—though CBS, as mysterious on subject as a Hitchcock thriller, could not confirm the plans . . . Lever Bros.' sponsorship of *Uncle Johnny Coons* on CBS-TV will be expanded to 31 stations Feb. 19, Sat. 1:30-2 p.m., thru McCann-Erickson . . . Revlon to drop *Pantomime Quiz* on ABC-TV, Sun. 9:30-10 p.m., effective March 6, asks for another time period . . . Whitehall Pharmacal Co. cancels alt. sponsorship (with Carter Products) of *Name That Tune* on CBS-TV, Thu. 10:30-11 p.m.

Rules governing announcement of mechanical video & audio recordings should be amended, NARTB told FCC this week, to limit such announcements only to such programs "in which the element of time is of special significance and presentation of which would create, either intentionally or otherwise, the impression or belief on the part of the listening or viewing audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast." Such announcements are of no significance to many kinds of programs, NARTB said, stating: "Certainly, the time, energy, ingenuity, and expenditure implicit in the production of a high-quality program should not be allowed to be dissipated through the imposition of required announcements of no affirmative value." Assn. requests amendments of Sections 3.188, 3.288 & 3.653.

Army's \$1,000,000 advertising contract for fiscal year starting July 1, 1955, is now open to competitive bidding, letters of invitation to briefing at Pentagon Feb. 8 having been sent this week to the 102 agencies which have annual billings over \$5,000,000. Primarily for recruiting purposes, contract for current fiscal year is held by Dancer-Fitzgerald-Sample.

First U. S. network telecast originating in Mexico will be Feb. 6 *Colgate Comedy Hour* (NBC) pickup of jai alai championship from Tijuana, across border from San Diego. Feed will be made from Tijuana's XETV, which regularly broadcasts jai alai games.

Long standing \$12,000,000 suit against 13 major league baseball teams by now bankrupt Liberty Broadcasting (Vol. 8:8 & 11:3) was settled this week for \$200,000 upon approval of federal bankruptcy referee D. M. Oldham.

Canned soup, yes; canned laughs, no. Campbell Soup Co., sponsor of filmed *Dear Phoebe* on NBC-TV, Fri. 9:30-10 p.m., has ruled out laugh track on program pending results of current audience reaction survey.

SECOND MILLION-WATT TV station went on air early Sunday morning, Jan. 23, and at end of first week of telecasting at maximum power reported it had received reports of "good reception" as far as 100 mi. and more. ABC-affiliated WILK-TV, Wilkes-Barre (Ch. 34) was first station to use new GE 45-kw transmitter, following by less than a month the debut of RCA's 25-kw uhf transmitter, now providing full 1-megawatt power for NBC affiliate WBRE-TV on Ch. 28 in Wilkes-Barre (Vol. 11:1-3).

WBRE-TV's enthusiasm over improved coverage (Vol. 11:3) is matched by that of WILK-TV managing director Thomas P. Shelburne, who reports better long distance coverage, better picture in former fringe areas. He's particularly pleased by "fill-in of former shadow areas close-in." He also says contrast and quality of picture received on local TV sets have improved since the new equipment was put in service. Though no distance measurements have been made by station or by GE, Shelburne quotes report from Allentown, 50 air miles, indicating strength of 3000 uv/m, as well as reports of vastly improved service from such towns as Danville and Mifflinburg, Pa. 60 & 70 mi.

GE this week shipped 50-kw amplifier and 8-bay antenna as part of \$430,000 equipment package ordered by upcoming KBET-TV, Sacramento (Ch. 10), which has March target. RCA shipped 2-kw standby transmitter Jan. 25 to KARK-TV, Little Rock (Ch. 4) and 50-kw transmitter Jan. 28 to WTVT, Tampa (Ch. 13), due mid-March.

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

KFIF, Fairbanks, Alaska (Ch. 2), having received 2-kw RCA transmitter via air freight last week, plans test patterns Feb. 10, programming by March 1, writes A. O. Bramstedt, gen. mgr. of Midnight Sun Bcstg. Co., which recently acquired control of KFIF, along with KFIA, Anchorage (Ch. 2), from Richard R. Rollins (Vol. 10:47 & 11:1). This week, RCA 3-bay superturnstile antenna is being installed on guyed tripod tower atop Lathrop Bldg., giving it height of 200-ft. above ground. Base rate will be \$150. Reps will be Weed and Moore & Lund (Pacific Northwest).

WDXI-TV, Jackson, Tenn. (Ch. 7), plans Feb. 20 test patterns, hopes to start programming March 1, reports pres.-gen. mgr. Aaron B. Robinson, who also controls radio WDXI and 5 other Tennessee AMs and publishes *Corinth* (Miss.) *Corinthian*. It has 10-kw Federal transmitter on hand, will use 500-ft. Stainless tower with

Industry-govt. study of high towers and issues involved in joint use of airspace by TV and aviation industries—ordered 2 wks ago by govt.'s Air Coordinating Committee (Vol. 11:3)—may get under way next week with organizational meeting. All interested organizations have been invited to name representatives. FCC Comr. Webster is expected to be named chairman or co-chairman, with CAA administrator F. B. Lee slated as co-chairman if group has 2 heads. Other members already named: Joseph Adams, CAB; Rear Adm. W. L. Rees, Navy; Maj. Gen. W. D. Ganey, Air Force; Robert Kennedy, Assn. of FCC Consulting Engineers; A. Prose Walker and Vincent T. Wasilewski, NARTB; Robert M. Booth, FCC Bar Assn.; Cyril Braum, JCET. Other agencies and groups invited to participate, which have not yet named representatives: Army, Air Transport Assn., National Business Aircraft Assn., National Assn. of State Aviation Officials, Airport Operators Council, Aircraft Owners & Pilots Assn., Air Line Pilots Assn.

RCA takes over distribution of Ideco towers manufactured to its specifications, to be marketed under RCA brand.

