

# Television Digest

with ELECTRONICS REPORTS

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ADLAI STEVENSON, as counsel for RCA in Zenith patent litigation, denied motion to stay Chicago court case depositions from RCA officials (p. 13).

NETWORK-TV RADIO BILLINGS zoom to new records in Oct., CBS-TV alone showing \$14,033,536, NBC-TV \$12,944,665, according to PIB (p. 16).

**WESTINGHOUSE PAYS \$9,750,000 FOR WDTV:** DuMont's WDTV, Pittsburgh (Ch. 2) was purchased this week by Westinghouse Electric Corp. for \$9,750,000 cash, the highest price ever paid for a single station. Coincident with the announcement, DuMont made haste to squelch once again recurring conjecture that this is first step toward the liquidation of its network-&-station operations (Vol. 10:46-47).

It's Westinghouse's third TV station purchase, gives it 4 vhf in addition to the 5 AMs it has long owned. It will now drop out of Pittsburgh Ch. 11 competition and, facing adverse examiner's report in quest for Ch. 8 in Portland, Ore., presumably will buy the 5th allowable vhf. It also contemplates eventual acquisition of the now-permitted 2 additional uhf stations.

In seeking 5th vhf, Westinghouse has looked into Baltimore's WAAM (Ch. 13), among others, in line with policy of favoring cities where it has big factories. It also is still eyeing NBC's WNBK, Cleveland (Ch. 3), for which various "swap" and/or purchase proposals have been made -- none crystallized into a deal as yet.

Pittsburgh is the home of Westinghouse's radio pioneering KDKA and, when FCC approves the transfer, plan is to change WDTV call letters to KDKA-TV. The DuMont station recently moved into magnificent new studio quarters in big Gateway Center, which also houses Westinghouse home offices. It will continue to be operated apart from KDKA, with DuMont mgr. Harold Lund and staff staying on.

Only vhf station as yet in nation's 8th ranking market, having pioneered TV there in Jan. 1949 when local interests and even the Westinghouse hierarchy were eyeing the economics of TV askance, WDTV is served by all 4 networks, has exclusive affiliation with none. It continues with DuMont, also with other 3 until another vhf comes into city; then it will definitely affiliate with NBC, same as its AM. It's now possible that remaining 2 applications for Pittsburgh's Ch. 11 may merge

in order to hasten CBS affiliation, although that network has announced plans to buy WSTV-TV, Steubenville, O. (Ch. 9) in order to develop own area outlet (Vol. 10:47).

Previous highest price for a station was \$8,500,000 which Westinghouse paid Philco last year for Ch. 3 WPTZ, Philadelphia (Vol. 9:8,22). Last July, it bought KPIX, San Francisco (Ch. 5), paying in Westinghouse stock then valued at \$7,787,280 (Vol. 10:3,27). Its other station is WBZ-TV, Boston (Ch. 4) which it built in 1948.

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DuMont has no present intention of quitting network TV or selling its other 2 stations, even though most profitable of its telecasting operations, which in aggregate are unprofitable, has now been sold. That's the repeated word from company, but it won't be surprising if good offers for its WABD, New York (Ch. 5) and WTTG, Washington (Ch. 5) are entertained. It's understood that WDTV over last year earned about \$3,600,000 before taxes on gross revenues of about \$6,300,000.

If network eventually is disposed of, it's possible Paramount Pictures Corp., which owns 25.5% of DuMont company, might take it over in partial liquidation of its stockholdings, for there's no secret about the incompatibility of the present DuMont and Paramount managements. Paramount once was big stockholder in CBS but sold out. Tendency toward closer TV-movie affinity has been marked recently, especially since United Paramount Theatres, anti-trust offshoot of Paramount, merged with ABC.

Paramount Pictures Corp. moreover is heavily interested in subscription TV development, has a pioneer TV station of own near its Hollywood lot, and is engaged in various other electronics projects (including Lawrence tri-color tube).

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Dr. DuMont's intention to stay in telecasting, in which he is as great a pioneer as in his much more successful TV-electronics manufacturing operations, would seem to be emphasized by fact he's staying in 5-applicant competition for Ch. 5 in Boston; in fact, he's scheduled to be a witness in current Washington hearing Dec. 6.

But the DuMont statement to stockholders this week, following Westinghouse deal, is open to other interpretation. DuMont board meets next on Dec. 16, but it's unlikely to do anything about the money from Westinghouse until FCC approval of the transfer actually puts it in the DuMont coffers. This is what the statement says:

"As you know from reports we have issued from time to time, our broadcasting losses have been substantial, although we have enjoyed a profitable situation in Pittsburgh for several years. During the long 'freeze' on TV station construction and for most of the time since the 'freeze' was lifted, we had the only station in Pittsburgh. Within the next few months, however, it is anticipated that 2 or more vhf stations will be in operation there and another in the immediate vicinity. The natural consequence of such competition will be a substantial reduction in profit opportunities for all competing stations. Westinghouse, with its vast operations centering in Pittsburgh and with its other broadcasting interests, will be in a strong position to maintain a competitive position in that market.

"Since your management has been seeking ways to strengthen your company's profit position through reduction or elimination of losing operations, this sale represents one of the steps necessary to (1) making more working capital available, and (2) putting your company in a position to capitalize on profit opportunities in our research, development and manufacturing operations."

**FCC TACKLES TOUGH COMPETITIVE CASES:** With all 7 members on hand, including Rosel Hyde who is interrupting Mexico City duties (Vol. 10:43), the FCC had 3 jam-packed meeting days this week -- and it acted on some explosive cases.

Among actions was almost unprecedented decision to hold up 2 CPs FCC had previously granted after hearings -- KFDM's Ch. 6, Beaumont, Tex. and Tampa TV's Ch. 13, Tampa, Fla. -- in order to hear defeated applicants' objections in oral arguments on Dec. 21. It scheduled oral argument Dec. 13 in fiercely fought battle between WNET (Ch. 16) and WPRO-TV (Ch. 12) Providence -- latter kept from going on air for months because of protests pushed by WNET. Another hassle decided was that between grantee Oregon TV, Portland (Ch. 12) and defeated applicant Columbia Empire, the Commission turning down latter's request that grant be held up to explore "misrepresentations."



Commission managed to squeeze out 2 uncontested grants, amid all the arguments: Waco, Tex., KWTX, Ch. 10; Klamath Falls, Ore., KFJI, Ch. 2. One initial decision was issued, examiner Millard F. French choosing WTAX over WMAY for Ch. 2 in Springfield, Ill., finding it superior in knowledge of community needs, civic participation, studios, programming, past radio operation.

Defeated applicants in Tampa and Beaumont cases have filed many petitions bitterly protesting grants, and Commission this week merely said that it decided to hold up CPs while it hears oral argument. Chairman McConnaughey is said to have concluded that decisions which granted the CPs were so close or were made by so few commissioners that it would be "courteous" to members to have pleadings threshed out in oral argument when all 7 can be present. Republican members voted as block for oral argument, Comrs. Webster, Bartley & Hennock dissenting.

Big battles arrive faster than FCC can decide them, however, this week bringing several all-out attacks on CBS for its recent station purchases and sales, affiliation practices, etc. (For details of these and other FCC actions, see p. 7.)

**KILGORE READYING HIS MONOPOLY PROBE:** A monopoly-hunting Senate investigation, cutting across the whole fabric of TV-radio-electronics industries -- involving manufacturers, broadcasters, newspapers, patents, etc. -- now shapes up as a near-certainty as soon as New Dealing Sen. Harley M. Kilgore (D-W.Va.) takes over the chairmanship of the important Senate Judiciary Committee.

Anxious to get going -- though inquiry can't be started until Democrats take control of Senate next month -- Sen. Kilgore has already selected W.Va. broadcaster Howard Chernoff as "consultant" to entire probe. A long-time friend of the Senator, Chernoff is principal owner of WTAP-TV, Parkersburg, W.Va. (Ch. 15), and owns 5% of application for Ch. 2 in Oakland, Cal. (in which the Knowland family has interest). Recently he was gen. mgr. of KFMB-TV, San Diego. He and the Senator will have preliminary conference in Washington within the next few days.

Investigation will cover almost every "monopoly" phase of TV-radio industry, according to a Kilgore aide -- including the issues raised in govt. anti-trust suit against RCA on patent issue (Vol. 10:47-48 & p. 13).

"Monopoly of communications" will be key phrase in inquiry, for Kilgore is particularly interested in delving into concentration of ownership of important public information media. In addition to patent situation, Senators probably will be asked to look into possible monopoly aspects of ownership of TV stations (1) by manufacturers, (2) by networks, (3) by newspapers, (4) by radio broadcasting interests.

Judiciary Committee's monopoly subcommittee -- for which no chairman has yet been announced -- probably will be selected to handle investigation. Because of Kilgore's interest in monopoly questions, it's possible he may head the subcommittee himself, as Judiciary Committee Chairman Langer (R-N.D.) did in 83rd Congress.

New investigation wouldn't conflict with any investigations in broadcasting field being conducted by Senate Interstate & Foreign Commerce Committee, Kilgore staffers say. The 2 committees would compare notes and define boundaries to avoid any duplication or overlap in their inquiries. Commerce Committee staff is now completing groundwork for investigation of network practices and uhf problems, a pet project of Chairman Bricker (R-Ohio). Even when Sen. Magnuson (D-Wash.) heads the Commerce Committee in next Congress, it's good bet this investigation will continue.

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Kilgore has been concerned about "communication monopolies" for past year, prodding both Justice Dept. and Congress to take action (Vol. 10:10-11) -- and there are those who see his hand in RCA anti-trust suit. His personal views are clearly defined in this excerpt from letter he wrote last March to Sens. Bricker and Langer:

"If radio interests succeed in gaining dominance of TV, further concentration is inevitable and perhaps it will create something even approaching complete monopoly of broadcasting. [A] single corporation now owns not only several major radio and TV stations, but also a nationwide radio network and a nationwide TV network, while at the same time it is one of the largest producers of broadcasting equipment

and receivers and exercises a wide influence throughout the industry by reason of its ownership of numerous important patents.

"Plainly, such concentration as this poses problems which at a minimum would strain the resources of the Dept. of Justice anti-trust div. in addition to any possible exercise of authority by the Communications Commission. And it may well be that existing powers and agencies are simply incapable of dealing with a concentration of such inordinate size and infinite ramifications..."

**CBS SERVICE TO SMALL-CITY AFFILIATES:** CBS-TV's new "Extended Market Plan" offering affiliations to more small-city stations, both vhf & uhf, is being hailed as a "step in the right direction" though by no means a major revolution in network practices. Essentially, what it amounts to is CBS's decision, finally, to accede to pleas of station operators that they be given CBS programs at no expense to CBS and minimum expense to sponsors -- though coverage may partially overlap some basic affiliates.

CBS spokesmen insist Senatorial network investigation (Vol. 10:40,45) had nothing to do with new plan, but there can be no doubt that it could take heat off somewhat -- if indeed any real heat is being generated on Capitol Hill.

Plan offered initially to 20 stations, 8 of which accepted this week, works this way: (1) Extended Market Group will be formed, comprising small stations which network advertisers have been reluctant to buy. (2) Gross hourly rate, ranging from \$50 up, will be established, based on station's actual coverage. (3) Special sales unit will be created by CBS to sell advertisers on EMG stations; advertisers using all stations in group will receive 10% discount. (4) Network will pay EMG stations 30% of gross time charges, less ASCAP and BMI deductions. (5) Stations may take CBS programs on film or kine at \$5 per program, or "live" by paying line charges. (For stations accepting and those invited, see p. 7.)

CBS-TV pres. J.L. Van Volkenburg said representations have already been made to advertisers on behalf of stations which have accepted the plan, and they are now being fed network programs under plan. As more stations accept, they will get same service right away, but network has no present plans to invite more non-affiliated stations to join EMP, he said. Some supplementary affiliates will be offered plan.

NBC's reaction was a statement to effect that CBS plan was nothing new, that NBC had been doing much the same thing among its optional affiliates since summer. It said optional affiliates were being permitted to carry some big network programs, even though they were not ordered by sponsor, as means of helping them to build circulation and attract more network sponsors. Under this arrangement, NBC said, Howdy Doody is being fed to 62 optional affiliates, Home to 31, Imogene Coca Show to 21, and Today will be fed to 37 beginning in Jan. NBC also cited creation of a special sales unit to enlist advertisers support, plus offer of a special group rate plan to affiliates in smaller markets who wish to participate.

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Aid to uhf stations is inherent in plan, even though it takes in both uhf and vhf small markets. Uhf spokesmen were generally impressed with plan, though one cautioned its success depends on several factors -- among them how strongly network pushes plan among advertisers and how "compensatory" the rate to the station will be. He commented that a \$50 hourly rate is "tough" for any station to operate on, "since station actually gets only a fraction of that amount. Everyone agrees, however, that once a station gets top-rated programs, it can attract viewers and sell adjacencies -- even though it may receive little or nothing for carrying such programs.

Sen. Potter (R-Mich.), chairman of communications subcommittee which held extensive hearings on uhf last summer (Vol. 10:24-25), approved plan, calling it an "important contribution to the successful and profitable operation of uhf in the smaller TV markets." His statement was released by CBS. During hearings, many uhf operators insisted that CBS or NBC programs were all they needed to aid conversions.

That CBS might be trying to head off govt. investigation if too many small stations fold and network service becomes too concentrated was also seen as a factor by another uhf spokesman. Van Volkenburg denied such intent, saying "we were moti-



vated in this solely by the fact that neither the station nor the network is making money where the high rates are not in fact justified by set circulation."

EMP will certainly encourage stations to provide own network facilities -- either microwave or off-air if possible. Also, it might help persuade FCC to finalize its plan to permit construction of more station-owned microwaves (Vol. 10:46).

Question of overlap with basic CBS affiliates will be decided on case-by-case basis, said Van Volkenburg. "Naturally, we will not permit a serious overlapping problem to develop as a result of this program," he said, "but the determination of what constitutes a serious overlap will have to be decided individually. A 50% overlap would certainly be considered serious, whereas a 10% overlap might not be."

**PROJECTIONS ENTERED IN COLOR PRICE RACE:** Price structure of color TV sets has yet to yield to attacks of industry's design engineers -- and this week brought additional evidence pointing to only gradual reduction for many months, if not for years.

RCA fixed price on its 21-in. set at \$895, having previously said it would run between \$800 & \$900 (Vol. 10:38). Furthermore, it conceded frankly, process of price reduction will be so gradual that "we do not foresee large, mass production of color receivers in 1955."

Projection receivers may prove worth exploring -- on basis of Hazeltine's good showing this week -- but it remains abundantly clear that projection approach offers no prospects for substantial price reduction in next year or so.

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"Limited quantities" of 21-in. sets will be offered to public late this month, RCA said. Until now, they have been delivered to distributors for demonstration purposes only, but RCA felt that initial reaction to the sets justified putting them on market on a conservative basis.

RCA got so badly bitten when it offered 5000 small-screen (12-in. picture), first priced at \$1000 then reduced to \$495 (Vol. 10:33), that it's determined to feel out market much more cautiously this time.

Giving details on 21-in. set, RCA said it would be 42½-in. high, 27½-in. wide, 27½-in. deep. Initially, only mahogany will be available. Improvements in receiver have made it possible to eliminate the 2 customer controls for convergence and focusing, move them inside set for serviceman adjustment only.

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Hazeltine's demonstration at Garden City, Long Island, was excellent. Registration, always the major question in color projection, was beautifully maintained and Hazeltine insists it can keep it that way. Color fidelity and resolution were likewise quite satisfactory. Contrast was not as good as direct view, but it was stated that improvement of 4-10 times is definitely possible.

Only troublesome feature to us was fact that brightness dropped off very rapidly as one moved from directly in front of set to either side. Hazeltine spokesman said, however, that this "brightness directivity" is subject to considerable improvement. We'd also say that monochrome reception on set was inferior to that now obtainable on direct-view color sets -- but not so serious as to be disabling. Subject matter of demonstration was color film and slides and monochrome pickup.

As for possible cost, it can't be cheap initially. American Optical Co. is prepared to make complete optical units in quantities of 100,000 a year at \$250 each to the receiver manufacturer. AO spokesman Samuel Sheard said this compares with about \$225 for the \$175 direct-view tube and components it requires. Furthermore, said Hazeltine Research pres. Laurence B. Dodds, AO's \$250 price includes profit, whereas \$175 for the direct-view tube is "not realistic" and provides no profit for its producers. Dodds also said that although the three 2½-in. projection tubes used cost \$12.50 each now, they can undoubtedly be brought down to \$5 or so.

Tung-Sol and North American Philips are prepared to make the tubes, each of which has own colored phosphor, and Libbey-Owens-Ford will make dichroic mirrors. Cost of rest of set was said to be almost exactly same as with direct-view tubes.

Sheard said pre-production projection units could be offered to set makers

within 4 months, commercial quantities within 6 months thereafter. Picture shown was 18½x13-in., but A0 plans unit giving 20x15-in., with greater sizes possible if demand for them develops. Two consoles 24-in. deep were shown, and Hazeltine v.p. Arthur V. Loughren stated that it's possible to make table model 22¾-in. high, 35-in. wide, 23½-in. deep. Voltage is 25 kv.

Main development stressed by Loughren was achievement and maintenance of registration of the 3 images. Problem was licked, he said, by careful production of optical, mechanical and deflection units -- plus use of circuits which keep proper relationship between the magnetic field which centers image and high voltage controlling "trajectory" of electron beam in tube.

Among advantages cited for projection over direct view: (1) Less cabinet depth. (2) Picture tube replacement cost 1/15 that of direct view. (3) No color purity problems. (4) Maintenance of contrast range with changes in room lighting. (5) Ease of correcting individual colors with filters in front of tubes. (6) Flexibility in choice of picture size.

Loughren wound up by insisting market can be created, even for \$1000 sets, by aggressive selling. "The public really doesn't know much about color despite all the industry talk about it," he said.

Hazeltine is demonstrating for all its patent licensees, who have a natural skepticism about projections because of quick demise in black-&-white. However, if direct-view tubes stubbornly resist efforts at price reduction, some set makers are bound to give projections at least a limited whirl. About 50 attended demonstration we saw. CBS, for one, was interested enough to send at least 3 v.p.'s: Richard Salant, Wm. Lodge, Peter Goldmark.

**2 MORE UHF QUITTING, ONE VHF STARTS:** FCC was informed this week that KCEB, Tulsa (Ch. 23) is suspending "temporarily" for economic reasons, and WNAM-TV, Neenah, Wis. (Ch. 42) is quitting in favor of a merger with a nearby vhf CP-holder. This week end, one new starter was scheduled, keeping on-air total at 420, of which 119 are uhf. In Canada, the 22nd station (16th privately owned) got under way.

KCEB owner Elfred Beck blamed "discrimination in favor of vhf" by local and national advertisers and "withdrawal of network affiliations in favor of vhf stations" of which Tulsa now has 2, nearby Muskogee one. KCEB started last Feb.

WNAM-TV owners propose to get control of Valley Telecasting Co., holding CP for WFRV-TV (Ch. 5) in nearby Green Bay, Wis. Uhf channel will be dropped, WFRV-TV maintaining studios in both Lake Michigan towns. Principal owners of both stations are local paper manufacturing interests, who haven't filed details with FCC yet.

WIRI, Plattsburg, N.Y. (Ch. 5), near Canadian border, begins test patterns Dec. 4, programming Dec. 5, hopes for network later. It's only 35 mi. from Mt. Mansfield site of WMTV, Montpelier-Burlington (Ch. 3), 55 mi. from Montreal. It uses 5-kw DuMont transmitter, 185-ft. Trylon tower with 6-bay RCA antenna on Terry Mt., near North Pole, N.Y. Joel H. Scheier is pres.-gen. mgr.; Hal Wilson, ex-KOPO-TV, Tucson, program mgr.; Jack Nazak, chief engineer. Base rate is \$250, rep Adam Young.

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CKCW-TV, Moncton, N.B. (Ch. 2) began programming Dec. 3, after Nov. 30 test patterns, wires pres.-gen. mgr. F.A. Lynds. It has 2-kw RCA transmitter and 300-ft. tower with 3-bay antenna on Caledonia Mt., near Bay of Fundy. J.S. Irvine is commercial mgr.; H. Button, production mgr.; Helen Savage, film mgr.; Arnold Brewster, chief engineer. Base rate is \$200. Reps are Adam Young and H.N. Stovin.

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Plan to bear cost of conversion of all sets in Miami area has "been discussed" by Storer Bcstg. Co., according to exec. v.p. Lee B. Wailes, who tells us: "We intend to get the area 100% converted one way or another." Conversion now stands at about 50%, he says, and converter-purchase scheme is only one of "any number of approaches" to problem of quick conversion being explored by Storer organization. Several manufacturers have been canvassed on their prices for such a job. "We're reserving our decision until after we put the station on the air,"

said Wailes, "then we'll see how it comes along." Storer has applied to FCC to purchase CP for Miami's WMIE-TV (Ch. 27) and facilities of Ft. Lauderdale's WFTL-TV on Ch. 23 (Vol. 10:47). Noran E. (Nick) Kersta, one-time NBC-TV chief and now WFTL-TV gen. mgr., is due to continue in same job for new Storer station after FCC approves transfer. Wailes said Storer hopes to get NBC affiliation for Miami station. "We have no plans at all for CBS and haven't even talked to them," he said. Miami's pre-freeze WTVJ (Ch. 4) is basic CBS.



**B**IG TARGET of the week, at legal level, was CBS. Harry Wilder's uhf station WTRI, Albany-Schenectady-Troy (Ch. 35) filed protest with FCC asking it to reverse its approval of sale of WROW, Albany (Ch. 41) to CBS commentator Lowell Thomas and associates (Vol. 10:45). WTRI charged that CBS has "secret understanding" to switch affiliation from WTRI when and if WROW gets Ch. 10 allocated to nearby Vail Mills, N. Y. WTRI also charged that CBS shifted affiliations to Gene Autry, "an important member of the CBS talent family," when he acquired KOOL, Phoenix, and KOPO, Tucson. Then WTRI sailed into CBS's purchases of WOKY-TV, Milwaukee, and WSTV-TV, Steubenville, asking Commission to hold up sales while it looks into multiple-ownership aspects of CBS's "family," including Thomas and Autry.

WTRI wasn't alone in its attacks. Pittsburgh Ch. 11 applicant WJAS asked FCC to dismiss WSTV-TV's application to move transmitter to Pittsburgh, which is part of CBS's plans for WSTV-TV (Vol. 10:47).

Then in St. Louis, where CBS is competing for Ch. 11, its competitors joined in request that FCC let them cross-examine CBS officials in connection with CBS's recent sales and purchases.

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A second petition for vhf directional antennas was filed this week, WICC-TV, Bridgeport, Conn. (Ch. 43), also filing application for Ch. 6, petitioned for change of rules "so as to permit the filing and granting of TV applications, not limited to allocations contained in Sec. 3.606, where the power, tower height, and directional antenna pattern proposed would not result in greater interference to other allocations and grants than they would normally receive from a station operating at the distance and with the maximum power and tower height specified in the Commission's existing rules."

Petition is similar to that of WFPG-TV, Atlantic City (Ch. 46), now off air, which asked for DA and Ch. 8 (Vol.

10:33). Facilities proposed by WICC-TV are 2.4 kw and 677 ft. above average terrain.

The 60-p. petition analyzes possible methods of alleviating uhf stations' difficulties, discards cutting back vhf coverage, concludes that case-to-case de-intermixture through vhf directionals is most practical. All WICC-TV's efforts to build uhf audience have produced about 10% conversion, petition said, despite measures including purchase of converters to be resold at cost to servicemen and dealers. Station says it has deficit of \$169,979.

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Asking FCC to set aside its first satellite grant to KPKR-TV (Ch. 19), Pasco, Wash. (Vol. 10:45), radio KALE in nearby Richland claimed KPKR-TV violated rules by starting construction 2 days before FCC approved transmitter site.

Aiming its fire at "market straddling," a frequent complaint by uhf stations, WKNX-TV, Saginaw, Mich. (Ch. 57), petitioned FCC to amend rules on antenna locations by providing that antennas must be located within 5 mi. of city limits. Exceptions to this rule would be made only if no stations within applicant's proposed Grade B contour objected to the site or if Commission decided after a hearing that rule should be waived.

Petitions filed for allocations changes included: (1) Counterproposal by WBEN-TV, Buffalo (Ch. 4) to petition by WBUF-TV (Ch. 17) to add Ch. 8 to Buffalo through procedure involving shifts in 8 cities (Vol. 10:45-46). Counterproposal is identical with WBUF-TV's plan except that it would replace Ch. 8 in Owen Sound, Ont., with Ch. 6 instead of Ch. 4. WBUF-TV promptly endorsed the new proposal. (2) Request by WJHP-TV, Jacksonville (Ch. 36) for allocation of Ch. 10 to Bunnell, Fla., 65 miles away. (3) Petition by WGCM, Gulfport, Miss., to add Ch. 9 to Gulfport, substituting Ch. 7 for 9 in Hattiesburg. (4) Request by grantee KOKE, El Paso (Ch. 13), that educational reservation be shifted from Ch. 7 to Ch. 13, so it can get Ch. 7.

**A**CCEPTANCES OF CBS's new "Extended Market Plan" for small-city stations (see p. 4) were received this week from following: WMSL-TV, Decatur, Ala. (Ch. 23); KVEC-TV, San Luis Obispo, Cal. (Ch. 6); WINK-TV, Ft. Myers, Fla. (Ch. 11); KLIX-TV, Twin Falls, Ida. (Ch. 11); WFAM-TV, Lafayette, Ind. (Ch. 59); WBOC-TV, Salisbury, Md. (Ch. 16); WDXI-TV, Jackson, Tenn. (Ch. 7); KVOS-TV, Bellingham, Wash. (Ch. 12).

Additionally, these stations were invited to join but have not reached decision: WTVY, Dothan, Ala. (Ch. 9); KFXJ-TV, Grand Junction, Colo. (Ch. 5); WJDM-TV, Panama City, Fla. (Ch. 7); WLEX-TV, Lexington, Ky. (Ch. 18); share-time KVOL-TV & KLFY-TV, Lafayette, La. (Ch. 10); WCBI-TV, Columbus, Miss. (Ch. 4); WTHT, Wilmington, N. C. (Ch. 3); KFLW, Klamath Falls, Ore. (Ch. 2); KBST-TV, Big Spring, Tex. (Ch. 4); KVDO-TV, Corpus Christi, Tex. (Ch. 22). Also, one primary CBS affiliate, KTAG-TV, Lake Charles, La., asked for permission to join EMP, even though it was not on initial list receiving invitational letter from station relations v.p. Herbert V. Akerberg.

CBS-TV pres. J. L. Van Volkenburg explained basic reasoning of plan as follows: "Since the lifting of the FCC freeze on TV station grants, network TV has been faced by a two-horned dilemma. In order to break even financially on affiliations in the smaller markets, a minimum gross hourly rate at night of \$150 had to be established. But this was no guarantee of advertiser acceptance, for CBS-TV found that if the market did not produce enough TV homes circulation to justify even a \$150 rate, the station was an affiliate in name only."

Note: One pioneer TV station owner with a new slant

on rates is Wilbur M. Havens, WTVR, Richmond. He writes us that he foresees an eventual rate card "of only one line, such as X dollars per thousand." Rates would be based solely on "certified" program ratings measured against industry-approved county-by-county set circulations figures, but Havens emphasizes that the ratings surveys should be supervised by legislatures in states where surveys are conducted — "something like insurance companies which operate in the public interest, wherein sets of standards are established." He says this would clarify much of the confusion surrounding conflicting ratings.

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Report on TV "crime, horror and violence" by Senate juvenile delinquency subcommittee is due within next 6 weeks—since all committees of 83rd Congress are required to submit reports before Jan. 31. In closing hours of Senate session Dec. 2, subcommittee chairman Hendrickson (R-N. J.) urged continuance of juvenile delinquency study by a permanent subcommittee. Referring to Oct. hearings on TV (Vol. 10:43), he said: "Again, this is a subject of great concern to an overwhelming number of American parents. I know not yet what our findings or recommendations in this area may be, but I am unofficially advised that the TV industry itself, and it is a responsible industry, is contemplating significant research into the effects of certain kinds of programming as a result of our hearings." Reference was assumed to be to NARTB's expanded studies and monitoring in connection with TV Code.

Color set production in first 10 months was 17,445, of which 2907 were turned out in Oct., reports RETMA.

**Personal Notes:** Thomas B. McFadden promoted to NBC v.p. in charge of TV-radio national spot sales; Edward R. Hitz elevated to TV network sales v.p. for central div., Chicago; Hamilton Shea to v.p. in charge of WRCA-TV & WRCA . . . Raymond W. Welpott, former WRGB-WGY stations operations mgr., named mgr. of WRGB, Schenectady, in separation of functions of GE's TV & radio broadcasting operations; Merl L. Galusha, ex-WRGB production supervisor, becomes mgr. of radio WGY & WGFm, and Caleb Paine, ex-public service director, becomes mgr. of newly created station services section for both TV & radio—all reporting to GE broadcasting stations dept. mgr. R. B. Hanna Jr. . . . James Lawrence Fly, ex-FCC chairman, now in law practice, operated on for a detached retina in N. Y. last week, now recuperating at his winter home in Daytona Beach, Fla. . . . E. C. Page, Washington consulting engineer, on flying business trip to Europe with Mrs. Page, returns in latter Dec. . . . Ralph W. Hardy, NARTB v.p. for govt. relations and vice-chairman of U. S. Commission for United Nations Educational, Scientific & Cultural Organization, currently attending biennial UNESCO conference in Montevideo, Uruguay, returning about Dec. 15 . . . Louis Ruppel, onetime CBS public relations chief, ex-Chicago editor, recently editor of *Collier's*, named editor of *Philadelphia Daily News*, Ch. 23 grantee . . . Robert S. Wilson, ex-Katz Agency, N. Y., named gen. sales mgr., KGUL-TV, Galveston, Tex. . . . George A. Mayoral, exec. v.p., has taken over as gen. mgr. of WJMR-TV, New Orleans, succeeding James E. Gordon, resigned; Jack Petrik replaces Mayoral as chief engineer; Aubrey Moore named program director, succeeding Tom Abbott . . . Tom Morehead named production director of KTRK-TV, Houston; Tom Hiner, chief engineer . . . Henry (Hank) Slavick, gen. mgr. of WMCT & WMC, Memphis, elected pres. of Tennessee Broadcasters Assn.; Hoyt Wooten, WREC, Memphis, secy.-treas. . . . John Porter promoted to NBC adv.-promotion mgr., Edwin Vane to mgr. of national sales promotion . . . Newell T. Schwin appointed mgr. of CBS Radio Spots Sales sales development . . . Wm. F. Fairbanks promoted to ABC Radio national sales mgr., succeeded as eastern sales mgr. by Norman E. Cash . . . Dick Hackney, promoted to sales & promotion mgr., KHOL-TV, Kearney, Neb., succeeding Gor-

don E. Morehouse . . . Jim Pennock named sales mgr. of upcoming WLEX-TV, Lexington, Ky.; Jim Robertson, chief engineer . . . Royce Nation now business mgr. of KOA-TV, Denver, succeeding George Mathews . . . W. S. Jackson, ex-WJLS, Beckley, W. Va., named sales director of WKNA-TV, Charleston, W. Va. and upcoming WOAY-TV, Oak Hill, W. Va.; time on both stations is to be sold jointly as unit . . . Joe Windsor promoted to commercial mgr. of WDAK-TV, Columbus, Ga., succeeding Ed J. Hennessy, now gen. sales mgr. of upcoming WEAT-TV, W. Palm Beach (Ch. 12) . . . George A. Gingell promoted from sales service mgr. to program director of WRBL-TV, Columbus, Ga.; Ridley Bell to operations director . . . Carl MacCaull named program director of upcoming CBHT, Halifax, N. S. . . . Lee Raddatz resigns as director of press relations, NBC Hollywood, his duties being assumed by publicity director Casey Shawhan . . . Edward P. Morgan resigns as CBS news director to conduct "news and opinion" program sponsored by AFL on ABC radio, Mon.-thru-Fri. 10-10:15 p.m.; program previously featured Frank Edwards on Mutual . . . Dean McCarthy, ex-WCAN-TV, Milwaukee, joins that city's WTVW as asst. program director . . . Judith Waller, director of public affairs & education, NBC Chicago, to be program consultant to upcoming educational WTTW, Chicago (Ch. 11) . . . Dick Nesbitt, onetime football star with Drake and Chicago Bears and sports commentator for last 15 years, named sports director of KSTP-TV & KSTP, St. Paul . . . Bruce Staudermann, ex-WXEL, Cleveland, onetime writer of *Captain Vidco*, named TV-radio director, Meldrum & Fewsmith, Cleveland . . . Wm. G. Scharpff, ex-NBC, named co-director of TV-radio dept., Guild, Bascom & Bonfigli, San Francisco . . . A. Hughes Wilson Jr., ex-Geyer Adv., Detroit, joins N. Y. office of Fuller & Smith & Ross as Westinghouse TV-radio div. account executive . . . Norman S. Brett, ex-DuMont Network sales promotion mgr., joins Moselle & Eisen Adv. as account executive for Tootsie Rolls.

Frederick A. Miller, 86, pres. of *South Bend Tribune*, operating WSBT-TV & WSBT, died Nov. 29. He founded the stations, has been majority stockholder in the newspaper since the death of his father in 1892. Paper has always refused to carry beer & liquor advertising.

**I**F STRONG INFLUENCES within the Administration have their way—and it looks now like they will—FCC Comr. Frieda Hennock won't be reappointed when her 7-year term expires June 30. Currently, she's seeking to line up support for reappointment, and also is reported to be out for a state judgeship when the Harriman Administration takes over in New York.

Columnist Drew Pearson, in Nov. 27 broadcast, reported that President Eisenhower is going to "fire" Miss Hennock in favor of Gordon Persons, retiring Governor of Alabama and brother of the President's legislative deputy, Gen. Wilton B. Persons. That was simply Pearson's interpretation of the fact that Miss Hennock's term as a Democratic appointee expires and that certain interests, both political and within the industry, are already working on behalf of new candidates.

Gov. Persons is a onetime radio station manager in Montgomery (WSFA), then owned by his family, and would be very much persona grata to the industry.

Opposing Miss Hennock are powerful forces with which she has constantly crossed swords, notably newspaper interests in TV-radio, and it's understood the American Newspaper Publishers Assn. is preparing to come out openly against reappointment in view of her consistent votes against newspapers.

Besides Gov. Persons, candidates already advanced include Dr. Franklin Dunham, radio director of U. S. Office

of Education, an industry veteran, who would be even more favored by certain educational TV interests than Miss Hennock, albeit educational TV owes her much; Miss Ann Rutherford, exec. secy., Tennessee State Funding Board, who was secy. to Gov. Frank Clement of Tennessee when he was gen. counsel of State Public Utilities Commission; Miss Eva Adams, ex-aide to late Sen. McCarran, of Nevada. There will be more candidates between now and June, with special efforts on behalf of another woman for the job.

Only thing certain is that post can't go to a Republican. Chairmanship of FCC, meanwhile, stays in hands of recess GOP appointee George C. McConaughy, of Ohio, named Sept. 25 (Vol. 10:39) but not yet confirmed. Effort to get him confirmed at special Senate session which adjourned Dec. 2 was blocked by minority leader Lyndon Johnson (D-Tex.) as among those to be held up as "controversial"—although Commerce Committee had approved the nomination. Democrats on committee have indicated, however, they want to question him further. It's expected he will be reappointed by President Eisenhower and confirmed by new Congress which convenes Jan. 3.

FCC public reference room moved this week to 7013 Post Office Bldg. Rest of License Div. moves from 8th to 7th floor in next 2 weeks.



**Station Accounts:** Ballantine Beer signed this week as first sponsor of Ziv's *Eddie Cantor Comedy Theatre*, buying 30-min. film series in 25 cities, including WABC-TV, N. Y., thru J. Walter Thompson. Success of 39-week Cantor show is being watched closely as possible forerunner of shift to locally-syndicated film by other comedians now live on networks. In signing for new program, Ballantine dropped *Foreign Intrigue* . . . Other new filmed series sold to multiple sponsors: General Teleradio's *Greatest Drama*, to National Gypsum Co., Buffalo, in 19 major markets for 26 weeks, thru BBDO, N. Y.; MPTV's *Sherlock Holmes*, to Chase National Bank in N. Y., thru Kenyon & Eckhardt, and to Procter & Gamble in several midwest markets, thru Compton Adv. . . . Budweiser Beer buys 3 nights per week partic. on *Million Dollar Movie* on uhf WTVI, Belleville-St. Louis, which reports it paid \$32,900 for 26 weeks; thru D'Arcy Adv., St. Louis . . . Henry Heide Inc. (confectionaries), as public service, buys series of one-min. announcements on WABD, N. Y., warning children about accidents resulting from playing with matches, crossing streets, etc., thru Kelly, Nason Inc. . . . Borden Co. (cream cheese) to sponsor *Jewish Talent Unlimited* on WATV, Newark, starting Jan. 5, thru Young & Rubicam; m.c. Abe Ellstein will serve as pres. of "Elsie's Bagel and Cream Cheese Club" . . . Among other advertisers currently reported using or preparing to use TV: Chock Full O'Nuts Corp., N. Y. (all-method grind coffee), thru Grey Adv., N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem cough drops), thru Robert S. Nyburg Adv., Baltimore; Savoy Foods, Chicago (sauces, dressings & canned goods), thru Robertson Potter Co., Chicago; Supak & Sons Mfg. Co., Minneapolis (Weather Winky snow suits), thru Friend-Reiss Adv., N. Y.; Autoyre Co., Oakville, Conn. (bathroom-kitchen accessories), thru Ben Sackheim, N. Y.; Tru-Ade Inc., Elgin, Ill. (Tru-Ade beverages), thru Clinton D. Carr, Baltimore; Godchaux Sugars Inc., New Orleans (Godchaux pure cane sugar), thru Fitzgerald Adv., New Orleans; Lau Blower Co., Dayton, O. (furnace & air conditioning blowers), thru Hutzler Adv., Dayton; Adler Sewing Machine, Palo Alto, Cal. (Adlermatic sewing machine), thru Walter E. Kline & Assoc., N. Y.; R. M. Hollingshead Corp., Camden, N. J. (Whiz chemical products), thru Campbell-Mithun, Chicago; C. Howard Hunt Pen Co., Camden, N. J. (Boston pencil sharpeners), thru Doremus-Eshleman Co., Philadelphia.