12-bay antenna. Only TV outlets within 100 mi. are 2 vhf's in Memphis, 77 mi. away. It has signed for CBS Extended Market Plan, has set tentative \$150 base rate. Rep. will be Burn-Smith.

KRCG, Jefferson City, Mo. (Ch. 13), now plans Feb. 1 test patterns, programming Feb. 13, according to owner Mrs. Betty G. Handy, whose family also controls local radio KWOS and *Jefferson City Capital News & Post Tribune*. Studios & transmitter will be at model Callaway Hills Farm, 10 mi. SE of U of Missouri's commercial KOMU-TV in Columbia. Stainless 500-ft. tower is ready, installation of 10-kw RCA transmitter and 12-section superturnstile antenna is under way. Base rate will be \$200. Rep will be Meeker.

WTVT, Tampa, Fla. (Ch. 13), whose CP was reinstated this week after being held up by protests (Vol. 10:49), plans March 15 test patterns, April 1 CBS programming, reports v.p.-gen. mgr. W. Walter Tison, also operator of Tampa radio WALT. It's third area outlet, WFLA-TV (Ch. 8) having started this week, WSUN-TV (Ch. 38) in 1953. It has transmitter house ready for 50-kw RCA unit due Feb. 1, will use 12-bay antenna on 838-ft. Ideco tower scheduled for completion Feb. 10. Tison is largest individual stockholder with 20%, other principals including politicians ex-Gov. Doyle E. Carlton, pres., 15%; ex-state sen. David E. Ward, secy.-treas., 10%; ex-Clearwater mayor H. H. Baskin, 10%; ex-circuit judge O. K. Reaves, 5%. Base hour will be \$400. Rep will be Avery-Knodel.

Satellites of KGMB-TV, Honolulu, on islands of Maui and Hawaii, will begin operation next April using RCA transmitters, reports v.p.-gen. mgr. G. Richard Evans. First to start will be at Wailuku, Maui (Ch. 3), KGMB-TV planning to send live cameras there in order to telecast ceremonies marking its April 3 debut. RCA transmitter has been ordered and antenna will be 100-ft. above ground atop guyed steel tubular mast on slope of 10,000-ft. Haleakala crater. Maui outlet is expected to improve reception on Molokai and Lanai, according to Mr. Evans. Hilo, Hawaii (Ch. 9), has April 10 target, using KGMB-TV's original equipment, including 500-watt RCA transmitter, with installation already underway. Antenna will be located on radio Hilo's KHBC tower. One technician will be added to KHBC staff to help operate Hilo TV; Maui will have engineering staff only. Stations will be sold only in combination with KGMB-TV. Rep will be Free & Peters.

Broadcasters drew praise of law enforcement officials in N. Y. this week for their cooperation in trying to crack down on so-called "pitchmen" whose spiels are currently subject of grand jury investigation of fraudulent on-air advertising (Vol. 11:4). Federal Judge Samuel Leibowitz, in charging grand jury Jan. 24 in Kings County (Brooklyn) Court, commended their public-spirited response in accepting his invitation of last week to witness his charge to the jury. All stations and networks in metropolitan N. Y. sent representatives in reply to invitation. District Attorney Edward S. Silver, who had been conducting own investigation, also thanked broadcasters for attending, saying they shared desire to "clear out the unscrupulous few who would prey on the unsuspecting public." He said: "I have not the slightest doubt that the broadcasters are just as anxious as I am to clean out the fakers." In his charge, Judge Leibowitz outlined laws and penalties covering misrepresentation. On Jan. 27, station representatives met with Silver to assure him of their "full cooperation." Stations told him they would work closely with local Better Business Bureau to stamp out the practice.

PUBLIC'S TV INVESTMENT—\$13.5 BILLION: Illustrative of TV's dynamic growth, which in 9 commercial years from 1946-54 has seen sets go into 70% of America's homes, is investment of about \$13.5 billion by the consumer for receivers during that period. Though figures are necessarily unofficial, they may be broken down as follows:

Retail value of receivers, \$9 billion (projected from the cumulative factory sales of \$6.451 billion); servicing, \$2 billion; components, antennas, etc., \$1.5 billion; receiving tube replacements, \$518,230,000; replacements of picture tubes, \$435,251,000. Tables setting forth set production, sales & inventories year by year are in our TV Factbook No. 20, released this week.

Average retail price of the 33,500,000 sets in hands of public on Jan. 1 is estimated at \$270 for the 9-year period, average having come down from the \$500-plus of 1946 to about \$200 in 1954. That's the consensus of trade statisticians, some saying \$270 average is too high, others too low. In marking up factory sales to \$9 billion, account has been taken of narrowed margins & the trade's seemingly perpetual 3 Ds -- distress, discounts, dumping.

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TV sales performance in Jan. gave all levels of trade a shot in arm, though there's still the 2,000,000 inventory to contend with (Vol. 11:4). Pending analysis of retail statistics, which normally trail factory and distributor data by week or two, there's ample reason to believe TV sales were at least as good as in Jan. 1954, when 525,257 TVs were sold by factories, 612,622 by distributors, 731,917 by dealers. And that was considered a comparatively good month.

The sales picture takes on added rosiness when it's remembered that many in trade had their fingers crossed about Jan. sales, worried lest TV would suffer a bad letdown after racking up a record 7,300,000 retail sales year in 1954. No letdown beyond normal seasonal adjustments apparently has materialized thus far.

How much of those sales represent second-set buys? That question is being kicked around a lot these days among trade's marketing experts -- and judging from their replies to our queries, we'd say 10% would be a very conservative estimate. It's somewhat higher than that, of course, in big metropolitan pre-freeze markets but, nation-wide, a 10% average is considered fair right now.

Low prices, quality merchandise, big promotions and sluggishness of color -- those are the major reasons being advanced for public's apparent willingness to go for the second set much sooner than many had anticipated. Said one set maker:

"We're really stealing sales from the future these days. The sales we are making today are the ones we figured on making 6 months or even a year from now. They're second-set purchases, as we've determined from our own surveys. Now I do not mean to imply that everybody's on the second-set bandwagon. Far from it. We do know, however, that there has been a perceptible rise in second-set purchases over the last 6 months -- many in the low-end categories -- and I feel that this constitutes enough of a trend to make the outlook for 1955 quite promising."

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TV-radio made a good showing at Western Winter Mart in San Francisco this week, judging from reports. The handful of manufacturers who showed reported brisk ordering by dealers -- generally better than year ago. "Special deals" were reported harder to find than in previous years. Of particular interest, too, were the high-fidelity displays, which claimed a spotlight of their own.

Discount house competition gave dealers at mart plenty to talk about, as it does whenever 2 or more dealers meet nowadays. New NARDA pres. Harry B. Price Jr., in first major address since election 2 weeks ago, told dinner meeting at mart that

TV-radio-appliance dealers are in a paradox of higher volume and lower profit in competition with discount houses. He commented:

"The war is on. At the manufacturers' level, it is be competitive or die. At distributors' level, it's justify your existence or close up. And at the level of the dealer, we must recognize the change and adjust to it...

"The doing away with list price isn't shocking. Retailers who have been selling below list did away with list price a long time ago. We all must understand -- neither you, your distributor nor your manufacturer establishes the ultimate selling price of our products. The public determines what it will pay. Decide now you will adapt yourself to a changing market. There never will be a substitute for integrity, value or service, but if someone develops a more economical way to deliver all three -- watch out! It is a human shortcoming to resist change. However, failure to recognize sound progress can relegate one to failure."

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TV production totaled 150,985 week ended Jan. 21, third week of current year, compared to 166,522 preceding week and 190,896 week ended Jan. 7. Three-week total is slightly over 500,000. Radio production totaled 262,949 (147,313 auto) in week ended Jan. 21, compared to 267,544 preceding week and 278,371 in week before. For 3 weeks, radio production was slightly over 800,000.

Trade Personals: F. P. (Fritz) Rice, mgr. of DuMont CR tube div., appointed to new position of director of manufacturing & purchasing—supervising instrument, CR tube, communication products, govt. contracts & receiver manufacturing divisions . . . Herbert E. Taylor Jr., ex-mgr. of DuMont communications products div., named commercial sales mgr., Federal Telephone & Radio Co., under J. A. Frabutt, gen. sales mgr.; company plans expansion in microwave and other industrial fields . . . Joseph A. Lagore, gen. mgr. in charge of operations, Philco govt. & industrial div., and James D. McLean, gen. sales mgr. of that division, promoted to v.p. manufacturing and v.p. sales, respectively . . . Alfred A. Medica, Admiral sales mgr. of national accounts, assumes added duties of radio sales mgr. . . . J. M. Tenney, ex-Admiral, named mgr. of Kelvinator's new major dealer div. . . . Henry Lehne, director of Sylvania electronic defense lab, named mgr. of new electronic systems div., Buffalo, concentrating on developing electronic systems & equipment for military . . . Gilbert Hoffman, comptroller of CBS-Columbia's N. Y. factory branch, appointed comptroller of all branch distributing operations . . . Clarke Latimer, from TV div., named service mgr. of Hoffman Electronics Sales Corp., succeeding Hal Grey, now field engineer of Hoffman's KOVR, Stockton, Cal.; John Charlesworth named Hoffman sales promotion mgr. in San Francisco area . . . Edward K. Doherr promoted to asst. director of Raytheon govt. field engineering dept., Waltham, Mass., handling field service requirements; G. Edward Dodge named govt. field engineering supervisor . . . Jack Ravdin, Olympic Radio engineering v.p., placed in charge of all manufacturing operations; Benjamin Parzen promoted to Olympic director of engineering & research . . . J. J. O'Connor resigns as Sylvania southwestern district sales mgr. to form own merchandising rep firm in Dallas . . . Wm. Horn, adv. mgr. of Philco air conditioner & electric range divs., named adv. & merchandising mgr., accessory div. . . . Robert N. Gillmor promoted to mgr. of new GE materials & processes lab, Syracuse . . . Robert H. Newton, ex-RCA Service Co., named mgr. of new gen. service dept., RCA Victor Co. Ltd., Montreal . . . F. J. Gaffney, ex-Fairchild Engine & Airplane Co., elected engineering v.p. of Marion Electrical Instrument Co., Manchester, N. H. . . . Dan Roseman named asst. sales mgr., James B. Mannion exec. asst. of sales dept., Sheldon Electric Co., Irvington, N. J. (tubes) . . . Joseph Kerr, ex-GE & Motorola-New York, named N. Y. district mgr., Granco Products Inc.

DISTRIBUTOR NOTES: Hoffman Electronics, continuing national expansion program, appoints Independent Distributors Inc., Denver; Wabash Distributing Co., Terre Haute; Boetticher & Kellogg Co. Inc., Evansville, Ind.; Ferguson Co., Paducah, Ky.; Triangle Supply Co., Bowling Green, Ky. . . . Capehart-Farnsworth: Lehigh Valley Distributors, Hazleton, Pa. (O. J. Mannen, pres.) . . . Long's Distributors Inc., Binghamton, N. Y., relinquishes Motorola franchise . . . Gould-Farmer Co., Syracuse (GE) elects Charles H. Wittenburg pres., succeeding Earland M. Farmer, who moves up to chairman . . . Westinghouse Electric Supply Co., Charlotte, plans to move about Aug. 1 to new site on W. Morehead St. . . . Raymond Rosen & Co., Philadelphia (RCA) names James Davis adv. director, succeeding Jack Moses, retired.