Canadian Broadcasting Corp. announces these new Class A rates in Rate Card No. 7 effective Jan. 1: CJC-B-TV, Sydney, \$200; CBLT, Toronto, \$950; CBOT, Ottawa, \$280; CBMT, Montreal, \$500; CKCO-TV, Kitchener, \$300; CFPL-TV, London, \$300; CKLW-TV, Windsor, \$450; CBWT, Winnipeg, \$280; CFQC-TV, Saskatoon, \$200; CHCT-TV, Calgary, \$200; CFRN-TV, Edmonton, \$200; CBUT, Vancouver, \$300; CBFT, Montreal, \$700.

Total billings of \$3,200,000 are reported by NBC-TV for *Home* in 10 months since its 11 a.m.-noon debut March 1. Total of 38 advertisers used program. For 1955, some \$3,500,000 billings have already been signed. NBC-TV's first partic. program, highly successful Dave Garroway's *Today*, grossed \$1,500,000 in its initial 6 months in 1952 (Vol. 8:40), is expected to go over \$8,000,000 this year.

New reps: WFIL-TV, Philadelphia, to Blair (from Katz); KTVT, Salt Lake City, to Katz (from Blair); KREM-TV, Spokane, to Petry (from Bolling); WJMR-TV, New Orleans, to Bolling (from McGillvra); WACH-TV, Newport News-Norfolk, to Walker (from Avery-Knodel).

ABC-TV plans own "magazine concept" program, *Your Better Home*, a how-to-do-it show scheduled Sat. 11:30 a.m.-12:30 p.m., as soon as at least 5 partic. sponsors sign. So far one sponsor has signed — an unidentified power tool manufacturer.

**Network Accounts:** Wave of cancellations by sponsors and talent hit networks this week, necessitating some program realignments and search for replacements. In most cases, cancellations were attributed to dissatisfaction with program ratings. Biggest was Kraft's decision to drop its Thu. 9:30-10:30 p.m. *Kraft Theatre* on ABC-TV, retaining its drama of same title on NBC-TV Wed. 9-10 p.m. and entering children's field by buying *Space Cadet* on NBC-TV Sat. 11:30 noon, thru J. Walter Thompson. In same week, Brillo disclosed it was dropping Sammy Kaye's *So You Want to Lead a Band* on ABC-TV Thu. 9-9:30 p.m. preceding Kraft . . . Johnson's Wax and Pet Milk dropped *Life With Father* on CBS-TV Tue. 10-10:30 p.m., and are interested in sponsoring *Red Skelton Show* as replacement, but only if they can get 9:30-10 p.m. period currently occupied by Nash Kelvinator and Block Drug with *Danger*. Also at CBS-TV, actress Celeste Holm announced she was dropping out as star of *Honestly, Celeste* Sun. 9:30-10 p.m., though sponsor Bristol-Myers (Ipana) is retaining time for replacement show; Miss Holm reportedly was displeased with show's format, in which she is cast as unpredictable girl reporter. In addition, Plymouth Motors reversed original decision to sponsor *Professional Father* as replacement for *That's My Boy* on CBS-TV and instead will drop Sat. 10-10:30 p.m. time period . . . Pillsbury Flour and Green Giant Co. dropped sponsorship of Mickey Rooney's filmed *Hey, Mulligan* on NBC-TV Sat. 8-8:30 p.m. . . . CBS-Columbia to be alt. sponsor of upcoming *Phil Silvers Show* on CBS-TV starting in Jan., Tue. 8-8:30 p.m., thru McCann-Erickson . . . State Farm Insurance Co. to sponsor *Red Barber's Corner* on CBS-TV (except in N. Y. & New England) starting Dec. 15, Wed. 10:45-11 p.m., thru Needham, Louis & Brorby . . . Pharmaceuticals Inc. to sponsor *Juvenile Jury* on NBC-TV starting Jan. 9, Sun. 4-4:30 p.m., thru Edward Kletter Assoc., N. Y. . . . Sugar Bowl football game Jan. 1 will be sponsored on ABC-TV & radio jointly by C. A. Swanson & Sons (poultry processors), thru Tatham-Laird Inc.; American Chicle Co., thru Dancer-Fitzgerald-Sample; E-Z Popcorn Co., thru W. B. Doner & Co., Detroit . . . Miller Brewing Co. to sponsor first half of pro football championship game on DuMont (except in northeast) Sun. Dec. 26 at 2 p.m., thru Mathisson & Assoc., Milwaukee; in northeast it will be sponsored by Atlantic Refining Co., thru N. W. Ayer. Buick will sponsor second half, thru Kudner . . . Bauer & Black (surgical dressings) buys 9 partic. in *Today, Home & Tonight* on NBC-TV in Feb., thru Leo Burnett & Co., Chicago . . . Tootsie Rolls (candy) buys 2 partic. per week on *Happy Felton's Spotlight Gang* on NBC-TV for 13 weeks starting Nov. 27, Sat. 10-10:15 a.m., thru Moselle & Eisen, N. Y. . . . Rexall Drug Co. buys 3 partic. a week on *Morning Show* on CBS-TV starting Feb. 15, Mon.-thru-Fri. 7-9 a.m., thru BBDO, Los Angeles; Eastco Inc. (Clearasil patent medicine) 2 partic. a week, thru Ruthrauff & Ryan; Campbell Cereal Co. (Malt-O-Meal) 2 partic. a week, thru Campbell-Mithun . . . ABC-TV offers special *Kuka, Fran & Ollie* Christmas Day program 6-7 p.m. for local sale to 108 network stations; it will be sponsored by Gordon Baking Co. on ABC's WABC-TV, WBKB & WXYZ-TV.

Revised rate card of CKLW-TV, Windsor, Ont. (Ch. 9), opposite Detroit, posts Class A hour rate of \$450, min. rate of \$90, as against originally announced \$1100 & \$220. CBC & DuMont affiliate started operation last Sept. 16. Rate increases: KTNT-TV, Tacoma raises base hour from \$625 to \$700, min. \$135 to \$150; WWTW, Cadillac, Mich. from \$200 to \$250 & \$50 to \$60; CHSJ-TV, St. John, N.B., \$165 to \$200 & \$35 to \$45; CKSO-TV, Sudbury, Ont., \$150 to \$170; KRBC-TV, Abilene, Tex., \$150 to \$225 & \$24 to \$40. Rate decrease: WJNO-TV, Palm Beach, as of Jan. 1 cuts base hour from \$300 to \$250, min. \$60 to \$50.

SUBSCRIPTION TV came up in FCC discussions this week, with no decision reached. It may well come up again next week, and start of rule-making to look into subject is likely. This week's petition by Zenith, asking for commercialization of pay-as-you-look TV without hearing, is given little chance.

Insisting that hearings "have little probability of producing anything but conjectures, theories and guesswork," Zenith chose approach to FCC it has long considered (Vol. 10:37), disagreeing with Matty Fox's Siatron which recently petitioned for regular rule-making (Vol. 10:38). Zenith also differs with Siatron in that former wants FCC to permit any station to put on pay-as-you-look programs, whereas latter asks that service be limited to uhf stations for 3 years.

At FCC, few believe Zenith concept will get anywhere—and Zenith itself requests as an alternative, a written rule-making hearing, i.e., no oral testimony. There's bound to be opposition to petition—Theatre Owners of America, for one, planning to file formal objection. Though no commissioner has evinced enthusiasm about paid TV generally, there's growing feeling at Commission that it's about time proponents were given chance to make their pitch.

Zenith's basic arguments are that FCC now has all the authority it needs to authorize fee TV; that the only way to learn anything about it is to try it; that Commission will have adequate opportunity to regulate it as it develops.

Adoption of technical standards is termed "undesirable" in petition, which urges that if FCC is worried about obsolescence of receiving devices it can require subscription operators to lease attachments month-to-month.

To support argument that FCC has adequate authority to authorize pay-as-you-look service, petition cites history of Communications Act and Commission precedents, including FCC's own comments to Congress on Hinshaw bill (Vol. 10:20).

To justify concept of subscription TV generally, petition reiterates oft-stated contentions that it will bring better programs, support more stations, help uhf, advance education—and will supplement, not supplant, sponsored TV.

Technically, several methods can be employed to unscramble pictures, Zenith said—dropping coins in box attached to set, slipping coded card into device on receiver, working through wired system involving phone company. Last method is that originally advanced by Zenith, calling it "Phonevision." Though it still terms its techniques "Phonevision," it stresses no particular method over others.

Petition replaces one filed by Zenith in 1952, when it asked for rule-making. Its a joint filing by Zenith and Teco Inc., latter being organization formed by Zenith to exploit subscription TV. The 34-page document was prepared by Washington law firms Pierson & Ball and Loucks, Zias, Young & Jansky. Copies may be obtained from them or from us.

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Completely sold on TV as promotion medium for movies, Walt Disney feels that any exhibitors who complain about his use of movies on ABC's *Disneyland* are short-sighted. For example, he explains in *Variety* interview, theatre boxoffice on his *Vanishing Prairie* went up immediately after telecasts showing how movie was shot. People will always go to a good movie, he said, "but we've got to let them know about the show and create excitement about it." Even full telecast of movies, such as that of *Alice in Wonderland*, will enhance re-release value, Disney believes.

CBS-TV film services moves offices to 524 W. 57th St., New York.

Merger of Azcarraga-O'Farrill TV interests, subject of negotiations since summer of 1952 (Vol. 8:26) and looking to construction of more stations throughout Mexico, apparently is in final stages and may soon be announced. Meanwhile, veteran broadcaster-theatreman Emilio Azcarraga, already operating XEW-TV, Mexico City (Ch. 2) and XEQ-TV, Mexico City (Ch. 9) with transmitter on 13,405-ft. Cortez Pass, has acquired an interest in Guillermo Gonzalez Camarena's XHGC-TV, Mexico City (Ch. 5), which is installing new 5-kw GE transmitter, has moved headquarters into Azcarraga's big Televicentro and will begin telecasting film-only in about 30 days. The only other Mexico City station is Romulo O'Farrill's XHTV (Ch. 4), owned by the industrialist-publisher, who has been represented in the merger negotiations by former Texas broadcaster Monte Kleban. Their expansion plans are indicated by list of CP's outstanding (see p. 211, *TV Factbook No. 19*). Mexico City now claims 125,000 TV sets, with market growing steadily and industry due to get further stimulus from GE's new tube plant which is expected to lead to eventual complete domestic assembly of sets.

NARTB's TV code review board this week proposed broadening its affiliation to include film production companies "whose product comprises now a large share of the programming viewed in the American home." Proposal will be submitted to NARTB's TV board at meeting next month, said code chairman John E. Fetzer. At quarterly meeting, board sent special report to Senate subcommittee on juvenile delinquency admitting that portions of TV films shown at its recent hearings were not "wholly within the spirit of the Code" and said examples of "excessive violence" were being reported to stations. It noted that all of the films were produced originally for theatres and were cleared by boards of review, though declaring that such action "does not necessarily provide proper clearance" for intimate viewing by family groups on TV.

Fresh from auspicious TV debut as producer of 2-hour *Light's Diamond Jubilee*, movie producer David O. Selznick this week called on motion picture industry to "bring about a complete revolution" in equipment and working methods by following technical example of TV. Writing in *Screen Producers' Guild Journal*, he said: "Motion-picture production is still working in the dark ages as far as equipment is concerned, [but] in a few short years TV has taken greater strides than the motion picture has in decades." He added that "the single overwhelming impression" he received from his first TV experience was of "extraordinary ability of TV technicians [and] amazing flexibility of TV equipment."

Curb on TV-radio at big league baseball games (Vol. 10:45) was unanimously approved Dec. 2 by minor league convention in Houston. But it needs ratification by major leagues—and is almost certain to be voted down at their convention next week in Columbus. Rule approved by minors would ban sponsored broadcasts of major league games beyond 50 mi. from ballpark. Minors adopted another rule which would ban radio-TV broadcasts of minor league games into the territory of another minor league club.

Fight film re-run on TV does not invade fighter's privacy, Philadelphia District Judge Watson ruled last week in suit by former fighter Al Ettore against Philadelphia's WPTZ and Chesebrough Mfg. Co., sponsor of *Greatest Fights of the Century*, which showed portions of 1936 Louis-Ettore bout. Ettore alleged his privacy was invaded because he gave no permission for the showing and films were edited so as to give unbalanced picture of Ettore's fighting ability.



**Telecasting Notes:** Selling TV program sponsorships is becoming more and more "a top-level proposition [with] shows often being bought directly by the board chairman of a major corporation rather than by timebuyers or department heads of ad agencies, as in the radio days of yore." That's why, according to *Billboard's* Sam Chase, William Morris Agency hired Charles C. (Bud) Barry, ex-NBC program v.p., and MCA-TV Ltd. hired Alexander Stronach, ex-ABC v.p. and James Stirton, recently ABC central div. director. Their jobs will be to work with "top level brass of the blue-chip advertisers and their ad agencies, as well as with networks" . . . Ultimate decision on TV shows, says Chase, usually falls to the top man of the bankrolling firm because: "TV itself has become so expensive, and contracts have undergone such an evolution since the heyday of network radio, that few advertisers can or would be willing to leave their program purchases to their ad agencies. For one thing, more and more network contracts are being written for 39-week periods [because of] the continuing transition to film by the webs" . . . Best customers for packages are the networks, which keep talent offices humping to come up with new programs they can sell to sponsors. In TV, the networks insist on controlling the program, whereas in radio's balmier days ad agencies customarily built the shows for their clients . . . Radio Daily surveys major TV film producers, reports Dec. 1 that present sales volumes in some cases have increased more than 200% over year ago; that half-hour programs are in greatest demand, with some need for 15-min.; that demand for situation comedy and daytime serials is expected to swell; that trend in sponsorship is toward multi-market buys for regional sponsors and greater use of syndicated film on spot basis . . . Hollywood reports say MCA-TV deal to acquire UTP for more than \$1,000,000 about closed, but that Gross-Krasne will continue to produce *Big Town*, *Lone Wolf*, et al. which MCA-TV will distribute; Gross-Krasne also have these new

series planned: *Alias Jimmy Valentine*, *O Henry Playhouse*, *The Gentle Grafters* . . . Ziv TV reported to be dickering to acquire California Studios, Hollywood, to have commissioned architects Pereira & Luckman to draw up plans for new plant . . . RKO films to TV? Pres. Floyd Odium of Atlas Corp. this week told Atlas stockholders he believes Howard Hughes will decide in favor of letting Atlas assume management of RKO before Dec. 31. He said Atlas would use RKO's assets for some "capital gain" venture, but did not elaborate. Report persists that Hughes is offering RKO's 700-film backlog to TV for \$25,000,000 (Vol. 10:48) . . . Movie majors aren't releasing their backlogs of films to TV—yet—but they're permitting more and more of their stories to be adapted for live TV. This week, *Lux Video Theatre* acquired *Double Indemnity* and *September Affair* from Paramount, *The Chase* from Seymour Nebenzal; previously, it has adapted hit movies from Warner Bros., Columbia & United Artists . . . TV as source of movie features: "Dragnet" already released, *Phileo TV Playhouse's* "Marty" now being filmed, *U. S. Steel Hour's* "Last Notch" purchased from ABC by Hollywood producer Clarence Greene . . . Pinning blame on ABC-TV for failure of this year's "controlled" college football TV schedule is tactic being used by pro-control group within NCAA in battle to extend restriction plan for another year, reports Nov. 24 *Variety*, which says "a faction of the NCAA" has written letter to ABC complaining of that network's "faulty handling of the grid series sale" and praising job done by NBC-TV in previous years . . . Complete courtroom trial was covered last week by WKY-TV, Oklahoma City—believed to be a TV "first." District judge permitted unlimited TV film coverage, in robbery trial, later complimented WKY-TV newsmen for doing job "accurately, carefully and considerately" . . . Copley Press' independent KCOP, Los Angeles, has gradually moved more and more into film, plans about 80% film next year, reports *Billboard*, which says losses have been running \$300,000-\$400,000 a year.

**S**YLVANIA AWARDS committee (Deems Taylor, chairman), in unusually detailed critique at annual banquet in N. Y. Nov. 30, added up TV's progress and problems in 1954 and concluded: "Although we deplore censorship in any form, we cannot but feel that TV, by failing to cope with its own problems, is providing potent ammunition to those who are eager to impose restrictions upon it." Though noting "a definite upswing in the quality of TV programs," judges found medium still weakened by "trite, banal and downright silly concoctions."

Color programs were particular target of committee, which said that few color shows provide "worthwhile entertainment" and that "an open checkbook does not guarantee a quality presentation."

Most progress in 1954 was made in drama, educational programming and special events coverage, least progress in improving children's programs and commercials and in reducing amount of crime and violence, according to committee, comprised of Dean Kenneth Bartlett, director of TV-radio center at Syracuse U; George Sidney, pres. of Screen Directors Guild; Broadway producer Oscar Serlin (*Life with Father*); Dr. Robert L. Johnson, Temple U pres. and ex-director of U. S. Information Agency; C. B. Larrabec, chairman, *Printers' Ink*; Ethel Barrymore; Dr. Frank Bradley, pres., American Hospital Assn.; Mrs. Theodore S. Chapman, pres., General Federation of Women's Clubs; Dorothy Draper, decorator-designer; Mrs. John E. Hayes, past pres. of National Congress of Parents & Teachers; N. Y. Judge Samuel S. Leibowitz; Raymond Loewy, industrial designer; Walter O'Malley, pres. of Brooklyn Dodgers.

High praise for TV came from Walt Disney, who in accepting award for *Disneyland*, said TV "will conflict

less and less with the habits of the movie-going public. Both media, working in cooperation, will find this relationship mutually advantageous." He said his organization found TV to be a "great energizer [and] we are all walking faster, acting faster, and—I hope—thinking faster than we ever did before."

The Sylvania TV awards for 1954: grand prize, *Medie* (NBC-TV) for "the worth of its content, the impact of its presentation and the dignity of its purpose"; best original TV play, *Man on Mountain Top* (NBC-TV's *Philco-Goodyear Television Playhouse*); series for children of all ages, *Disneyland* (ABC-TV); documentary, *Three Two One . . . Zero* (NBC-TV); variety, *Toast of the Town* (CBS-TV); public information service, *Open Hearing* (ABC-TV); educational, *The Search* (CBS-TV); family entertainment, *Father Knows Best* (CBS-TV); local public service, *Our Beautiful Potomac* (WRC-TV, Washington); local children's, *Little Schoolhouse* (KTTV, Los Angeles); local news coverage, *Telepix News* (WPIX, N. Y.); superior camera work, *Twelve Angry Men* (CBS-TV's *Studio One*); comedian of year, George Gobel; dramatic actor & actress, Steven Hill & Eva Marie Saint; character actor & actress, E. G. Marshall & Eileen Heckart; outstanding comedy team, Jackie Gleason, Audrey Meadows & Art Carney. Committee omitted usual award for commercials, instead gave certificates of merit to *Life Magazine*, Sheaffer Pen Co., Goebel Brewing Co., General Electric & Rosenfield Packing Co.

CBS-TV and Air Force will join in producing *Conquest of the Air* series of 26 weekly 30-min. filmed programs depicting history of Air Force, starting next fall. Air Force is contributing stockpile of 100,000,000 feet of film.

MILLION-WATT UHF installations are now being built for 3 stations—and while that's total of known firm orders for that maximum-power equipment, several other stations are expected to place orders soon. First 2 installations are under way in Wilkes-Barre—WILK-TV with GE equipment, WBRE-TV with RCA (Vol. 10:37, 39). If all goes well, both are slated to be on air with 1-mega-watt before year's end.

RCA's second 1,000,000-watt will be Storer's newly acquired KPTV, Portland, Ore., which gets its new 25-kw transmitter next month and is due to go to the full mega-watt between Feb. 15-March 1. Storer is expected also to use RCA equipment to bring his projected Miami uhf acquisition to top power (Vol. 10:47) and CBS will probably buy GE equipment to do same after it acquires uhf WOKY-TV, Milwaukee (Vol. 10:43, 47).

Latest equipment shipments reported by manufacturers: GE shipped 5-kw driver to WBBM-TV, Chicago (Ch. 2), having already shipped 35-kw amplifier; and 50-kw transmitter to WSJS-TV, Winston-Salem (Ch. 12). RCA shipped 50-kw amplifier to WALA-TV, Mobile, Ala. (Ch. 10), and 50-kw transmitter to KHJ-TV, Los Angeles (Ch. 9). Standard Electronics reports order from WABT, Birmingham (Ch. 13) for 5-kw driver and spare exciter unit, to complete station's regular transmitting and standby equipment, for delivery Dec. 23. WABT already has Standard 40-kw amplifier.

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

KFIF, Fairbanks, Alaska (Ch. 2) has antenna on hand, expects to be on air next Feb., according to Admiral's Martin Sheridan, following return this week from visit with Alaska div. of Admiral Corp., only factory distributor in Territory. Midnight Sun Bestg. Co. (Lothrop), operator of 4 Alaska AMs, is acquiring control of KFIF & KFIA, Anchorage (Ch. 2) from Richard Rollins for \$100,000 (Vol. 10:47). Some 9000 TV sets are reported in use in Anchorage where both KFIA and KTVA (Ch. 11) began year ago. KFIF rep will be Moore & Lund. Note: Also planning TV station in Fairbanks is Northern Television Inc. (Hiebert-Wagner), operator of KTVA, Anchorage (Ch. 11), which has application for Ch. 11 in Fairbanks also and equipment already on order.

WACA-TV, Camden, S. C. (Ch. 14) now has no target date. This week, it got FCC permission to switch WACA radio antenna to new tower built for TV-radio after explaining that "unforeseen delays in obtaining equipment" have delayed TV construction. Rep not yet chosen.

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Fleetwood Corp., 1037 Custer Dr., Toledo, is new entry into TV transmitter and studio equipment manufacturing field, headed by former key personnel of Willys Motors electronics div., Toledo, which has shown TV cameras and once promised complete uhf station package to sell for around \$100,000 (Vol. 9:30, 39). Pres. is John W. McGee, ex-mgr. of Willys electronics div., with A. R. Bitter and Homer Humiston serving as head of educational sales and chief engineer, same posts they held at Willys. "Fleetwood will produce a complete TV package, including both camera and transmitter, using the Fleetwood vidicon camera as its basic equipment," McGee said. Company plans to offer camera chains, TV remote truck, low-cost closed-circuit laboratory system. Fleetwood plans to start "regional showings of its various products" early in 1955, according to McGee.

Power increases: WWJ-TV, Detroit (Ch. 4), Nov. 22, to 100-kw ERP from new 1063-ft. tower; KMBC-TV, Kansas City (Ch. 9), Nov. 23, to 316-kw; WAFB-TV, Baton Rouge (Ch. 28), Nov. 26, to 216-kw; WDAK-TV, Columbus, Ga. (Ch. 28) to 138-kw.

PROPOSAL TO BAN virtually all towers over 1000 ft., advanced by Govt.'s Airspace Subcommittee (Vol. 10:48), this week seemed likely to run into opposition from high-level govt. officials, which could automatically kill it. Proposal is actually recommendation to Cabinet-level Air Coordinating Committee (ACC), final authority in such matters. It's to be taken up Dec. 15 by ACC's technical div., which is expected to pass it on to "top ACC" for consideration early in Jan. Chances of automatic approval of such an important and far-reaching policy matter are believed to be extremely slim by govt. and industry sources in a position to know. In fact, odds are strongly against ACC ratification of any arbitrary limit on antenna height.

Airspace Subcommittee's action is in effect a repudiation of govt.-industry agreement reached in 1952 after 4-month study prompted by aviation interests' concern over possibility of large numbers of extremely high TV towers. The unofficial study group, headed by then CAA deputy administrator (now administrator) F. B. Lee and FCC Comr. Webster, agreed after intensive research that "present Airspace Subcommittee procedures are eminently satisfactory and no changes should be made."

TV-aviation-govt. committee decided there was no inherent menace to aviation in FCC's allocation plan, and that Airspace Subcommittee should continue to decide high-tower applications on case-to-case basis (Vol. 8:17-22, 25, 30, 35).

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Use of uhf TV frequencies for experimental AT&T signals to Cuba from Florida, as proposed by FCC (Vol. 10:40, 45), was decried by NARTB in comments filed this week. Broadcaster trade group expressed concern "over the initiation of geographic sharing in an exclusive allocation for the broadcast service." Though AT&T stipulated that its experiments wouldn't interfere with any broadcast station, NARTB stated that any such precedental proposal should be accompanied by detailed engineering data to "establish beyond reasonable doubt that no interference would be caused." It also asked that FCC set 3-year limit on experiments.

Experimental uhf booster in Coalinga, Cal., to relay Ch. 47 signals of KJEO, Fresno, is sought in application filed this week by Lambda-Pacific Engineering Inc., 14757 Keswick St., Van Nuys, Cal., equipment manufacturer planning to build transmitters for boosters if and when they're authorized commercially by FCC. Applicant proposes to operate 9 a.m.-midnight with 5-watts ERP, says it wants to test "advanced type travelling wave tube amplifier."

More light on health of uhf and post-freeze TV in general should be shed by FCC's 3rd economic survey of post-freeze stations, now being compiled. Commission this week sent questionnaire to all post-freeze stations, requesting estimates of broadcast revenues, expenses and profit or loss Jan. 1-Oct. 31, 1954. For stations reporting loss for the period, it asks monthly breakdowns. Stations were requested to file information by Dec. 31.

Request for call letters WFCC, sought by new AM grantee KWK Inc., Haines City, Fla. (Vol. 10:48), was turned down by FCC this week "because of connotation with initials of Federal Communications Commission." Grantee, operator of KWK-TV, St. Louis, had wanted call to indicate "Florida Coast-to-Coast."

Its TV-FM tower in Boston toppled by hurricane (Vol. 10:36), Westinghouse has cancelled license for WBZ-FM, also WBZA-FM, Springfield, Mass. But it has no plans to drop KEX-FM, Portland, Ore. or KDKA-FM, Pittsburgh.

Dec. 6 week's network color schedules: CBS-TV—Dec. 7, *Red Skelton*, 8-8:30 p.m.; Dec. 8, *Best of Broadway*, 10-11 p.m. NBC-TV—Dec. 9, *Ford Theatre*, 9:30-10 p.m.



**Financial & Trade Notes:** National Union Electric Corp., which last week disclosed proposed sale of its picture tube facilities at Hatboro, Pa. to Sylvania (Vol. 10:48), will receive \$1,516,000 in transaction, it was revealed in proxy notice to stockholders calling special meeting Dec. 10 in Wilmington, Del. to ratify purchase.

Company proposes to use part of proceeds from sale to acquire another business. Proposal for such acquisition would be submitted to stockholders at or before next annual meeting in May 1955, statement said. Secy. Joseph V. McKee Jr. declined to identify company in advance.

Purchase price in Sylvania deal is broken down as follows: \$1,125,000 for facilities, \$141,000 for tube machinery and equipment on order, \$250,000 for inventories of CR tubes and related materials. As of Oct. 10, 1954, these were valued on company's books at \$1,470,913. The plant itself was acquired in 1948 for \$319,839.

Following sale, which must be ratified by Dec. 15 and concluded by Dec. 30, company's net worth, based on Oct. 10 position, would be \$3,081,398 (\$2.07 per common share). "Giving effect to the sale, \$1,570,297.46 of assets would be in cash, \$1,600,659.19 would be in accounts receivable, about half of which would be reduced to cash within 60 days in the normal course and the remainder within 6 months, and \$1,170,868 in other assets," statement said. Continuing in electronics through its transistor div. and research lab at Orange, N. J., company proposes to reduce its personnel from 450 to 80 employes.

As of Nov. 17, company had 1,375,766 1/8 common shares and 232,200 preferred outstanding, each share representing one vote. Some 255,600 common shares and all of preferred (representing 30.34% of outstanding voting securities) are held by officers and directors of company as a group. Officers are C. Russell Feldmann, chairman-pres.; A. Melvin Skellett, manufacturing & engineering v.p.; John M. Kellie, treas., and McKee. Directors are Feldmann, Skellett, McKee, Harry E. Collin and Frank L. Taylor. Feldmann is beneficial owner of all preferred stock and 21,500 shares of common, together constituting 15.78% of voting securities. Collin owns 219,000 shares of common directly; additional 70,500 shares owned bene-

ficially by his wife bring their combined holdings to 18% of voting securities.

Tracing company's history, statement said CR tube production proved profitable from 1949-53, though profits declined each year. Receiving tube production was discontinued in 1953. For first 10 months of 1954, National Union had net loss of \$822,735 on sales of \$5,255,455, compared to profit of \$267,302 on sales of \$10,546,665 in corresponding period of 1953. For all of 1953, earnings were \$166,459 on sales of \$12,158,045.

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Emerson Radio's sales for fiscal year ended Oct. 31 set new record of about \$80,000,000, compared to \$75,926,546 in preceding fiscal year, pres. Benjamin Abrams told meeting of bankers and insurance executives in N. Y. this week. Profits, however, were equivalent to about 90¢ per share, or considerably below the \$2,988,432 (\$1.54) earned in preceding fiscal year. He said 60% of company's business in last fiscal year was in TV, 20% govt. contracts, 10% radio, 10% air conditioners & oil burners. For current fiscal year, he said he expects 20% increase in sales. He estimated Emerson's current net work at about \$20,000,000. (For his remarks on color, see below).

Dividends: Zenith Radio, 50¢ quarterly plus \$1 extra, both payable Dec. 28 to stockholders of record Dec. 12; Arvin, 40¢ Dec. 29 to holders Dec. 13; American Phenolic, 12 1/2¢ Jan. 28 to holders Jan. 14; Decca Records, 17 1/2¢ Dec. 29 to holders Dec. 14; Muter Co., 15¢ Dec. 31 to holders Dec. 15; Erie Resistor Co., 20¢ Dec. 15 to holders Dec. 8; RCA, quarterly 25¢ plus extra 35¢ Jan. 24 to holders of record Dec. 17.

Allen B. DuMont Labs earned \$612,000 (22¢ per share) on sales of \$67,593,000 in 40 weeks ended Oct. 10, compared to \$935,000 (36¢) on \$65,896,000 in corresponding period year ago and \$359,000 (11¢) on \$52,128,000 same 1952 period. For all of 1953 DuMont earned \$1,544,782 (60¢) on record sales of \$91,828,982; in 1952 earnings were \$1,424,603 (55¢), sales \$76,166,782.

Electronics Corp. of America, Cambridge, Mass., was listed on American Stock Exchange as of Dec. 1.

**A**DLAI E. STEVENSON, acting as attorney for RCA in his first legal case on resuming practice after 8 years, was turned down without comment by U. S. Supreme Court Justice Sherman Minton Dec. 2 when he moved to stay pre-trial examinations in \$16,000,000 Zenith-Rauland anti-trust suit against RCA, GE & Western Electric pending in Chicago Federal court. He asked that the proceedings be held up pending trial of the original issue in Delaware Federal court, due to be set for trial Jan. 4. On Dec. 3, Judge Igoe in Chicago Federal court also denied RCA's motion for stay in taking of depositions, due to begin in N. Y. Dec. 6 (Vol. 10:48). Judge Igoe, however, set for argument Jan. 7 RCA's motion to dismiss because of statute of limitations, and also on that date will hear RCA motion that the court define scope of the pre-trial depositions. Net effect of the legal maneuvering—with Zenith bent on getting Chicago case tried first and RCA on getting Delaware case tried first—is that depositions start Dec. 6 in N. Y. law offices of Zenith-Rauland counsel, Pennie, Edmonds, Morton, Barrows & Taylor. Zenith originally sued RCA in Delaware in 1946. RCA filed counterclaims, charging patent infringements. Zenith-Rauland then raised anti-trust issues in counterclaim suit in Chicago. Gov. Stevenson is counsel in Zenith suit only, not in Dept. of Justice's recent civil suit against the RCA patent pool in N. Y. Federal court (Vol. 10:47-48). RCA will argue before N. Y. Federal Judge Knox on Dec. 8 that govt. case should be transferred to Wilmington.

Color set sales will be negligible in 1955 because of price and programming limitations, Emerson pres. Benjamin Abrams predicted this week. Speaking to special group representing investment trusts, banks and insurance companies, meeting in offices of Hayden, Stone & Co., N. Y. Dec. 1, he stated: "We might as well be realistic—the prices cannot be sufficiently reduced next year to attract the public. Furthermore, the consumer will not be induced to part with his money when he learns next year that color programming will continue to be presented on a sporadic basis. Some sales of color receivers will be made, of course, but not until 1956 will color TV play a vital role in our industry." He also said he expects transistorized TV sets will be offered next year.

Later, in interview with *Retailing Daily*, Mr. Abrams was quoted as saying Emerson will have 21-in. color set on market by next March or April; that he sees limited output at least through first half of 1955; that if by time of Emerson's distributor convention next summer the prices of color components make it possible to market a color set for around \$500, "We'll go full steam ahead."

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Gen. Walter Bedell Smith, recently resigned Undersecretary of State, now vice chairman of American Machine & Foundry Co., has been elected to RCA board of directors. He was Gen. Eisenhower's chief of staff during World War II. He's an addition to the board, last having been Dr. E. W. Engstrom, replacing Adm. Walter A. Buck.

**TRADE ALERTED AS INVENTORIES PILE UP:** A potentially dangerous inventory buildup, particularly at retail and distributor levels, has been allowed to develop in last 2 months, normally a time when TV stocks should be going down. The situation impelled one of industry's most knowing authorities this week to warn of possible dangers ahead if high production rate continues to outstrip public demand.

Annual rate of TV production jumped from 7,500,000 sets at start of Sept. to rate of 11,000,000 sets in Oct. and Nov., whereas retail sales are at rate of about 7,000,000 a year, he said. Consequently, industry's inventories increased by about 100,000 in Oct. -- virtually all at retail level -- in a month which normally sees an inventory decrease of 150,000. Same pattern continued in Nov., with estimated inventory increase of 150,000 -- largely at distributor and retail levels.

Total industry inventories at end of Nov. are estimated reliably at about 2,200,000 -- considered uncomfortably but not dangerously high. But our informant fears that unless output is sharply curtailed in Dec. to more realistic pace, the industry may suffer perils of dumping and fierce price-cutting in first quarter of 1955 -- reminiscent of first 1951 quarter following TV's record production year of 7,463,800. Prospect is that total 1954 output will come close to that figure.

Annual going rate of TV production has increased 45% in less than 3 months, creating imbalance between output and retail sales, he pointed out. "Only a few months ago," he stated, "the industry seemed to be achieving a favorable balance between supply and demand. It had kept its pipelines filled to a prudent level and it had avoided overproduction. Suddenly serious overproduction has become apparent."

He suggested this situation be brought to attention of trade in time to do something about it. Thanks to availability of RETMA statistical data, he said, set makers can analyze such information in the light of their own experience.

Spottiness of retail sales was becoming increasingly evident even before the warning about inventories was sounded. From key metropolitan centers like New York, Chicago, Los Angeles and Philadelphia have come reports that extraordinarily high retail sales were tapering off as early as first of Nov. A trade spokesman stated this was part of national trend to buy Xmas TV gifts earlier than usual, and opined that Nov. sales will be less than Oct. and that Dec. sales will be less than Nov.

Disposition of consumers to buy up into slightly higher-priced categories (Vol. 10:43-44) has also been at least temporarily reversed, according to the same reports. Diminished volume of sales seems to be once again concentrated at low end.

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TV production totaled 173,968 week ended Nov. 26 (a 4-day week because of Thanksgiving holiday), down from record 243,703 in preceding week and 215,420 units week ended Nov. 12. It brought Nov. output to about 850,000 vs. 560,197 in Nov. 1953. Radio production totaled 250,519 (93,078 auto), compared to 314,557 in week ended Nov. 19. Nov. output was about 1,100,000 vs. 1,050,000 in Nov. 1953.

RETMA revised 10-month production figures this week in report tabulating output of 5,654,791 TVs and 8,040,230 radios, compared to 6,208,803 TVs and 11,201,656 radios in corresponding 1953 period. Of total TV receivers, 1,085,742 were equipped at factory with uhf tuning facilities. Oct. TV output was 921,476, of which 161,431 sets were uhf-equipped. Oct. radio production was 997,788.