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Shakeup of Westinghouse consumer products personnel, including TV-radio div., was disclosed this week, with these changes: Edward J. Kelly, ex-Emerson production v.p., named TV-radio div. mgr., replacing T. J. Newcomb, whose new assignment has not been disclosed; John F. Myers, pres. of Westinghouse Electric Supply Co., appointed v.p. & gen. mgr. of consumer products, reporting to John M. McKibbin, who remains as group v.p. of consumer products; Victor D. Kniss, gen. sales mgr. of consumer products, named pres. of Westinghouse Electric Supply Co., succeeding Myers. The changes disclosed this week follow in wake of several recent transfers and resignations and reports persisted that more changes would follow, as company fights for bigger share of consumer products market—particularly TV-radio.

H. Ward Zimmer, 57, a 36-year veteran of Sylvania who rose through ranks to presidency in April 1953, died Jan. 28 at New York Hospital after 2-month illness. He became operations v.p. in 1947, exec. v.p. in 1950. He was a native of Emporium, Pa.

W. Paul Jones, 53, ex-pres. of Servel Inc. and v.p. in charge of all Philco appliance operations from 1939-49, died last week in Evansville, Ind. of heart attack. At time of his death, he was pres. of Kellett Aircraft Corp., Camden, N. J. (helicopters).

George A. Rogers, 48, ex-mgr. of operations of Westinghouse TV-radio div. and formerly with Emerson Radio, died Jan. 25 in Cornell Clinic, N. Y. Survivors are his widow, a son, 2 daughters.

Topics & Trends of TV Trade: Flat one-year warranties on picture tube replacements sold through distributors—an on-again off-again proposition for last 6 months or so—have once again become standard in TV industry. RCA, GE, Sylvania & DuMont this week disclosed they have gone back to outright one-year warranties because of competitive reasons—citing fact that other unidentified manufacturers, including rebuilders, had refused to change with them. Distributors were notified this week of the return to one-year warranties.

RCA last July had adopted a 12-month pro-rata warranty policy similar to that in effect for automobile batteries, in which value is diminished each month. Sylvania likewise had adopted a 12-month pro-rata policy recently. GE and DuMont had previously changed to a flat 6-month warranty.

Primary reason for switch from one-year warranties was that picture tube no longer represents as large an investment as other parts and consequently should not have the extended warranty protection.

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“A deliberate lie, intended to injure unjustly the reputation of Mr. Wasserman” was the way the prosecutor Arthur McLaughlin characterized the sensational testimony of Arthur A. Mills, an ex-convict from N. Y., that George Wasserman, owner of George’s, big Washington retail chain, hired him to rob George’s safe on Labor Day week-end. Mills was convicted by a Federal court jury in Washington of the safecracking, in which \$20,000 in cash and \$3500 in jewels were taken. Wasserman denied ever having seen Mills.

Radio shipments to dealers, excluding auto radios, totaled 5,128,337 in first 11 months of 1954, according to RETMA’s state-by-state tabulation released this week. Nov. shipments were 711,554, compared to 639,624 in Oct. Comparisons with 1953 are not possible because only quarterly compilations were made then.

CBS-Columbia added 9 basic models to line at regional distributor meeting Jan. 25 at New York’s Plaza Hotel. Prices range from \$180 for 21-in. ebony table model to \$260 for 21-in. open-face blonde console. Two of new models will be priced by distributors according to local conditions. New models consist of 6 tables, 3 consoles.

British TV-radio sales set record in 1954—TV sales estimated at slightly higher than 1953’s 1,145,000 and radio at about 1,500,000, or double 1953 figure. British TV sets-in-use now total more than 4,250,000. In France, 1954 TV sales were estimated at 80,000, compared with 37,000 in 1953.

Individual TV speakers with own volume control are now being marketed at \$13.95 list under name “TV Hush” by Aer-Vue Industries, 1460 Bushwick Ave., Brooklyn. Rectangular-shaped gadget is placed on chairside table to permit viewer to listen without disturbing others in house and to vary volume without leaving chair.

Business failures in 1954 were at a higher rate among TV-radio-appliance dealers than any other group of retailers, reports Dun & Bradstreet’s Feb. *Service Magazine*. Rate of failure was 162 per 10,000 dealers vs. 116 per 10,000 in 1953. Actual number of failures was not disclosed.

One of bright young men mentioned in Feb. 4 *Collier’s* article “How to Think Your Way to the Top” is Milton J. Shapp, 43, pres. of Jerrold Electronics Corp., manufacturer of TV distribution equipment for community antenna systems, hotels, etc.

National Assn. of Music Merchants scheduled annual convention and trade show July 18-21 at Chicago’s Palmer House. Advance registrations may be made at NAMM headquarters, 25 E. Jackson Blvd., Chicago.

PROPOSED MERGER of Hoffman Electronics Corp. and Packard-Bell Co., both of Los Angeles, was subject of serious negotiation during the last week—but the negotiations were terminated Jan. 25. Said joint statement by H. Leslie Hoffman and Herbert A. Bell, presidents:

“Consideration of a merger agreement whereby shareholders would exchange 2½ shares of Packard-Bell common stock for one share of Hoffman Electronics common stock has been under discussion by representatives of the two companies for the past ten days. Inability of the two companies to reach a mutually satisfactory agreement was responsible for Hoffman’s and Bell’s decision to end the negotiations.”

Hoffman’s assets as of Sept. 30 were about \$17,043,043, Packard-Bell’s \$9,358,050. Hoffman, recently admitted for trading on the N. Y. Stock Exchange, showed net profit of \$1,139,421 on sales of \$32,750,904 for 9 months ended last Sept. 30 compared to \$1,115,553 on sales of \$38,153,871 for same 1953 period (Vol. 10:44). Packard-Bell’s fiscal year ended last Sept. 30 with sales of \$17,744,136 and profit of \$164,295 compared to sales of \$32,152,749 and profit of \$1,139,642 in same 1953 period (Vol. 10:52). This week, Packard-Bell reported net profit of \$217,237 (31¢ a share) on sales of \$5,855,831 for its first quarter ended Dec. 31, compared with \$269,575 (39¢) on sales of \$6,333,922 for same 1953 period.

Reorganization petition of Wilcox-Gay Corp., parent of Majestic Radio & Garod Radio, will be argued March 21 when creditors meet with Referee Chester C. Woolridge in Grand Rapids Federal Court. Signed by chairman Leonard Ashbach, petition for reorganization under Chapter X of Bankruptcy Act was approved last week-end by Grand Rapids Federal Judge W. Wallace Kent. It lists assets of \$5,990,606 and liabilities of same amount as of Nov. 30, 1954. It contends company is solvent and can pay current debts, but cannot continue to do so under pressures exerted by Garod’s creditors, one of whom has levied a \$39,000 judgment against company’s bank accounts and has forced Brooklyn TV plant to shut down as result. Wilcox-Gay stated it is directly affected by Garod’s losses, as guarantor of all contract obligations of its subsidiary. Petition contends Garod was forced to sell TV sets at a loss to obtain operating capital. Another factor was termination of several of Garod’s govt. contracts, it is stated. Company proposes to consolidate all operations at Charlotte, Mich. headquarters and asks court permission to continue in business, citing \$1,000,000 worth of present and prospective U. S. orders at Garod and a Wilcox-Gay contract with an unidentified electronic manufacturer for delivery of 10,000 private-label tape recorders in first quarter of 1955, at selling price of about \$900,000. Wadsworth Bissell, Grand Rapids, was appointed trustee, with authority to file list of creditors by Feb. 15.

Industry figures included in recent Honors List published by Queen Elizabeth: R. C. McCall, BBC asst. director of TV (C.M.G.); E. H. Clarke, BBC appointments officer (O.B.E.); Miss Frieda V. Lingstrom, BBC head of children’s TV programs (O.B.E.); A. J. Clarricoats, gen. secy., Radio Society of Great Britain (O.B.E.); V. M. W. Roberts, commercial mgr., electronics dept., British Thomson-Houston Co. (O.B.E.); Miss Ruth M. Cockerton, BBC pictorial publicity officer (M.B.E.); M. M. Dewar, BBC asst. to director of home sound broadcasting (M.B.E.); J. J. Sarche, chief inspector, Ultra Electric Ltd. (M.B.E.).

National Retail Dry Goods Assn., 100 W. 31st., N. Y., issues new *Expense Center Accounting Manual*, setting up new accounting procedures to enable retailers to keep closer check on expenses. NRDGA anticipates new system will become standardized in retail trades by mid-1955.

Financial & Trade Notes: Columbia Broadcasting System Inc., which has shown steady increases in gross and net, its stock going from a 1954 low of 41% to a high this week of 93%, will propose to April 20 stockholders meeting that shares be split 3 for 1 and that authorized stock be increased from 3,000,000 to 12,000,000 shares, of which half will continue to be Class A and half Class B. Board meeting this week decided such a split-up would make possible wider distribution of the stock, which Chairman Paley said was desirable because, in addition to its broadcasting activities, CBS manufactures consumer products through its various divisions: CBS-Columbia div. (TV-radio sets); Columbia Records (Columbia, Epic, Okeh & Playtime label phonograph records and Columbia phonographs); CBS-Hytron (picture & receiving tubes, semi-conductors). There are no present plans to issue any shares other than those required for the stock split-up.

Mr. Paley revealed that sales & profits for fiscal year ended Jan. 1 will be largest in company's history, preliminary figures indicating net earnings of approximately \$4.85 per share, up \$1.05 per share from 1954. In addition, some \$5,300,000 of non-recurring capital gains have been realized. Audited figures will be released in March.

Last CBS report, for first 9 months of 1954, showed gross sales up 18% to \$263,746,543 from previous record of \$223,109,649 in same 1953 period; net earnings after \$8,970,000 taxes up 14% to \$7,299,130 (\$3.12 a share) from \$6,411,343 (\$2.74) after \$8,550,000 taxes (Vol. 10:46). Company's 1953 gross was \$313,908,771, net \$8,894,642 (\$3.80); 1952, gross \$251,594,490, net \$6,445,506 (\$2.75); 1951, gross \$192,384,608, net \$6,360,097 (\$3.10); 1950, gross \$124,105,408, net \$4,105,329 (\$2.39).

CBS split its stock 2 for 1 in March, 1937 and 5 for 1 in Feb. 1934, and last Dec. 20 declared a 2% stock dividend. Last year it paid 40¢ quarterly cash dividends on both A & B stock plus a special 30¢ dividend on Dec. 10. First dividend this year is 50¢ payable March 11 to stockholders of record Feb. 25.

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Magnavox earned \$1,532,408 (\$2.02 a share) on sales of \$28,019,000 in 6 months ended Dec. 31, compared to \$1,702,354 (\$2.24) on \$35,921,000 in corresponding period of 1953. For 3 months ended Dec. 31, earnings were \$1,200,679 (\$1.58) on \$17,671,000 vs. \$779,006 (\$1.03) on \$19,869,000 in same 1953 quarter. Pres. Frank Freimann estimated earnings for current fiscal year ending June 30 will exceed the \$2.77 a share earned in preceding fiscal year. He said several research & development contracts are expected to boost company's volume substantially.

Cornell-Dubilier pres. Octave Blake predicts that sales for current fiscal year ending Sept. 30 will increase slightly over last year's \$37,149,778, though profit margins may be narrowed slightly due to price competition. He told annual meeting that sales for quarter ended Dec. 31 declined to \$9,950,000 from \$11,434,918 in like 1953 period. He gave no report on earnings. Company will redeem March 1, \$175,000 principal amount of 3 7/8% debentures due 1972 at par plus accrued interest to redemption date. Chase National Bank is trustee.