The uhf figures are particularly significant because they mark continuation of an upturn which began in Sept. (Vol. 10:48). October production of uhf-equipped receivers set a record for any month this year -- as did Sept. output -- in number of units, but not in percentage of total output. In Oct., more than 17.5% of total receivers manufactured were factory-equipped with uhf tuners, compared with 14.4% in Sept. and 14.2% in Aug., the low point for the year.



**Topics & Trends of TV Trade:** Full new TV lines will be a rarity when manufacturers exhibit their wares at winter markets of American Furniture Mart and Merchandise Mart in Chicago, Jan. 3-14. Almost without exception, manufacturers report drop-in models, rather than full lines, will be the rule. Some, in fact, are delaying introduction of new models beyond market dates.

As usual, marts will be held in conjunction with or following distributor meetings, though only a few manufacturers have announced dates of meetings. Among them are RCA meeting with field reps in Atlantic City starting Dec. 6; Philco in Atlantic City Jan. 5-7; Motorola Dec. 29 at Edgewater Beach Hotel, Chicago.

These manufacturers will exhibit at American Furniture Mart: Admiral, Arvin, Bendix Radio, DuMont, Hallcrafters, Motorola, Philco, RCA, Sparton, Zenith. At Merchandise Mart: Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox, Westinghouse. In addition, several smaller manufacturers will take display space in Loop hotels.

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Trade should educate set owners to make minor repairs themselves, as one step in avoiding abuses by servicemen, New York City Council was told this week by Kings County district attorney Edward Silver, testifying on bill to license servicemen in metropolitan N. Y. (Vol. 10:48). Currently conducting own investigation of alleged abuses in Brooklyn, Silver said he found chief evils were taking sets out of home unnecessarily, charging for parts not put in, substituting inferior parts for those in good working order, doing unnecessary work and charging for parts not needed. Twelve witnesses spoke in favor of bill, 8 again. Action by council is expected next week.

General Instrument Corp. will open new plant in Waterloo, Ont. in Jan. as part of program to expand Canadian production of TV components. New plant will include production research lab and special engineering service group to work with Canadian customers. It will employ 250 at outset. Company has Canadian headquarters in Kitchener, Ont.

Motorola's purchase of Lee J. Drennan Inc., Arcade, N. Y., auto radio tuner manufacturer (Vol. 10:45), was finalized this week, though terms of sale were not disclosed. Factory will devote entire production to supplying Motorola assembly plants in Quincy, Ill. and Toronto. Wm. Bruyere continues as plant mgr., reporting Walter B. Scott, Motorola manufacturing v.p.

Hallcrafters has re-entered private label TV business with production of a "substantial number" of such sets this fall, says pres. Wm. J. Halligan. He said company is now soliciting business from mail order houses and dept. stores, while continuing to supply regular retail outlets.

Fire at Tele-Ray Tube Co. plant in Yonkers, N. Y. on Thanksgiving Day destroyed estimated 6000 picture tubes. More than one-third of plant was destroyed by blaze, which caused \$61,000 damage.

Hoffman Radio Co. will shortly change name to Hoffman Electronics Corp., the better to indicate its diversified TV-radio-electronics operations.

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Maj. Gen. Kirke B. Lawton (ret.), commandant of Ft. Monmouth from 1951 until his retirement last Aug., has been elected a director of Gray Mfg. Co., succeeding the late Adm. H. P. Blandy. Gray makes TV studio and specialized electronic equipment.

Wm. Miller, mgr. of Jerrold Electronic's community systems operating div., was one of 5 survivors of Northeast Airlines plane crash near Berlin, N. H., suffering only sprained hand and bruises.

**Trade Personals:** Maj. Gen. Wm. L. Richardson, USAF (ret.), recent commander of Missile Test Center, Patrick Air Force Base, Fla., named to newly created post of mgr., defense projects coordination, RCA engineering products div., under gen. mgr. Theodore A. Smith . . . Maj. Gen. Edmond H. Leavey, USA (ret.), pres. of IT&T's Federal Telecommunication Labs, Nutley, N. J., elected pres. of International Standard Electric Corp., IT&T's overseas manufacturing subsidiary . . . E. K. Foster, Bendix Aviation v.p. in charge of TV & radio divs., Baltimore, also assumes direction of Cincinnati (research) and York (broadcast equipment) divisions; Howard Walker, York plant mgr., promoted to gen. mgr.; Maurice W. Horrell promoted to gen. mgr. of computer div., Los Angeles . . . Robert G. Marchisio, asst. to CBS-Hytron pres. Charles F. Stromeyer, promoted to v.p. . . . E. Gordon Burlingham named to new post of CBS-Hytron sales service mgr., Danvers, Mass. . . . John W. Christensen promoted to national merchandise mgr. of major appliances, Montgomery Ward . . . T. A. Lindsay, v.p. & director of Phillips Electrical Co. Ltd., Brockville, Ont., promoted to exec. v.p.; F. W. Barnhouse, gen. sales mgr., promoted to v.p. . . . Fred L. Gordon, ex-Necchi-Elna Sewing Machine Co., named CBS-Columbia adv. production mgr.; George C. Daleo resigns as chief cabinet engineer . . . Alexander Kidd, ex-M. W. Kellogg Co., elected Stewart-Warner corporate v.p. . . . Daniel F. Shea Jr., ex-Hazeltine, named engineering liaison executive, Hallicrafters govt. contract div. . . . James W. Safford, ex-Sylvania, named Andrea Radio eastern sales mgr., N. Y. . . . W. E. Laswell appointed Motorola southeastern regional sales mgr., Atlanta . . . Irvin H. Webster named operations mgr. of GE's western regional electronic communications equipment office, moving shortly to Redwood City, Cal. . . . George J. Rodgers promoted to N. Y. state sales rep, Sheldon Electric Co., Irvington, N. J.; John Mustico to cover Pa., Del. & southern N. J. . . . Norman Koetke promoted to distributor sales mgr., Gramer-Hall-dorson Transformer Corp., replacing Charles A. Hansen, who will set up own factory rep firm at 1148 S. Grand, Los Angeles . . . Lou Silver, recently resigned as Majestic v.p., forms manufacturers' rep firm, Lou Silver Assoc., 1665 Warwick Rd., Hewlett, Long Island . . . Wm. Coon promoted to engineering director, James Werner to purchasing mgr. of Simpson Electric Co., Chicago . . . Ralph G. Maddox promoted to v.p. in charge of technical sales & service, Prodelin Inc. . . . Vincent K. Meehan, administrative asst. to Clarence Tay, gen. mgr. of all Admiral branches, named administrative asst. to W. C. Johnson, Admiral sales v.p.

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**DISTRIBUTOR NOTES:** Raytheon appoints East Coast Radio & Television Co. Inc., 1922 NW Miami Court, Miami (Saul Tasman, pres.) . . . DuMont: Kelvinator Corp., 60 Arsenal St., Watertown, Mass. (Walter R. Gunberg, mgr.) . . . Emerson west coast factory branch, 2630 Railroad Ave., Fresno, appoints David Gray gen. mgr., Robert Holley parts & service mgr. . . . Philco Distributors, Philadelphia, appoints Wm. Taschner northeast district rep, his duties as major appliance sales mgr. assumed by gen. sales mgr. Dave Brody; Jack Halley continues as TV-radio mgr. . . . Judson C. Burns, Philadelphia (CBS-Columbia) appoints George Adames as adv. mgr. . . . Trav-Ler San Francisco factory branch appoints Mrs. Ora Fisher as credit mgr. . . . GE Supply Co. names F. A. Parente as Columbus, O. branch mgr.

Dr. Richard W. Porter, gen. mgr. of GE's guided missiles dept., elected pres. of American Rocket Society, succeeding Andrew G. Haley, Washington TV-radio attorney.

George B. Flood, 74, who retired last March as treas. & director of Sprague Electric after 23 years with firm, died last week at N. Adams, Mass. home after long illness.

## Network TV-Radio Billings

October 1954 and January-October 1954

(For September report see *Television Digest*, Vol. 10:44)  
(For preceding years, see *TV Factbook No. 19*, p. 15)

CBS-TV NETWORK billings jumped again to an all-time record of \$14,033,536 in Oct. from previous record of \$12,944,665 in Sept., according to latest Publishers Information Bureau report. CBS-TV thereby retained its lead in TV rankings, though NBC-TV also jumped to all-time record—\$12,307,403. Also at new high was ABC-TV, with DuMont only a shade under its record of last Jan. Month's total for the 4 networks reached record \$31,657,772, up more than \$5,500,000 from previous record in Sept. and comparing with \$23,409,053 in Oct. 1953. Aggregate of \$254,425,834 for first 10 months of year compares with \$179,330,993 for same 1953 period.

Network radio pulled up somewhat in Oct., aggregating \$10,940,099, compared with \$10,445,475 in Sept. but down from the \$13,829,106 of Oct. 1953. For first 10 months, radio total is \$115,015,098 vs. \$132,682,830 for same 1953 period. The complete PIB tables:

### NETWORK TELEVISION

	October 1954	October 1953	Jan.-Oct. 1954	Jan.-Oct. 1953
CBS	\$14,033,536	\$ 9,381,816	\$117,032,072	\$ 77,328,337
NBC	12,307,403	10,267,232	100,541,824	76,941,720
ABC	3,890,802	2,297,862	26,584,163	16,094,615
DuMont	1,426,031	1,462,143	10,267,775	8,966,321
<b>Total</b>	<b>\$31,657,772</b>	<b>\$23,409,053</b>	<b>\$254,425,834</b>	<b>\$179,330,993</b>

### NETWORK RADIO

CBS	\$ 4,131,628	\$ 5,478,455	\$45,567,675	\$51,422,613
NBC	2,735,080	3,493,950	28,106,616	38,145,994
ABC	2,502,439	2,671,103	24,199,694	24,173,422
MBS	1,570,952	2,185,598	17,141,113	18,940,801
<b>Total</b>	<b>\$10,940,099</b>	<b>\$13,829,106</b>	<b>\$115,015,098</b>	<b>\$132,682,830</b>

### NETWORK TELEVISION—January-October 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	12,944,665*	802,721	9,733,378*	26,141,365*
Oct.	3,890,802	14,033,536	1,426,031	12,307,403	31,657,772
<b>Tot.</b>	<b>\$26,584,163</b>	<b>\$117,032,072</b>	<b>\$10,267,775</b>	<b>\$100,541,824</b>	<b>\$254,425,834</b>

### NETWORK RADIO—January-October 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	3,639,273	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.	2,502,439	4,131,628	1,570,952	2,735,080	10,940,099
<b>Tot.</b>	<b>\$24,199,694</b>	<b>\$45,567,675</b>	<b>\$17,141,113</b>	<b>\$28,106,616</b>	<b>\$115,015,098</b>

\* Revised as of Dec. 1, 1954.

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

Australian Broadcasting Commission has invited Alphonse Ouimet, CBC gen. mgr., to be consultant on its new TV system, and he leaves Ottawa Dec. 6. Already there, on same mission, is James C. Hanrahan, WEWS, Cleveland. Also on way to Sydney is Martin Michel, 20th Century-Fox TV specialist, who will help that company's wholly owned subsidiary, 182-theatre Hoyts Circuit, in its application for a commercial station. Bids for construction of first 2 govt.-owned stations, in Melbourne & Sydney, have been invited by Post Office Dept., deadline Feb. 17. There are about 100 applicants for commercial stations.

SALE OF KANG-TV, Waco, Tex. (Ch. 34) for \$134,000 was approved by FCC with unusual speed, having been filed only last week (Vol. 10:48). Owner Clyde Weatherby, pleading for haste in approval of transfer to Claudia T. Johnson, wife of Democratic majority leader Sen. Lyndon Johnson, said losses were so great that station was in imminent danger of going off air. Other transfers approved this week: (1) Holders of CP for WIMA-TV, Lima, O. (Ch. 35) got WLOK-TV there (Ch. 73) for \$750 plus assumption of some \$150,000 liabilities (Vol. 10:44), will drop own CP and radio WLOK, shift WLOK-TV to Ch. 35. (2) Wm. B. Dolph acquired 29% (29,000 shares, at \$1 par), Wm. B. Quarton 20% (20,000 shares) of WMT-TV, Cedar Rapids, Ia. (Ch. 2) with former 100% owner American Bcstg. Stations Inc. (Helen Marks, chairman), retaining 51%. (3) Wm. J. Gregory and Hoth family obtained control of KRDO-TV, Colorado Springs, Colo. (Ch. 13) and radio KRDO through purchase of Joseph Rohrer's 50.37% for \$24,500 (Vol. 10:44).

Applications for sales of CPs filed with FCC this week: (1) Joseph Novy, chief engineer of Chicago's WBBM-TV & WBBM and Jerome F. Cerny, also of the Chicago stations, are buying CP for WJOL-TV, Joliet, Ill. (Ch. 48), along with radio WJOL (250-w, 1340 kc) for \$112,000 from Charleston, W. Va., group headed by Willard H. Erwin Jr., who also holds interest in Charleston's WGKV. Novy & Cerny told FCC they plan to become Joliet residents, and Erwin group said it's selling because it wants to give up holdings outside of W. Va. (2) KLFY-TV, holder of shared-time CP for Lafayette, La., Ch. 10 asked permission to buy out companion CP-holder KVOL-TV for \$45,000 out-of-pocket expenses incurred by KVOL-TV owners *Lafayette Advertiser* and KVOL gen. mgr. George H. Thomas. KLFY-TV is headed by Paul & Thomas DeClouet.

Television Bureau of Advertising, in first board meeting since establishing offices at 444 Madison Ave., N. Y., this week reported \$100,000 in dues — one-fourth of its \$400,000 annual budget — has already been paid by charter member stations. Membership drive began officially Dec. 1, and pres. Oliver Treyz said stations have until Jan. 1 to submit dues, entitling them to be charter members. He said membership list will be made public after Jan. 1. He anticipated that at least 2 top positions in TvB will be filled this month. He also revealed that 2 major advertisers—whom he declined to identify—had voluntarily asked TvB to evaluate TV's potential as an advertising medium for them. A firm of management consultants has been engaged to work on their problem, he said.

Hearing on renewal of Edward Lamb's WICU, Erie, was recessed until Jan. 4 by examiner Herbert Sharfman Nov. 30 when he refused to let FCC Broadcast Bureau attorneys seek depositions from convicted Communist leaders Gus Hall and Jacob Stachel (Vol. 10:48). Sharfman said "there are indications they will seek refuge under the 5th Amendment and refuse to testify" after FCC lawyers told him they had visited wardens of Danbury and Leavenworth prisons and were advised that both prisoners had gone on record against making the depositions. Sharfman requested Lamb's attorneys to advise FCC lawyers by Dec. 13 which previous witnesses they want to cross-examine when hearing resumes.

Only TV application this week was for Toledo, educational Ch. 30, by Greater Toledo Educational TV Foundation, headed by Paul Block Jr., v.p. of *Toledo Blade*, which is applicant for Ch. 11 in Toledo. Applications pending now total 175, of which 17 are for uhf. [For further details about applications, see *TV Addenda 19-U* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]



**MARTIN CODEL'S**

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

# Television Digest

with **ELECTRONICS** REPORTS

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December 11, 1954

## SUMMARY-INDEX OF THIS WEEK'S NEWS

**NETWORK-STATION AFFILIATION** and ownership jig-saw indicates changing face of the telecasting industry; big interests may hypo uhf (pp. 1 & 4).

**MILLION-WATT UHF A REALITY** as RCA and GE ready their 'showcase' transmitters in rival Wilkes-Borre stations; first 1000-kw due next week (p. 2).

**FCC REVIVES OLD PATENT PROBE** as 4-3 majority votes to coll rule-making arguments, reviving issue bitterly fought during color hearings (pp. 2 & 10).

**FLA. UHF RETURNS, NEW VHF** gets started in West Virginia, new Conadion station in Saskatoon; total on air now 422 in U. S., 23 in Canada (p. 3).

**FLINT AREA'S UPCOMING WJRT** plans to change transmitter site; equipment shipments continue slow as more grantees report on-air plans (p. 5).

**FCC GRANTS CPs** for Tupelo, Miss. & Ropid City, S. D., refuses to reissue grants in Hot Springs & Amarillo, considers Flint, Hartford, Portland situations (p. 6).

**LITTLE OR NO PRODUCTION CUTBACKS** planned by TV manufacturers for first quarter of 1955, despite warnings of rising inventories (p. 11).

**PITTSBURGH'S WDTV**, sold to Westinghouse for \$9,750,000, earned \$7,500,000 on gross of \$12,500,000 in 34 mo.; DuMont soys he's stoying in network TV (p. 9).

**DEMAND FOR COLOR FILM EQUIPMENT** accelerates as RCA ships six 3-Vs, schedules new live comero production in Morch; DuMont deliveries stepped up (p. 10).

**COLOR TV USED BY ARMY** at Ft. Huochuco bottle exercises; CBS field sequential system equipment and 'secret' 4x6-ft. screen found impressive (p. 13).

**FRANK STANTON BUYS 40,000** more shares of CBS Inc. stock under option of 38¼; Storer reveals imposing balance sheet (p. 13).

**5% OF TV HOMES HAVE 2 SETS**, 'Videotown' survey shows, also disclosing replacement soles surpassing new set soles, 24 & 27-in. demand growing (p. 14).

**THE NETWORKS MANEUVER FOR POSITION:** Big changes are under way in telecasting. They involve shuffling of network affiliations, plans for new stations, more sales of stations -- and they may alter the face of the industry over the next few years.

The changes are being wrought largely by the major networks, whose program and sponsorship supremacy gives them virtual power of life and death over a station. They also involve group ownerships of stations, whose bargaining power enables them to enjoy preferential treatment in the matter of network franchises.

"Top favorites" in the horse race are CBS & NBC, so far as first calls on affiliations are concerned. Up-&-coming but still a relatively far back third runner is ABC, which stands to gain from any casualties the giants inflict on one another.

As for DuMont Network, the Madison Ave. advertising & selling fraternities are now more than ever inclined to write it off as a serious competitor in view of last week's sale of its main fiscal prop, WDTV in Pittsburgh, to Westinghouse (Vol. 10:49). This, despite Dr. DuMont's avowed intention of staying in network TV (p. 9).

Involved also may be the future of uhf, which conceivably will gain a new lease on life out of the considerable interest in it now being evinced by CBS, NBC, Storer, possibly other big interests. Uhf's technical qualities have been obscured by the advertising fraternity's zeal to get into markets already well populated with TVs -- meaning mainly vhf sets, which got there first. But new factors are arising:

There's the advent of 1,000,000-watt power for uhf, for example (see p. 2). There's CBS's projected entry into Milwaukee via uhf (Vol. 10:43,47) and NBC's avowed intention of getting 2 uhf in major markets. There's Storer's plan to build up uhf in Miami and possibly even bear all or part of cost of conversions (Vol. 10:47,49).

And this week a rather mysterious situation cropped up in the Hartford area, where it was disclosed that unnamed interests had acquired Mt. Higby, about halfway southward toward New Haven, as site for an undescribed TV station. It's believed to be a project of either CBS or NBC, possibly predicated on new 1-megawatt power. It

could indicate that one or the other network is convinced this area's TV future lies with uhf rather than with the single vhf now in New Haven and the one bitterly contested vhf channel allocated to Hartford, which may take several years to resolve.

It's generally conceded the networks can put over uhf if they affiliate with such stations, feed them the programs they need, sweat out the audience incubation period, hasten that buildup with their money and their promotional steam. At all events, the networks are inordinately sensitive to Washington -- and there's no palpable intention on the part of FCC or Congress to sell down uhf. From what we can gather, many more uhf affiliations are in prospect even in intermixed markets.

Over-all, the impression is one of competitive vitality, even though some station ownerships are in ferment over what one spokesman describes as the networks' "apparent disregard for old affiliations and old loyalties." (For further details on impending network affiliation changes, see p. 4.)

**UHF BREAKS THROUGH THE POWER BARRIER:** The dream of a million-watt uhf station may come true this week -- designed further to strengthen the confidence of industry, advertisers and the public in the capabilities and potentials of ultra-high.

First 1000-kw station is due to be RCA's installation for Wilkes-Barre's pioneer WBRE-TV (Ch. 28). RCA engineers hope to get WBRE-TV's power boosted to the full megawatt some time next week. At week's end, only the antenna remained to be installed -- the 25-kw transmitter already has been put through its paces under a dummy load. Station held dedication ceremonies at Wilkes-Barre Dec. 10, attended by RCA-NBC bigwigs, local civic & industrial leaders and the press.

Within a month after RCA's first megawatt installation will come GE's first -- also in Wilkes-Barre, for WILK-TV (Ch. 34), whose antenna is ready for shipment Dec. 13, transmitter due to arrive by Dec. 17 and rectifier scheduled by Dec. 27. GE says all parts have already been tested at Syracuse.

Wilkes-Barre is thus destined to become showcase for top-power uhf. Both RCA & GE report heavy interest by uhf operators, but only other order recorded is for RCA installation at Storer's KPTV, Portland, Ore. (Ch. 27), due for completion by March 1. Most other uhf operators are waiting for opportunity to visit both Wilkes-Barre stations and to compare transmitters "side-by-side."

In achieving the megawatt, GE & RCA use slightly different approaches, though both use their standard 12-kw transmitters as building-blocks. RCA modifies 2 of its 12½-kw transmitters to get 25-kw power, feeds output into mammoth 46-gain antenna, using conventional beam tetrode tubes in output stage. GE gets 45-kw transmitter power by harnessing three 12-kw units, modified so there are 4 klystron-powered visual amplifiers, 2 aural, feeding into conventional 25-gain helical antenna.

RCA's 46-gain antenna is 96 ft. long, weighs 7½ tons, will be shipped and hoisted in 2 sections. GE uses its standard 5-bay helical uhf antenna, which is 43 ft. long, weighs 1½ tons (for Ch. 34). Spokesmen say it has already been tested with 60-kw input, and that single bays have been tested with twice rated power.

**OLD PATENT PROBE REVIVED BY COMMISSION:** Three-year-old patent-filing proposal which was initiated by FCC as aftermath of bitter color hearing (Vol. 7:48 et seq.), was resuscitated in somewhat less sweeping form this week by bare 4-3 majority of Commission. Original proposal was so broad, covering so many activities obviously out of FCC's jurisdiction, that hundreds of vigorous comments in opposition forced FCC to pigeon-hole proposal -- and it gathered dust until this week.

As originally proposed, rule would have required everyone with patent rights on communications equipment to disclose mass of information on such patents to Commission. This was so far-reaching that almost everyone felt it was impossible to comply with, and many argued that FCC was stepping way beyond its legal jurisdiction. Opposition was expressed by such groups as the American Bar Assn., NAM, inventors' organizations, etc., in addition to communications companies.

This week's proposal would require annual reports by those holding patent rights which they know or believe are being used in communications services regu-



lated or licensed by FCC. Reports would have to identify patents, show how they're used, list patent licensees and disclose agreements with them, state patent licensing policies of patent-rights owners.

A corollary patent-filing proposal was issued as separate rule-making, to require those participating in any kind of rule-making proceedings to show their patent interests in equipment involved. For example, recent petitioners Skiatron and Zenith, asking for commercialization of pay-as-you-look TV, would be required to disclose patents they control in subscription TV.

\* \* \* \*

Defending latest proposal, FCC majority insisted that Commission has legal jurisdiction to demand patent information; that such data is essential in pursuit of its duties; that requirements would not be an "unnecessary duplication" of Justice Dept. anti-trust activities; that proposal won't be unnecessary burden on the industry; that there won't be an "unwarranted invasion of private rights."

But Chairman McConnaughey and Comrs. Doerfer & Hyde dissented completely, Doerfer issuing a statement in which McConnaughey concurred. Doerfer stated that there's serious doubt about FCC's authority to require such filings; that proposal "holds little promise of achieving any practical results"; that it would be "a waste of time and money" because Commission hasn't adequate staff to make any sense out of the "mass of material [which] is to be merely filed with the Commission and placed upon a shelf in the hope that someday, perhaps, some of it may become useful"; that Justice Dept. is taking care of illegal or monopolistic practices, as shown by its anti-trust action against RCA (p. 10 and Vol. 10:47-48).

Exempted from rule would be devices covered by Part 15 of rules (restricted radiation), Part 18 (industrial, scientific & medical) and Part 5 (experimental).

Fear of industry that everything would be made public is unwarranted, FCC said, stating that "only the list of patents known or believed to be in use will be made available for public inspection."

There's bound to be strong opposition again, which will find expression in oral argument scheduled Feb. 1, with notice of appearance due Jan. 3. On the corollary proposal regarding filings in rule-making proceedings, comments are due to be filed not later than Jan. 15. (For full texts of both proposals, see p. 10.)

**FLA. UHF RETURNS, NEW W. VA. STARTER:** Pensacola's WPFA-TV (Ch. 15) went back on air Dec. 10, just 40 days after suspending operations in the face of vhf competition that started 3 months after it did (Vol. 10:45). Spokesman for majority stockholder-operator Charles W. Lamar Jr. said station is taking another crack at it because it now appears that business prospects have improved sufficiently to warrant return. It is the second uhf to come back after having been off for extended period -- first having been Norfolk's Ch. 33 WACH-TV (Vol. 10:14, 31).

New vhf starter in Oak Hill, W.Va., designed to cover Beckley-Fayetteville area, brought on-air total to 422, of which 120 are uhf. In Canada, another starter -- in Saskatoon -- brought total to 23. Week's new starters:

WOAY-TV, Oak Hill, W.Va. (Ch. 4) begins ABC programming Dec. 12 after 9 days of tests, reports owner-gen. mgr. Robert R. Thomas Jr. It has \$300 base rate, sold only in combination with WKNA-TV, Charleston, W.Va. (Ch. 49), though neither will be satellite and each has own organization. WKNA-TV owner Joe L. Smith Jr. holds option to buy 40% of WOAY-TV, which has 25-kw RCA plant, 682-ft. tower. W.S. Jackson is sales mgr.; Clyde Higgins, program mgr.; Ken Rice, chief engineer. Rep is Weed.

\* \* \* \*

CFQC-TV, Saskatoon, Sask. (Ch. 8) started programming Dec. 5 after testing previous day, wires station mgr. G. Blair Nelson. Films and kines of NBC & ABC shows are used as well as CBC. It has 10-kw RCA transmitter and 12-slot wavestack antenna on 650-ft. tower built by Dominion Bridge Ltd. Owner is A.A. Murphy family, with Vernon Dallin, asst. mgr.; Walter Romanow, production director; Lyn Hoskins, chief engineer. Base rate is \$160. Reps are Adam Young & Radio Representatives Ltd.

**Personal Notes:** Peter B. James, N. Y. mgr. for Weed TV, on Jan. 1 becomes gen. mgr. of WJAR-TV, Providence, succeeding Norman Gittleston, resigned; Bates Halsey named Weed TV eastern sales mgr. . . . Myron P. Kirk, Kudner v.p., named TV chairman of 1955 Heart Fund, John F. Meagher, NARTB, radio chairman . . . Wm. P. Rosensohn, former exec. v.p., elected pres. of Box Office Television Inc., (closed-circuit TV) replacing Milton Mound, who becomes board chairman; v.p.'s are Sid Caesar, Abrams Chasin, Ivan Veit, Robert M. Rosencrans, Edgar A. Rosenberg . . . George Greaves, gen. mgr. of KNBC, San Francisco, elected pres. of Calif. State Radio & TV Broadcasters Assn.; Philip G. Lasky, KPIX, named v.p. for north; Frank Burke, KFVD, v.p. for south; Gene DeYoung, KERO-TV & KERO, Bakersfield, reelected secy-treas. . . . James C. Richdale Jr., ex-Petry & WNAC-TV, Boston, named commercial mgr., KOTV, Tulsa . . . Harry Abbott resigns as mgr. of KTVQ, Oklahoma City, to become station mgr. of KCEN-TV, Temple, Tex. . . . Jack Pacey, ex-ABC public relations director, joins Publicity Consultants Inc. (Ben Sonnenberg) . . . Tom Harrison named St. Louis office mgr. of Blair rep firm, succeeding Richard Quigley . . . Paul W. (Fritz) Morency, gen. mgr. of WTIC, Hartford, who as youth was first field rep for old NAB, surprised by 150 colleagues at dinner Dec. 2 celebrating his 25th anniversary with WTIC . . . Clarence L. Menser, onetime NBC program v.p., now directing Stetson U's radio WJBS, Deland, Fla., appointed by Gov.-elect Collins to state's committee on educational TV . . . Fritz Snyder, ex-director of station relations, CBS-TV, onetime Biow and Bulova Watch Co. executive, becomes v.p. of *Television Magazine* (Fred Kugel, publisher) . . . Ole Morby, from western mgr. of station relations, moves to N. Y. as CBS Radio mgr. of station relations . . . James M. Dolan promoted to DuMont sports director, replacing Thomas J. McMahon, resigned . . . G. Edward Hamilton, from ABC-TV eastern div., named chief engineer, WABC-TV, N. Y. . . . Donald Jordan named program director of WLAM-TV, Lewiston, Me., succeeding Lester J. Richards . . . Gordon Williamson, ex-gen. mgr. of WISE-TV, Asheville, N. C., appointed operations production mgr. of WFMY-TV, Greensboro, N. C. . . . Mrs. Dorothy Albee,

adv. & promotion director, WILK-TV, Wilkes-Barre, wins first prize in Lehn & Fink's nationwide station promotion contest . . . Donna DeCamp, ex-film director WOI-TV, Ames, Ia., named TV director of Cary-Hill Inc., Des Moines . . . Richard P. Buch, ex-CBS-TV Film Sales, now in charge of General Teleradio's new southeastern office, Atlanta . . . John Grogan, ex-Wm. Esty agency and WRCA-TV, joins program production staff of N. W. Ayer's N. Y. TV-radio dept. . . . Thomas J. McDermott elected TV-radio v.p., N. W. Ayer, N. Y. . . . John Scott Keck, ex-TV-radio v.p., Henri, Hurst & McDonald, named asst. TV-radio director, Needham, Louis & Brorby, Chicago . . . Christian Valentine Jr., ex-Biow, named TV art director, McCann-Erickson . . . Richard H. Soule promoted to head NBC-TV's new special program sales unit for its optional affiliates (Vol. 10:49) . . . Ted Nathanson promoted to exec. producer, WRCA-TV, N. Y.

Gov. Gordon Persons, the 52-year-old ex-radio station mgr. who retires from office Jan. 1 and who has been mentioned as possible successor to Comr. Frieda Henneck as member of FCC (Vol. 10:49), suffered a mild heart attack Dec. 9, was rushed to a hospital, placed in oxygen tent. He's brother of White House aide Brig. Gen. Wilton Persons. On Dec. 10, he was reported "improving rapidly," though "still in danger."

Frank H. Bartholomew becomes pres. of UP next April 6, when Hugh Baillie becomes chairman of board after 20 years as pres. Bartholomew, first v.p., has been v.p. in charge of Pacific Coast area since 1938.

Profile of NBC pres. Pat Weaver, recently published in 2 parts in the *New Yorker*, has been reprinted in booklet form by the magazine.

Gaston Grignon, 61, retired v.p. & gen. mgr. of Hearst Radio's WISN, Milwaukee, died Dec. 6 after a long illness of bronchial asthma. Surviving are his wife and 3 married daughters.

Marvin H. Creager, 72, v.p. & editorial advisor of *Milwaukee Journal*, identified with operation of its WTMJ-TV & WTMJ, died of cancer Dec. 4.

**THE NETWORK JIG-SAW** (see p. 1) comprises some accomplished changes on the one hand and a lot of rumored and conjectured projects on the other. Aside from changes of major station ownerships, which we've reported fully as they occurred—and a record number of which will have been stacked up this year, including an extraordinary number of AM station sales by TV principals—the puzzle is difficult to piece together in the face of unwillingness of most principals to talk.

Some of the developments are "iffy," some will be disclaimed, but there's good basis for each of the following reports—and they certainly point to a changing pattern of TV growth in the next few years:

CBS served notice this week on WEWS, Cleveland (Scripps-Howard) that it's to be replaced on that network by Storer's newly acquired WXEL. This week, too, CBS also announced it is switching in Indianapolis next June from WFBM-TV (Bitner) to WISH-TV (McConnell).

This comes in wake of revelation of CBS's projected switch from uhf WTRI, Albany-Schenectady, owned jointly by veteran broadcaster Harry Wilder and the big Stanley Theatres chain, to uhf WROW-TV, newly acquired by the Lowell Thomas group, which is also seeking to get FCC to allocate vhf Ch. 10 to that area—moves being bitterly contested by WTRI through attorney Paul Porter, onetime FCC chairman, on anti-trust and multiple-ownership grounds (Vol. 10:49).

There are reports, unconfirmable, that the Meredith stations in Omaha (WOW-TV) and in Kansas City

(KCMO-TV) may switch to CBS in a package move similar to Storer's, though it's known that Gene Autry's KOOL-TV, Phoenix, is exerting pressure to take the CBS affiliation away from Meredith's KPHO-TV there. Only other Meredith station, WHEN-TV, Syracuse, is already a basic CBS.

There's also the rumor that Storer's projected uhf parlay in Miami (Vol. 10:47) looks to an eventual CBS affiliation in lieu of vhf WTVJ (Wolfson).

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For its part, NBC recently got full affiliation of WTVR, Richmond, which had been taking CBS, too; has agreed to link Indianapolis' WFBM-TV as of Jan. 1 as a supplementary to its unexpired basic affiliation with Sarkes Tarzian's WTTV, Bloomington; and definitely will get the WDTV affiliation in Pittsburgh after DuMont-Westinghouse deal is approved. And still very much alive is proposed deal whereby NBC might swap its WNBK, Cleveland for Westinghouse's WPTZ, Philadelphia; NBC may even sell WNBK to Westinghouse, which is now hell-bent to get its 5th vhf and has indicated it may also go for the now-allowable additional 2 uhf.

NBC also has been eyeing San Francisco for a uhf of its own, but that hasn't deterred it from offering to buy the *San Francisco Chronicle's* pioneer vhf KRON-TV.

Where NBC is going to acquire the 2 uhf it has stated it would, is anybody's guess, held up possibly by the San Francisco situation. Nor has CBS yet indicated where it plans its second uhf. Either one may be behind the new



Hartford area uhf project, brought to light this week when it was revealed there that unnamed interests had purchased a site on Mt. Higby, in Middletown, Conn., between Hartford & New Haven, with the intention of building a new TV station thereon. Check with General Teleradio-Gannett's WGTH-TV, Hartford (Ch. 18) and New Haven Ch. 59 grantee WELI-TV elicited denials that they were in any way involved. *Hartford Courant* indicated it's one of the "national TV and radio broadcasting companies," city of Middletown agreeing to \$500 rental a year until taxes run \$3100 a year and Mayor Clew reporting to Middletown city council that principals had asked for secrecy but that he had been informed the installation will cost \$500,000 or more.

It's a fair guess that NBC is awaiting reactions to CBS's various maneuvers in both vhf and uhf and, being highly sensitive to Washington politics, is waiting to gauge the impact of CBS's current activities not only on the FCC but on the current Bricker and upcoming Kilgore committee TV-radio probes. CBS's biggest pitch, of course, is its proposal to buy WSTV-TV, Steubenville, O. in order to build it up as a Pittsburgh outlet, a project facing strong local opposition (Vol. 10:47, 49).

Also being kicked around, but given little credence at GE, is a proposal whereby GE's pioneer vhf WRGB in Schenectady would go to uhf if the FCC would de-intermix and insure that that area, now with 2 uhf, will remain uhf territory permanently. The argument is that GE has a heavy stake in the future of uhf equipment sales, notably its own new 1-megawatt transmitter, and may also go for more uhf outlets of its own.

\* \* \* \*

Only thing clear about the still-scrambled jig-saw is that there are growing cleavages in old network loyalties, suspicions about what's coming next, deep resentments in powerful places. Paul Porter's contention is that the bargaining power of talent (Lowell Thomas, Gene Autry) and of group ownership (Storer, Westinghouse, et al.), if exerted for network affiliations, contravenes the anti-trust laws. Whether that's so or not, it indicates some bitter fights ahead before FCC and the courts—and certainly more grist for the Congressional investigatory mill.

The fact is that old radio network loyalties, and many in the relatively new TV field, are not proving to be very binding as TV surges forward as the primary medium. It's a separate and distinct TV structure that each of the networks is trying to build for itself. Yet there's an occasional anomaly and contradiction: This week, for example, CBS signed a new 2-year affiliation contract with radio WGAR, Cleveland, despite Storer's recent acquisition of WJW there and the assumption that he would automatically place it on CBS.

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Two top FCC staff jobs were filled this week with appointment of Howard Cowgill as chief of Common Carrier Bureau, James Cunningham as chief examiner. Cowgill has been lined up for job for months, and Cunningham has for years been considered preeminently qualified for chief examiner's position. Cowgill worked for FCC before, handling common carrier matters during 1935-44, then joining law firm of Segal, Smith & Hennessey, leaving them in 1953 to become exec. v.p.-mgr. of WTVP, Decatur, Ill. (Ch. 17) which he left several months ago. He takes over from acting chief Curtis Bushnell. FCC veteran Cunningham has been with Commission since its inception in 1934, has been examiner for 7½ years, handling many of its biggest cases, including current 5-way Boston Ch. 5 hearing. He assumes position left vacant by resignation of Edward Stodola, who returned to CAB on advice of physician after holding job Feb.-June this year. Only major position still vacant is that of chief of Hearing Div.; Robert Rawson is acting chief.