Dividends: Television-Electronics Fund, 8¢ payable Feb. 28 to stockholders of record Feb. 1; International Resistance, 5¢ March 1 to holders Feb. 15; Weston Electrical Instrument, 25¢ March 10 to holders Feb. 25; Servomechanisms, 10¢ Feb. 15 to holders Feb. 1; Cornell-Dubilier, 20¢ extra & 30¢ quarterly, March 25 to holders March 8; Mallory, 50¢ March 10 to holders Feb. 18; Stewart-Warner, 40¢ March 5 to holders Feb. 11; Westinghouse, 50¢ March 4 to holders Feb. 7; CBS "A" & "B," 50¢ Feb. 25 to holders Feb. 12; Aircraft Radio, 20¢ Feb. 24 to holders Feb. 11; Avco, 10¢ Feb. 27 to holders Feb. 7; Standard Coil Products, 25¢ Feb. 17 to holders Feb. 7.

ADMIRAL SIGNED RCA patent license renewal this week, at same time reporting that it has also licensed RCA for 5 years under its own patents, including automation equipment. Pres. Ross Siragusa revealed Admiral is currently contemplating setting up a division to make and lease automation equipment for the rest of the industry. The Admiral signature leaves Philco the only major entity in the field (with exception, of course, of litigating Zenith) which has not signed the RCA renewal, and Philco officials are saying nothing about their plans.

Change of venue in Dept. of Justice's civil anti-trust patent suit against RCA (Vol. 10:47) was denied Jan. 20 by Judge John C. Knox in U. S. court for the southern district of N. Y. He stated: "If I could, in good conscience, transfer the trial of this suit to the District of Delaware, I would gladly do so. However, the Government's complaint had to do with defendants and transactions that have taken place subsequent to the litigation that was held in Delaware some 21 years ago." Next step in this suit is RCA answer, which is due March 25.

In Zenith-Rauland \$16,000,000 triple damage counterclaim suit against RCA, based on anti-trust charges in connection with patent pooling, Federal Judge Igoe in Chicago this week took under advisement RCA motion for dismissal and indicated he would rule next week.

Philco has been granted extension until Feb. 14 for its answer in Dept. of Justice suit charging illegal restrictions on distributors and dealers (Vol. 10:51). Anti-trust suit was filed Dec. 15 in Federal court for eastern district of Pa., and Judge Thomas J. Clary approved agreement of counsel on the extension.

Note: Full texts of complaints in both the RCA and Philco suits were published by *Television Digest* as Special Reports last Nov. 20 & Dec. 18, respectively.

Edward J. Noble, chairman of AB-PT finance committee, chairman of Life Savers Inc. and onetime chief owner of ABC, has given 200,000 shares of AB-PT common stock, valued currently at about \$4,500,000, to the Edward John Noble Foundation, his charitable endowment. This reduces his AB-PT common stock holdings to 8949 shares; he also holds 324,601 shares of 5% preferred. In Dec. (Vol. 10:51), Mr. Noble gave \$5,000,000 and in 1953 he gave \$2,000,000 to the Foundation, which he organized in 1940.

Hartley Baird Ltd, major British TV-radio manufacturer, has acquired Ambassador Radio & Television Ltd., which continues under own name as wholly owned subsidiary with R. N. Fitton remaining as managing director and joining Hartley-Baird board as director in charge of TV & radio. Ambassador shareholders received 1,000,000 shares of HB, which will also issue 100,000 shares of 7% second cumulative £1 pfd. shares.

Electrical & Musical Industries Ltd., big British electronics firm which has contracted to purchase control of Capitol Records Inc. for about \$4,350,000 (Vol. 11:3), will finance it by offer of 3 million £1 (\$2.80) cumulative second preference shares at 5 1/2% to EMI stockholders.

Norden Laboratories Corp. stockholders have voted to merge with Ketay Instrument Corp. on basis of one Ketay common for 4 Norden and one Ketay common for each 2.7 Norden Class B; plan is to change name to Norden-Ketay Corp.

Daystrom Inc. has acquired or holds voting rights to 214,212 shares, or more than half of the 428,221 outstanding, of Weston Electrical Instrument Corp., Newark, according to Daystrom pres. Thomas Roy Jones.

Storer Broadcasting Co., now traded over the counter, expected shortly to apply for N. Y. Stock Exchange listing. Wall Street rumors are it may also split stock.

Color Trends & Briefs: Implementing his color "blockbuster" theory—that of stimulating public interest in color through occasional major 1½ & 2-hour spectacles rather than through simple increase in miscellaneous color programming (Vol. 11:3)—NBC pres. Sylvester L. Weaver is busily lining up bigger & bigger names and programs. Items:

(1) Complete uncut version of current Broadway play *Peter Pan*, starring Mary Martin, is to be presented 7:30-9:30 p.m. March 7—an extra half-hour being added to regular *Producers' Showcase* period. Price reported: about \$300,000.

(2) Sol Hurok, the concert manager, has been retained to develop "new production ideas and artistic vehicles" for *Producers' Showcase*, colorcast every 4th Mon. He has left for Europe to scout talent.

(3) Dedication of NBC's new west coast color studios in Burbank, Cal. March 27 is to be marked with major spectacular built around "cavalcade of show business" motif—to be produced by Tony Miner, feature big names, include comments on color by RCA chairman David Sarnoff.

(4) Actor Maurice Evans has agreed to present eight 90-min. plays in color this fall, one every 4th Sun. afternoon, starring in 2 of them himself—in *Hamlet* and either *Man and Superman* or *The Devil's Disciple*. Jack Rayel will be exec. producer, George Schaefer director.

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Though drop in color set prices from current \$895-\$1000 level was declared by many manufacturers to be impractical, despite RCA's reduction of 21-in. picture tube price from \$175 to \$100 (Vol. 11:3), Magnavox pres. Frank Freimann has announced plans to begin shipping sets using the RCA tube by July and stated "we're shooting for a price somewhere between \$650 and \$695." Only other set maker talking about that price range is Emerson pres. Ben Abrams, who said he hopes to have price down to about \$600 by July-August (Vol. 11:3). This week, Admiral started shipments, quantity undisclosed, of \$895 receivers using RCA tube.