**F**LINT AREA'S upcoming WJRT (Ch. 12), which owners of Detroit's WJR were authorized to construct in FCC decision reaffirmed this week but being appealed (see p. 6), intends to begin construction "early in 1955"—probably at a newly designated site. Continued litigation, it's indicated, will not halt construction, but new plans are to find another site, probably north of Flint, and to operate entirely as a Flint area outlet in line with recommendations of local citizens committee. Presently-designated site is at Clarkston, about 15 mi. south of Flint and some 35 mi. from Detroit; original plan was to make station DuMont outlet for Detroit, but that franchise has since gone to CKLW-TV, Windsor-Detroit, and the plan now is to move it farther away from Detroit and not emphasize coverage there.

Equipment is already on hand, including 50-kw RCA transmitter and 1000-ft. Emsco tower, and WJRT pres. John F. Patt states \$750,000 has already been spent on these and on leaseholds covering studios and offices of old uhf WTAC-TV, which Campbell-Trendle interests gave up for economic reasons last July (Vol. 10:31). Already occupying Flint quarters at 2302 Lapeer St. are A. Donovan Faust, appointed WJRT operations mgr. last Aug. 17; Frank Mitchell, program director; Clarence Jones, chief engineer; Howard Town & Ken Clark, engineers.

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Only shipments reported this week were 50-kw RCA amplifier Dec. 6 to WDEL-TV, Wilmington, Del. (Ch. 12) and 2-kw RCA standby unit Dec. 3 to KSTP-TV, St. Paul-Minneapolis (Ch. 5). DuMont reports order from WLVA-TV, Lynchburg, Va. (Ch. 13) for 5-kw transmitter and 50-kw amplifier for Jan. shipment.

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

KFDM-TV, Beaumont, Tex. (Ch. 6), its CP stayed by FCC until oral arguments by losing applicants are heard Dec. 21, didn't get 608-ft. Emsco tower ready Dec. 1, as planned. Exec. v.p.-gen. mgr. C. B. Locke writes that it now plans March 1 debut as CBS primary. It has 10-kw RCA transmitter ready, plans to get 12-bay RCA antenna on 608-ft. Emsco tower in Feb. Pres. Darrell Cannan (27.2%) also owns 60% of KFDX-TV, Wichita Falls. Base hour will be \$300. Rep will be Free & Peters.

WFLA-TV, Tampa, Fla. (Ch. 8) begins wiring 50-kw RCA transmitter over weekend, expects to get going mid-Jan. with test patterns, in Feb. with programming as basic NBC, writes gen. mgr. George W. Harvey. Ideco 1054-ft. tower with 12-section RCA antenna is planned later in 1955. Base hour will be \$400. Rep will be Blair.

KEYD-TV, Minneapolis (Ch. 9), now getting delivery of 50-kw RCA transmitter parts, hopes to meet Dec 20 test pattern target, plans Jan. 9 programming as DuMont outlet, according to gen. mgr. Lee L. Whiting. RCA 9-bay antenna is ready on Foshay Tower, which is shared also by WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV (Ch. 11). KEYD-TV is controlled by Morris Baker family, owner of Foshay Tower and other Twin City properties. Raymond J. Tenpenny has been named asst. gen. mgr.; Harvey V. Headen, chief engineer. Base hour, first announced as \$385, has been upped to \$600. Rep will be H-R Television.

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Requesting maximum height and power, WSJS-TV, Winston-Salem, N. C. (Ch. 12) this week asked FCC to authorize transmitter site on Sauratown Mt., 20 mi. north of city, where its antenna would be 2000-ft. above average terrain, 3071-ft. above sea level.

Jack Lauderback, ex-Willys Motors Inc. electronics div., now residing at 8310 Woodhaven Blvd., Bethesda, Md., named director of sales of Fleetwood Corp., Toledo, newly formed TV station equipment manufacturer (Vol. 10:49).

TWO CPs WERE ISSUED by FCC this week, while residue of last week's 3-day 7-member sessions continued to be released, chock-full of dissents and statements. This week's grants: Tupelo, Miss., Tupelo Citizens TV Co., Ch. 9; Rapid City, S.D., KOTA, Ch. 3. At same time, Commission refused to reinstate expired CP of KTVR, Hot Springs, Ark. (Ch. 9), because grantee failed to undertake construction when it had CP, while examiner Hugh Hutchison recommended that Commission deny more time to build KLYN-TV, Amarillo, Tex. (Ch. 7) because of its lack of diligence. One CP was given up voluntarily, meanwhile, KFYO-TV, Lubbock (Ch. 5) turning in grant because of dubious economic prospects. Other Commission actions:

(1) A second look at Flint Ch. 12 decision, which was granted WJRT, now under construction (see p. 5), was denied to defeated applicants WFDF (Bitner) and Butterfield Theatres. Similar request of Flint citizens' group was turned down. Four commissioners made the decision, McConnaughey & Lee abstaining, Webster dissenting. WFDF immediately asked for re-argument, saying it's "only fair and proper" that McConnaughey & Lee participate, and citing FCC's action last week in granting oral argument in Beaumont and Tampa cases (Vol. 10:49). WFDF also said it will appeal to courts.

(2) De-intermixture in Hartford, requested by 4 uhf stations in area, was turned down. Petition asked that Ch. 3 be made educational, even though hearing has been conducted for the channel—WTIC (Travelers) and Hartford Telecasting (Harry Butcher) competing—but Commission said that WNHC-TV, New Haven, already supplies vhf to area; that Ch. 3 is sole vhf in Hartford and one of only 2 in Connecticut and therefore should not be denied commercial use. Efforts to de-intermix Peoria were pursued by uhf stations WEEK-TV & WTVH-TV, even though FCC had turned down their petition to remove Ch. 8. Seeking reconsideration, they asked: "Will

the Commission admit an error which nearly the whole TV industry recognizes and prevent the difficulties which have been encountered in other communities from coming to pass in Peoria?"

(3) Reconsideration of Portland, Ore. Ch. 12 decision, wherein Oregon TV was granted, was denied to Columbia Empire Telecasters. FCC rejected contentions that Oregon TV offered perjured testimony; that "diversification" theory was misapplied, etc. Comr. Hyde dissented, while Comrs. Webster & Bartley dissented to extent that they would have reopened record.

(4) Ch. 13 was assigned to Monroe, La., at request of now off-air KFAZ (Ch. 43). However, FCC denied station's petition that it be shifted directly to Ch. 13, saying channel must be open to application from anyone. This may be regarded as precedent in event FCC grants petition to WBUF-TV, Buffalo (Ch. 17) to add Ch. 8 to Buffalo (Vol. 10:45).

(5) Addition of Ch. 4 to Richmond, Ky., requested by grantee WLAP-TV, Lexington (Ch. 27), was turned down on grounds that zone changes needed to make allocation possible aren't justified. Noteworthy is concurring statement of Comr. Bartley who said he'd deny allocation because uhf WLEX-TV, Lexington (Ch. 18) is going on air shortly. Some other commissioners agree with Bartley, though they didn't say so in decision.

(6) KBOI (Ch. 2) became officially identified as a Boise, Ida. station. Up to now, it has been assigned to Meridian, using Caldwell's Ch. 2, but station wants to use Boise studios on permanent basis, and Commission granted change in allocations switching Ch. 2 & 9 between Boise & Caldwell.

(7) Reconsideration of allocation of Ch. 2 to Andalusia, Ala. for educational use, requested by John H. Phipps, who had wanted it for Havana, Fla. to serve Tallahassee, was turned down by Commission which merely said that the educational proposal was "more meritorious." Comr. Doerfer dissented.

Proposal to ban most towers over 1000 ft. (Vol. 10:48-49) gets airing Dec. 15 before Air Coordinating Committee's (ACC) technical div.—but industry representatives and the press will be barred from most of meeting. Unless industry spokesmen persuade ACC officials to open meeting at last minute, here's schedule: Aviation and TV industry will get chance to give their opinions on the Airspace Subcommittee's plan, then they'll be ushered out and Airspace Subcommittee members will be heard. Among TV industry representatives appearing will be NARTB—probably represented by engineering director A. Prose Walker—opposing arbitrary limits on antenna heights. Assn. of FCC Consulting Engineers may also be heard. Navy this week filed comments as member of Airspace Subcommittee, urging FCC, as well as ACC, to amend rules to ban all future towers over 1000 ft. Odds still are against ACC acceptance of arbitrary tower height ceiling.

Proposal to lift tower height ceiling in Zone I to 2000 ft. with full power (Vol. 10:48) was argued further this week when parties filed replies to each others' comments. Proponent WBEN-TV, Buffalo, sticking to its basic premise that greater height and power will provide greater rural service, analyzed opponents' objections, attacked them one by one. Grantee WSLA, Selma, Ala. (Wm. Bennis) also supported proposal on grounds of improved rural coverage. Rest of responses were from a dozen opponents, most of whom argued that WBEN-TV had not proved case engineering-wise; that WBEN-TV should have no "grandfather" privileges because it was authorized high tower before end of freeze; that greater power-height would stymie development of local uhf.

First TV grant in Guatemala was issued Dec. 6 to Guatemala TV, headed by J. C. Wilson Jr., Guatemalan director of Pan-American Airlines. Associated with Wilson in grant are A. Frank Katzentine, owner of WKAT, Miami Beach, and applicant for Ch. 10 there; RCA distributor Mario Blancos, who will be station mgr.; Rafael Herrero, who has banking and coffee interests. U. S. legal representative for new Guatemala City grantee is former FCC chairman Paul Porter. Group told Guatemala Govt. it will install RCA transmitter on mountain south of city and anticipates 10,000 receivers-in-use "within a few months" after start. No channel has yet been assigned.

Highest station in world, in terms of height above average terrain, may be satellite proposed for Wailuku, Maui, by KGMB-TV, Honolulu (Vol. 10:48). It would be 5960-ft. above average terrain, 10,054-ft. above sea level. Albuquerque stations KOB-TV & KGGM-TV are on 10,833-ft. Sandia Crest, but only 4200-ft. above terrain. Average terrain figure for 13,405-ft. XEQ-TV at Cortez Pass in Mexico is unknown. With mere 1.49-kw ERP, Maui station has calculated Grade A contour of 29-47 mi., Grade B of 70-100 mi. Site is near national park at Haleokala Crater, has paved road already there. Applicant expects to build for \$24,435, operate for \$21,000 annually.

Unusual action at FCC this week was to hold up sale of WSFA-TV, Montgomery, Ala. (Ch. 12), and radio WSFA to Gaylord interests of Oklahoma City (WKY-TV, *Daily Oklahoman*), for \$562,598 (Vol. 10:40). Commission sent McFarland letter asking simply why sale is in public interest. Letter doesn't mention objections to sale filed by KWTV, Oklahoma City, which charged *Daily Oklahoman* with bias against KWTV in news coverage.



**Network Accounts:** Sponsor unhappiness over program ratings, said to be most important single factor in wave of cancellations and replacements starting last week (Vol. 10:49) and continuing this week, actually isn't justified, says bulletin of ABC-TV research dept. It makes point that while network ratings are average 10% below last year for same shows, advertisers' total audience has increased because of expanded coverage. As explanation for ratings drop, report cites more top shows in competing time periods, resulting in lower proportionate share of audience for all. But from standpoint of sponsor, the larger total audience more than offsets these rating drops, says report . . . ABC-TV got big break this week when Pond's Extract Co. (hand lotion) signed to sponsor *Pond's Television Theatre* as replacement for *Kraft Television Theatre* Thu. 9:30-10 p.m. starting Jan. 13, week after latter drops out, thru J. Walter Thompson. On debit side, Philco dropped out as sponsor of Don McNeill's *Breakfast Club* simulcast on ABC effective Dec. 24, leaving Quaker Oats as only TV sponsor . . . Colgate-Palmolive dropped controversial *Strike It Rich* on CBS-TV Wed. 9-9:30 p.m., effective Jan. 19, but continues sponsorship of daytime version of same program Mon.-thru-Fri. 11:30-noon; to replace Wed. night show, it's sponsoring *The Millionaire*, thru Ted Bates & Co. CBS-TV's Tue. night lineup has been reshuffled as result of cancellation of *Life with Father* 10-10:30 p.m. by Johnson's Wax and Pet Milk, which will sponsor *Red Skelton Show* 9:30-10 p.m., with *Danger* (Block Drug & Nash) shifting to 10-10:30. *Phil Silvers Show*, with CBS-Columbia as alt. sponsor, is tentatively planned for 8-8:30 . . . Helene Curtis (spray net) to sponsor the Hume Cronyn-Jessica Tandy summer-success *The Marriage* on NBC-TV starting in Jan., Sun. 5:30-6 p.m.—provided network will permit switch to 7-11 p.m. time period in spring . . . Noxzema & Helene Curtis to be joint sponsors of *Professional Father* on CBS-TV starting Jan. 8, Sat. 10-10:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Earl Ludgin Inc., Chicago . . . Borden's to sponsor *Way of the World* on NBC-TV starting Jan. 3, Mon.-thru-Fri. 10:30-10:45 a.m., thru Young & Rubicam . . . Procter & Gamble to be co-sponsor (with Simmons Mattress) of *My Favorite Husband* on CBS-TV starting Jan. 1, Sat. 9:30-10 p.m., thru Young & Rubicam . . . International Shoe Co. (Red Goose shoes) to sponsor *Ding Dong School* on NBC-TV for 5 consecutive Tuesdays starting March 1, 10-10:30 a.m., thru D'Arcy Adv., St. Louis . . . Star-Kist Tuna buys 162 partic. on NBC-TV's *Today, Home & Tonight* starting Jan. 5, thru Rhoads & Davis, San Francisco . . . American Machine & Foundry is first partic. sponsor on *Your Better Home* on ABC-TV starting Jan. 8, Sat. 11:30-12:30 p.m., thru Fletcher D. Richards, N. Y. . . . Camels to sponsor pre-Sugar Bowl game warmup on ABC-TV Jan. 1, 1:45-1:55 p.m., thru Wm. Esty Co. . . . Miller Brewing Co. to sponsor warm-up before pro football championship game on DuMont Sun. Dec. 26, 1:30-2 p.m., thru Mathisson & Assoc., Milwaukee.

CBS-TV's "Extended Market Plan" offering affiliations and network programs at sharply reduced rates to small-city stations (Vol. 10:49) has been accepted by 13 of the 20 stations originally solicited. These 5 stations accepted the plan this week: KFXJ-TV, Grand Junction, Colo.; KBST-TV, Big Spring, Tex.; WCBI-TV, Columbus, Miss.; KGVO-TV, Missoula, Mont.; share-time KVOL-TV & KLFY-TV, Lafayette, La. Also, KLAS-TV, Las Vegas, already a CBS primary affiliate, asked to join plan. Meeting of stations which have accepted is planned next week.

Even puppets are switching affiliations. Baird puppets, dropped last month by Jack Paar's *Morning Show* on CBS-TV (Mon.-thru-Fri. 7-9 a.m.), join Dave Garroway's *Today* on NBC-TV for week of Dec. 27.

**Station Accounts:** With 128 local partic. sponsors, Denver's independent KFEL-TV reports good audience response for its new giveaway program, *Play-by-Day*, which requires no purchase of merchandise nor even that winners watch the program. Sponsoring merchants distribute tickets bearing 6-digit numbers, and those whose tickets are closest to numbers on wheel spun on station each Sun. night are eligible for prizes ranging from \$100 savings bond to \$1 in merchandise. Ticket-holders need not view program, since winning numbers are posted in stores of sponsors . . . Tasty Kake (cupcakes), for second year, to sponsor *Christmas Hour* starring Eugene Ormandy and Philadelphia Symphony Thu. Dec. 16, 8-9 p.m., on 5-station hookup comprising WFIL-TV, Philadelphia; WATV, Newark; WAAM, Baltimore; WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster, Pa.—thru N. W. Ayer . . . Libby, McNeil & Libby (food products) to be sole sponsor in all Canadian markets of General Teleradio's 30-feature *Million Dollar Movie*, thru J. Walter Thompson, Chicago . . . Natlynn Junior Original Dresses plans national \$1,000,000 all-media campaign linked to release of movie *There's No Business Like Show Business*, tying in with local theatres and fashion shows, thru Altman-Stoller Adv., N. Y. . . . Among other advertisers currently reported using or preparing to use TV: Crosse & Blackwell Co., Baltimore (frozen soups), thru J. M. Korn & Co., Philadelphia; Zotox Pharmacal Co., Stamford, Conn. (Hydrotox powder & ointment), thru Dowd, Redfield & Johnstone, N. Y.; St. Louis Paint Mfg. Co., St. Louis (Panda-Victory paints), thru Simmonds & Simmonds of Missouri Inc., St. Louis; J. P. Stevens & Co., N. Y. (Utica Mohawk sheets), thru Bryan Houston, N. Y.; J. A. Folger & Co., San Francisco (Folger's instant coffee), thru Brooke, Smith, French & Dorrance of the Pacific Coast, San Francisco; Seapak Corp., St. Simons Island, Ga. (frozen seafood), thru George Laws, Los Angeles; Superior Paint & Varnish Corp., Chicago (Breeze Drip-Less paint), thru Martin Co., Chicago; C. Howard Hunt Pen Co., Camden, N. J. (Boston pencil sharpeners), thru Doremus-Eshleman Co., Philadelphia; Lewis-Howe Co., St. Louis (Tums), thru Ruthrauff & Ryan, Chicago; Pacific Mutual Sales, San Francisco (Nippon beer & Kikkoman soy sauce), thru D'Evelyn-Guggenheim, San Francisco; Pro-Nyl Chemical Co., Hickory, N. C. (Pro-Nyl nylon whitener), thru Cox, Chandlee & Jackson Adv., Charlotte.

Rate increases effective Jan. 1: WNBQ, Chicago, now lists \$3300 Class AA hour (9:30-10 p.m. Mon-Fri. & 5-9:30 p.m., Sat.-Sun.), raises 30 min. from \$1800 to \$1980; WJIM-TV, Lansing, raises base hour from \$700 to \$800, min. \$130 to \$150; KMJ-TV, Fresno, \$350 to \$450 & \$70 to \$90; WAKR-TV, Akron, \$250 to \$300 & \$50 to \$60; WEAU-TV, Eau Claire, Wis., \$150 to \$200 & \$30 to \$40. Recently effected: KSD-TV, St. Louis, has added new 6:30-10:30 p.m., daily Class AA \$1200 hour, \$200 min., Class A hour remains \$1000; KERO-TV, Bakersfield, hour from \$300 to \$400, min. \$60 to \$80; KTVE, Longview, Tex., \$150 to \$175.