Eastman Kodak, unhappy about Wed. 7-7:30 p.m. time period for its color film series *Norby*, has asked NBC-TV to give it a segment later in evening. It contends a \$3,000,-000 investment in film is not justified on current period.

Jan. 31 week network color schedules: CBS-TV—Feb. 2, *Best of Broadway*, 10-11 p.m. NBC-TV—Feb. 2, *Norby*.

Our recent roundup—"The Color Doldrums—Whys & Wherefores" (Vol. 11:2)—prompted *Washington Star* TV-radio columnist Harry MacArthur to give his analysis in Jan. 16 column, and he puts blame squarely on insufficient programming. "It ought to be clear now," he writes, "that the broadcasters cannot wait until the country is flooded with color sets before flooding their channels with color TV. A look at the list of color programs scheduled for this or any other week is ample answer to any puzzlement over the general public reluctance to wax enthusiastic over tint TV . . . Even when the price comes down, those color TV sets are going to gather dust in the showrooms until they can be used regularly to receive color programs."

Two color notch filters, to attenuate radiations of stations transmitting color, are now being offered by Dumont. Also offered are new spurious emission filters. Both types are designed to meet FCC requirements. Additional device announced this week is a multi-channel waveform monitor for displaying 4 video signals simultaneously on a single multi-gun CR tube. It's said to be particularly useful for stations transmitting color—permitting monitoring of all 3 color signals and encoded output of one color channel.

As test of dealer interest in color, *Retailing Daily* asked its subscribers whether it should continue weekly listings of color program schedules. TV-radio editor Martin P. Rosenblum tells us: "The reaction has been overwhelming. Frankly, we were quite surprised. Oddly enough, the bulk of the response was from small cities I have never heard of, like Ravenna, N. Y. and Huron, O., etc. Because of the size of the response we intend continuing the listings."

Live color programming experience of 3 stations, with 16 pages devoted to each, constitutes most of RCA's Dec. *Broadcast News*. Stations covered are the local color-casting pioneers WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WTMJ-TV, Milwaukee. Articles include considerable detail on major aspects of live color originations.

CBS's technique for equalizing and terminating coaxial cables for color in studios is described by W. B. Whalley in January *Journal of the SMPTE*.

Latest 3-V color film camera shipments reported by RCA were to WFIL-TV, Philadelphia; WTVR, Richmond; WJAC-TV, Johnstown, Pa.

Electronics Reports: First public demonstration of a 2-color radar tube was conducted this week at Washington's National Airport by Chromatic TV Labs, developer of Lawrence tube. As shown, one kind of information (a map, in this case) was displayed in yellow, aircraft in orange. Chromatic research director Robert Dressler explained that many demonstrations had been conducted for the military, using different colors to distinguish between friendly and enemy planes, etc. Contrast between the 2 colors was quite good, and Dressler said that a good green long-persistence phosphor had been developed by GE and would be tried—to get even more contrast. Conventional P7 & P17 phosphors were employed because of their availability. Plans are to add a third color to give other kinds of information on same tube. Advantage claimed for Chromatic tube over 3-gun tubes for radar, according to Dressler, is that former is undisturbed by earth's magnetic field and man-made noise—particularly advantageous in aircraft. Device was developed under Navy contract.

GE has opened new "systems center" at Syracuse for its heavy military electronic equipment dept. New 100,-000-sq. ft. 2-building center will house 700 of dept.'s 3300 employes in Syracuse area and will coordinate military development and production programs in such fields as radar, communications, anti-submarine warfare, missile control, radiation instrumentation, air navigation, traffic control.

Long-distance vhf & uhf propagation experiments at Bureau of Standards' Cheyenne Mt. (Colo.) facilities area described in new publication, *Cheyenne Mt. Tropospheric Propagation Experiments*, National Bureau of Standards Circular 554, available for 30¢ from Govt. Printing Office, Washington 25, D. C.

Another big company expanding into electronics field is Studebaker-Packard Corp., which this week announced it has acquired Aerophysics Development Corp., Los Angeles research firm specializing in guided missiles.

Marvin Hobbs, ex-Harvey Wells Electronics v.p. and former electronics advisor to chairman of Munitions Board (Defense Dept.) Jan. 31 becomes director of marketing, American Machine & Foundry Co. electronics div., Boston.

Dr. Mervin J. Kelly, Bell Labs exec. v.p., named chairman of Air Force Scientific Advisory Board, succeeding Dr. Theodore von Karman, resigned.

Comdr. Clifton Shumaker, 48, Naval member of the Electronics Production Resources Agency, joint service board, pioneer in radio and formerly with electronics design section, Bureau of Ships, died Jan. 20 at his home in Alexandria, Va.

NCAA's 1955 football TV program will be completed next month, NCAA exec. director Walter Byers announced this week after first meeting of 12-man TV committee. Headed by new chairman E. L. (Dick) Romney, Skyline Conference commissioner, committee "came to no conclusions" at first meeting Jan. 27, hopes to hold hearings Feb. 10-11 in New York to get ideas for new control plan, draw up program Feb. 17-18 in Chicago and poll NCAA members by mail Feb. 25 on plan. Meanwhile, U of Michigan pres. Harlan Hatcher, addressing Detroit Athletic Club Jan. 27, attacked "game of the week" plan as "folly" and said "all the collegiate sports will be telecast in the near future, along with other university activities." He reiterated hints made by other Big Ten and Pacific Coast Conference spokesmen of withdrawal from NCAA if 1955 plan is as rigid as previous ones. However, he opposed bills pending in 6 state legislatures to force state-supported colleges to televise their games. Legislative committee in a 7th state, Maryland, killed resolution to seek telecasting of all U of Maryland games after coach Jim Tatum told it such a move would embarrass the university and probably prove unprofitable.

Quantity of documents made available to public by FCC is being cut down to permit issuance of additional material. Commission has been mimeographing 800 copies of all decisions, etc., giving them out freely. Demand for documents covering services other than broadcasting has become so great that Commission is cutting number of copies of documents to 200, limiting number to be taken by each person or firm. Extra copies may be obtained only upon specific request and in restricted numbers. Commission states that its distribution of documents will still be far more liberal than that of other govt. agencies. New fields to be covered in releases will be weekly lists of applications and grants for public coast stations, aeronautical stations, airdrome control stations, radiopositioning stations in 1750-1800 kc band, disaster communications stations, operational fixed stations. Also to be issued are lists of certain petitions affecting rules in Safety & Special services. FCC consulted bar and engineering groups before making the changes.

Georgia's ex-Gov. E. D. Rivers Sr. is selling CP for WCTV, Thomasville, Ga. (Ch. 6) for \$88,700 to John H. Phipps, of Phipps polo-playing family, who will also take over \$331,464 GE equipment contract. Rivers gets \$74,000 as partial reimbursement for \$82,000 out-of-pocket expenses and remainder for equipment he acquired from Storer following sale of his CP for WMIE-TV, Miami (Ch. 27), which Storer now operates as WGBS-TV (Ch. 23). Phipps' home base is Tallahassee, Fla., where he operates radio WTAL, about 30 mi. from Thomasville; he also operates WTYS, Marianna, Fla. Contingent on transfer of TV, application also was filed for Rivers to buy Thomasville radio WKTG (1-kw, 730 kc) from Fred Scott Jr. and family for \$100,000. Rivers still holds 60% of CP for WOBS-TV, Jacksonville, Fla. (Ch. 30).

KSBW-TV, Salinas, Cal. (Ch. 8), is selling KMBY, Monterey (250-watts, 1240 kc, CBS) for \$70,000, according to application filed this week. Buyer is veteran radio engineer Frederick A. Gwynn, now with NBC, Hollywood. Sale is part of merger deal whereby KSBW-TV is buying out time-sharing KMBY-TV, Monterey, along with KMBY for \$230,000 (Vol. 10:45). In order to retain KSBW (1-kw, 1380 kc, MBS), it must sell Monterey radio outlet.

Now interconnected to Bell System TV network lines are 359 stations in 233 American cities, latest being KLRJ-TV, Henderson, Nev., which began network programming last week end. Next on schedule: WMVT, Montpelier, Vt. (replacing private link), Feb. 1; KRCG, Jefferson City, Mo., Feb. 13; WMFD-TV, Wilmington, N. C., Feb. 14; WFLA-TV, Tampa, and KBET-TV, Sacramento, Feb. 15.

NBC's total assets are placed at \$68,931,262 as of last Nov. 30 in formal application filed with FCC this week in connection with proposed acquisition of WKNB-TV, New Britain-Hartford (Ch. 30), its first venture into uhf ownership (Vol. 11:2). Earned surplus is listed as \$34,577,630. Network's plant & equipment are placed at \$41,652,617. In addition to \$606,000 cash, NBC assumes responsibility for liabilities not to exceed \$840,000 as at last Oct. 31, acquiring total assets of \$855,185 of which \$618,636 is in real estate and equipment. WKNB-TV liabilities on that date were: current, \$180,435; long-term notes, \$110,607; debenture bond, \$260,287. Capital as of Oct. 31 was \$303,856, earned surplus \$49,193. Sale agreement also includes provision whereby chief stockholder Julian Gross, Hartford adman, gen. mgr. Peter B. Kenney and secy. Wm. B. Ray will be employed for 3 years—first 2 at \$15,000 yearly, Ray at \$9000.

First concrete FCC action on subscription TV came Jan. 26 when Commission instructed staff to draft notice of proposed rule-making. Draft should be ready in about 2 weeks, will be issued any time thereafter. As expected, notice will be in broad, general terms, designed to elicit industry response to many controversial questions, such as: (1) Does FCC have legal authority to authorize fee TV? (2) Is it common carrier or broadcasting? (3) Should hours of operation be specified? (4) Should rules differ according to size of market and number of stations? (5) Should it be restricted to uhf? (6) Should a patent issue be interjected? (7) Should single or multiple system be authorized? It's obvious from Commission's approach that it is in no hurry and that consideration of matter will take many months, if not years, even without complications such as intervention of Congress—which is always a possibility.

Request by Edward Lamb's attorneys to order FCC Broadcast Bureau to complete its direct case before Lamb's side begins cross-examination (Vol. 11:4) was turned down this week by examiner Herbert Sharfman after conference with attorneys for both sides. Philip Bergson, representing the Toledo broadcaster-industrialist, also asked Sharfman to require FCC attorneys to disclose whether they plan to call more witnesses. Examiner said he would decide whether they could call new witnesses if and when they announce plans to do so. Hearing is scheduled to resume Feb. 9.

Bill to remove Communists and front members from equal time provision of Communications Act was introduced this week by Sen. Butler (R-Md.) on behalf of himself, Sen. Jenner (R-Ind.) & Sen. Potter (R-Mich.). S-771 would allow TV-radio stations to deny political time to any candidate convicted of espionage, treason, sabotage or subversive activities, or any member of any group determined to be communist-controlled or infiltrated.

Authority to look into purchasing defunct KFAZ-TV, Monroe, La. (Ch. 43), for possible use as educational station, was granted Louisiana supt. of schools this week by state board of education. It's an authorization only; funds must be appropriated by legislature. KFAZ-TV went dark May 1, 1954 after 9 months on air (Vol. 10:19).

Strike of 770 CBC employes represented by NABET (CCL-CIO) was threatened this week after Canada's Federal Conciliation Board was reported to have rejected wage and other demands. Though decision hasn't officially been announced, NABET was said to be planning strike vote Feb. 2.

Power Increases: WXEL, Cleveland (Ch. 8) Jan. 18 to 316-kw; WKNB-TV, New Britain-Hartford (Ch. 30) Jan. 25 to 210-kw.

Teleprompter Corp. signs long-term contract with NBC-TV, similar to one last year with CBS-TV, reports chairman Irving B. Kahn.