Fifth annual TV awards by *Look Magazine*: best dramatic program, *U. S. Steel Hour* (ABC-TV); public affairs, *See It Now* (CBS-TV); news, *Camel News Caravan* (NBC-TV); quiz, *You Bet Your Life* (NBC-TV); variety, *Toast of the Town* (CBS-TV); religious, *Life Is Worth Living* (DuMont); educational, *Omnibus* (CBS-TV); children's, *Ding Dong School* (NBC-TV); sports, *Cavalcade of Sports* (NBC-TV); comedian, George Gobel (NBC-TV); producer, Fred Coe (NBC-TV); director, Jack Webb (*Dragnet*, NBC-TV); m.c., Garry Moore (CBS-TV).

New reps: KENS-TV, San Antonio, formerly KGBS-TV, to Free & Peters (from Katz); KFDA-TV, Amarillo, to H-R Television (from Branham).

**Telecasting Notes:** Looks like a battle of giants for supremacy in TV film syndication field, with definite disclosure that MCA-TV Ltd., subsidiary of big Music Corp. of America talent agency, is taking over staff and distribution of Gross-Krasne's United Television Programs as of Dec. 20. Jack Gross & Phil Krasne receive "more than \$1,000,000" for their properties, will retain their Hollywood studio, product and all negatives, continuing as producers solely . . . MCA-TV's sales force, already totaling 35 and adding 22 from UTP, with David Sutton continuing as chief, will work out of MCA's present 17 offices, with several more to be added. Prime suppliers will be MCA's own subsidiary Revue Productions, Gross-Krasne and the several firms hitherto tied up with latter, namely, Roland Reed & Crosby . . . Prime competitors apparently will now be Ziv, Guild-Vitapix and the network film divisions . . . MCA-TV Ltd. acquires these UTP shows: *Lone Wolf, Mayor of the Town, Heart of the City, Big Town*; plus these shows hitherto distributed by UTP: *Rocky Jones, Space Ranger, Where Were You?, Royal Playhouse, Counterpoint, Hollywood Off Beat, The Ruggles*. It also will distribute these upcoming Gross-Krasne shows: *O. Henry Playhouse, Author's Playhouse, Alias Jimmy Valentine* . . . MCA-TV's present list comprises *Abbott & Costello, Guy Lombardo, Famous Playhouse, Man Behind the Badge, Telesports Digest, Biff Baker, U. S. A., Follow That Man, Playhouse 15, I'm the Law, City Detective, Touch-down, Regal Theatre* . . . Republic Pictures, which has stated it makes more money from TV than from theatrical films, plans to release to TV another block of 27 movie features made in 1940-48, on regional basis, through its subsidiary Hollywood TV Service. Included in package are *Brazil, Earl Carroll's Sketch Book, In Old Sacramento*. Early last year, Republic released block of more than 150 features (Vol. 8:51-52, 9:1-2), and is now completing plans to merchandise to TV 81 Roy Rogers & 57 Gene Autry films after winning court fight over TV rights (Vol. 10:43) . . . "No Holiday Lull in Hollywood Jobs," headlines Dec. 3 *Hollywood Variety*, pointing out that "TV will offset the usual year-end slump in theatrical film production." Quoting film union sources, it finds 92% of film editors now employed, 85% of propmen, 83% of makeup men . . . TV Hooperatings coming? *Advertising Age* reports C. E. Hooper Inc. investigating possibility of getting into national TV rating picture. It's free to do so by next March, according to terms of agreement made 5 years ago when Hooper sold its national services to Nielsen, although Mr. Hooper himself is bound by pact to refrain from personal participation in national ratings for another 5 years . . . WMVT, Montpelier, Vt. (Ch. 3), with offices in Burlington and transmitter atop Mt. Mansfield, got terrific break on Ed Murrow's *See It Now* Dec. 7 when he used station as vehicle for 20-min. documentary on what happens in small towns getting TV for first time and what folks think about it . . . WHAS-TV, Louisville, got plenty of publicity too this week—Wide World Photo distributing widely used picture of its tower showing starlings by thousands perching on it and flying around it; caption recounts how they created problem for cars parked underneath, how engineers captured one of the birds, recorded and amplified its distress call, directed sound back at roosting birds, forcing them to flee.

Shades of the New Deal! FCC is frowning on "over-commercialization" on part of several radio stations. Sparked by Comr. Lee, who has been outspokenly critical of "chronic offenders" (Vol. 10:39), Commission told staff to look into matter. Action is reminiscent of days when Democratic-controlled Commission issued famous "Blue Book" and held up renewals of licenses because of what it considered to be too many commercials.

Endorsement of subscription TV and theatre TV as sources of employment for actors, given by Ralph Bellamy, pres. of Actors' Equity Assn., in *Theatre Arts Magazine* article, is being splashed in trade press in form of double-page ads reprinting the article. Ads carry line "reprinted . . . by the National Theatre Arts Council in the interest of the welfare of the American Theater." Much of it is devoted to fee-TV proponent Zenith, its techniques and arguments. Bellamy's thesis: "Pay-as-you-see TV can do a lot for theatre. Theatre can also do a lot for TV—and without commercials." Ad appeared this week in *Film Daily, Variety & Billboard*. Additional support from theatrical interests came during luncheon meeting of legitimate stage producers at Sardi's this week, arranged by *Theatre Arts Magazine*. Herman Levin, pres. of League of N. Y. Theatres, said: "We must get busier than we have. We must be very active, very diligent." Byron Bentley, pres. of National Theater Arts Council, asserted: "The great merit of Phonevision, from the point of the view of the theatre, is that it is a medium which can be made immediately available to the theatre and through which the theatre can participate directly in the benefits which accrue from syndication. In the past and at present, the theatre does not share directly in the benefits of the syndication of its creative efforts on radio & TV." Among Zenith representatives participating in discussion were Dr. Millard C. Faught, Pieter van Beek, Ted Leitzell.

"No need to be afraid of TV—get out and fight it." Motion Picture Assn.'s pres. Eric Johnston so advised moviemen in Sydney, Australia recently as they discussed impending introduction of TV. U. S. experience, he noted, is that when TV saturation is reached (meaning 60% of homes in an area) boxoffice slumps about 20%, but within 12-15 months it comes back high as ever, sometimes higher. He predicted that within 5 years, 75% of all TV programs in U. S. will be on film.

State regulation of community TV systems has been requested in California by 18 residents of Walnut Creek. They petitioned State Public Utilities Commission with complaint that they subscribed to local service but quality of signal is so poor that they've suffered eyestrain and headaches. They asked that system be classified as public utility and demanded investigation of operator's alleged failure to fulfill contractual assurances of good signals.

Wiring of community antenna system in Dubuque, Ia., has been started by Jerrold. Service is due to start third week in Jan., and cable-stringing job—129 mi.—is scheduled for completion by next Labor Day. Jerrold also has obtained franchise for Pocatello, Ida., begun construction under name of Bannock TV Co.

NBC-TV's new staging services center at 18th St. & Avenue of the Americas, N. Y., providing sets and props for live shows originating from N. Y. & Brooklyn studios, is now in operation. It's in remodeled building formerly occupied by Siegal-Cooper dept. store.

New community antenna systems reportedly in construction or planning stages: Ketchum, Ida., by Charles Atkinson; Sidney, Neb., by Collier Electric Co., Denver, operators of systems in Laramie, Wyo. and Sterling, Colo.

National Community TV Assn. board met in New York Dec. 7, voted to hold next convention in New York's Park-Sheraton June 6-8, increase budget, expand Washington staff, fight 8% excise tax in courts.

Closed-circuit TV gave dealers, distributors and the press first peek at new Kaiser-Willys models Dec. 8 on 21-city hookup presented by Box Office TV and originating at ABC-TV New York studios.

Choice of 29 stations at antenna site—probably a record—is reported by community antenna operator Theodore Gibson, Pine Grove, Pa.



**P**ITTSBURGH'S WDTV (Ch. 2), purchased for \$9,750,000 cash by Westinghouse last week (Vol. 10:49), grossed more than \$12,500,000 and netted before taxes about \$7,500,000 in 1952, 1953 and the 1954 accounting periods to Oct. 10, 1954, according to exhibit filed at FCC this week with the transfer papers. Figures were cited as typical in order to support case for record station price; while it's known the station has been highly profitable since its inception in Jan. 1949, figures for earlier years were not placed on record.

In 1952, WDTV's net revenues from time, program and all other sales totaled \$3,565,000, of which \$120,000 was attributable to DuMont network compensation; expenses totaled \$1,247,000, leaving profit before taxes \$2,076,000. In 1952, total revenue was \$4,894,000 (\$157,000 from DuMont network) and expenses totaled \$1,417,000, making profit before taxes \$2,978,000. In the accounting period to Oct. 10 this year, total revenue was \$4,153,000 (\$107,000 from DuMont network), and profit before taxes was \$2,439,000.

Except for the DuMont network compensation, there's no breakdown of revenue from other networks, although WDTV gets programs from all. Noteworthy is comparison of airtime costs to program, talent, rehearsal & other direct costs: In 1952, latter ran \$387,000; 1953, \$478,000; to Oct. 10, 1954, \$373,000.

Westinghouse Broadcasting Co.'s TV-AM stations are shown to have had total revenues of \$7,914,328 and to have earned \$1,064,607 after Federal taxes of \$1,134,000 in 1952. Revenues totaled \$10,930,977, net profit \$1,153,852 after Federal taxes of \$1,154,000 in 1953. There is no breakdown for the 5-owned AM stations and the 2 TV stations it then owned, nor are there any figures for any part of 1954.

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In view of WDTV's great profitability, Dr. Allen B. DuMont was subjected to insistent cross-examination as to why he sold—during this week's Boston Ch. 5 hearing, in which DuMont is one of 5 participants.

Dr. DuMont's answer was simply that WDTV's value would drop markedly with advent of 2-3 more vhf stations in Pittsburgh; that Westinghouse was now willing to give "top value" because Pittsburgh is its home base,

Joining attack on CBS, Pittsburgh Ch. 11 applicant WWSW petitioned FCC to dismiss request of WSTV-TV, Steubenville, to move transmitter to Pittsburgh—a condition of its \$3,000,000 sale to CBS (Vol. 10:47). Petition states: "The transaction and modifications proposed are an illegal scheme to give CBS an owned and operated TV station in Pittsburgh by moving to that city a TV channel which has been assigned elsewhere. CBS hopes to accomplish this without being annoyed by the Commission's rule-making procedures through the device of modifying an outstanding construction permit to provide for changes in studio and antenna locations." Petition also notes that Florence, Pa., where main studio is to be, has population of 100.

Owners of WMBV-TV, Marinette, Wis. (Ch. 11) are selling WESK, Escanaba, Mich. (250-w, 1490 kc, NBC) for \$20,000 to Northern Bcstg. Co. (Stanley R. Pratt family). Seller wants to concentrate on TV and other interests, according to application filed this week. New WESK ownership interlocks with WSOO, Sault Ste. Marie and WMIQ, Iron Mountain, both Mich.

Deal whereby owners of WWOR-TV, Worcester (Ch. 14) were to acquire radio WORC (1-kw, 1310 kc) for \$100,000 fell through, and last week broker Howard Stark completed negotiations whereby George Taylor & Robert Engels sell WORC for \$94,000 to WMGM announcer Robert Bryar and ex-adman Harold Kaye.

because of its pioneer radio KDKA there, because it was assured NBC affiliation which DuMont wasn't. He insisted that he aims to acquire maximum number of stations; that he hasn't offered New York's WABD or Washington's WTTG for sale, though he's been approached many times. Among those with whom Pittsburgh and Washington sales were discussed, he said, was CBS pres. Frank Stanton.

WABD and WTTG are "generally speaking, in the black," he said—with former showing "a fair profit" and latter making "a small profit."

Regarding parleys with ABC (Vol. 10:46), Dr. DuMont said ABC initiated talks but that no concrete proposal was ever derived. Among ideas broached, he said, was formation of new network, owned jointly by ABC & DuMont, or formation of a new network to be operated by ABC but to carry the DuMont name. One thing he would always insist on, he added, is that there continue to be a DuMont TV Network. Talks with ABC were broken off by latter, he said.

Commenting on reports that he was considering leasing his facilities to Guild-Vitapix TV film organization (Vol. 10:48), he said there was absolutely nothing to them—that idea was never discussed.

Opposing counsel in hearing attempted to show that Boston situation would be same as in Pittsburgh—3 vhf's and at least 1 uhf—assuring DuMont of affiliation whether it owns station there or not. Furthermore, they implied, Boston station could scarcely be as profitable as WDTV, so DuMont can't argue that it needs Boston station for profits to support network operations.

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Foreign TV interests of Paramount Pictures include not only part-ownership of 2 Canadian stations, through subsidiary Famous Players Canadian Corp., but small interest in Moroccan TV, according to testimony of v.p. Paul Raibourn in Boston Ch. 5 hearing this week. Famous Players owns 50% of CKCO-TV, Kitchener, 25% of CFCM-TV, Quebec. Raibourn is treas. and director of DuMont, one of 5 competing applicants. He also said that Paramount owns 64% of International Telemeter Corp., pay-as-you-look promoter, and 50% of Chromatic TV Labs, developer of Lawrence tri-color tube.

KOAT, Albuquerque (250-w, 1240 kc, ABC) and KRSN, Los Alamos, N. M. (250-w, 1490 kc, ABC) are being sold for \$160,000 by owners of KOAT-TV who wish to "devote more attention to their TV." When FCC approves transfer to new Sunshine Bcstg. Co., owners will be Wm. Wayne Phelps, pres., who also owns KALG, Alamogordo, N. M., 36.36%; Hugh DeWitt Landis, secy., owner of KICA, Clovis, N. M., 36.36%; KRSN gen. mgr. Robert Y. Porton, 9.09%; KRSN asst. mgr. Wm. Spack Jr., 9.09%; Washington attorney D. F. Prince, 9.09%. Prince also owns 6.67% of upcoming WDXI-TV, Jackson, Tenn. (Ch. 7).

James Gerity Jr. got FCC approval this week to acquire 100% of WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) by buying 1/3 held by radio WSAM for \$155,000 (Vol. 10:48). Also approved this week was deal whereby pres. Paul F. Harron gets 68.35% control of Philadelphia's WIBG (10-kw, 990 kc) & WIBG-FM by acquiring most of 501 shares being sold for \$250,000 by John B. Kelly family (Vol. 10:46). WIBG holds 84% of CP for Ch. 23 there, *Philadelphia Daily News* having 10%.

McClatchy Bcstg. Co. is buying KBOX, Modesto, Cal. (1-kw, 970 kc) for \$75,000 as companion to its KBEE (FM). According to application filed with FCC, it will change call letters to KBEE & KBEE-FM, also plans to sell KWG, Stockton, Cal. (250-w, 1230 kc, ABC). McClatchy owns KMJ-TV, Fresno (Ch. 24).

**Color Trends & Briefs:** Hottest color broadcast equipment now being offered by RCA is its 3-V vidicon film camera. RCA broadcast div. marketing mgr. A. R. Hopkins says back orders have piled up faster than current production rate. Production is behind early estimates, and company is modifying target of 40 film camera units by year's end, now predicts number will be closer to 25. Six more 3-V cameras were shipped recently—to WBZ-TV, Boston; KSD-TV, St. Louis; WBEN-TV, Buffalo; WBAP-TV, Ft. Worth; KTVK, Phoenix; WGAL-TV, Lancaster. Hopkins says RCA will go into new production of live color cameras in March, expects demand from individual stations to be comparatively heavy then. Production is still "way behind orders" on associated color equipment such as monitors, distribution amplifiers, etc., he adds.

DuMont also reports steady flow of color gear, including \$86,000 worth of scanner, slide and terminal equipment to WBZ-TV, Boston, this week. Its latest transmitter conversion equipment orders are from: KHQ-TV, Hannibal, Mo., WGEM-TV, Quincy, Ill.; WLVA-TV, Lynchburg, Va.; KWVL-TV, Waterloo, Ia.; KOOL-TV, Phoenix, Ariz.; WICU, Erie, Pa.

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New components for use with 21-in. color tube, now being offered in commercial quantities by RCA: 3 receiving tubes — horizontal-deflection amplifier 6BC5, shunt voltage regulator 6BK4, damper diode 6BL4; 6 other components—deflecting yoke, 2 dynamic-convergence inductor packs, converging magnet assembly, horizontal-output and high-voltage transformer, vertical-deflection-output transformer.

"Color will obsolete old films, and if any of the studios are planning to unload their backlog they had better start right now," said General Teleradio pres. Tom O'Neil in Hollywood last week. It was his firm which acquired Bank of America's foreclosed film properties, now being syndicated as *Million Dollar Movie*. He's out to buy more, says he'll go into TV film production "if we can't buy them better than we can make."

Next chores for RCA-NBC color mobile unit haven't been chosen, but decision has been made not to use it again for Tournament of Roses in Pasadena, Jan. 1. Several "spectacular" originations are being considered, none final yet. Though NBC won't colorcast Tournament of Roses, KTLA plans to do so.

Hoffman showed its first 21-in. color sets to dealers and press in Los Angeles Dec. 8, announced production will start in first quarter but didn't disclose quantity. Sets are expected to sell for \$895-\$995, include 29-tube chassis and RCA picture tube which pres. H. L. Hoffman said "is the best we've used to date."

Completely new information package on DuMont color equipment line was announced by adv. & sales promotion mgr. Frank Newman. Package is available from transmitter dept., 1500 Main Ave., Clifton, N. J.

Color sets numbered 259 in northern California Nov. 1, according to survey by Facts Consolidated, sponsored by KRON-TV, San Francisco, which has begun colorcasts.

Stepped-up color film production by Screen Gems includes 15-min. film for RCA on development and future of color TV, commercials for Eastman, Ansco, Lucky Strike.

Remington-Rand, for electric shavers, is having animated color commercials filmed by G. Street & Co. Ltd., London, for U. S. showing; Young & Rubicam is agency.

□

Dec. 13 week's network color schedules: NBC-TV — Dec. 13, *Producers' Showcase*, 8-9:30 p.m.; Dec. 16, *Ford Theatre*, 9:30-10 p.m.; Dec. 18, *Babes in Toyland*, 9-10:30 p.m. CBS-TV Dec. 14, *Meet Millie*, 9-9:30 p.m.; Dec. 19, *Fred Waring Show*, 9-9:30 p.m.

TEXTS OF THE 2 PATENT-filing proposals issued by FCC this week, to require disclosures by those holding patent rights covering services regulated by Commission (see p. 2), constitute a new Part 25 of rules and amendment of Part 1 as follows:

APPENDIX—PART 25—PATENTS

Section 25.1—Filing of Patent Information

(a) Any carrier subject to the provisions of Title II of the Communications Act or any radio station licensee, or any person who controls, or is controlled by any such carrier or station licensee, who owns one or more unexpired United States patents, or who has the right to license one or more such patents which are owned by others, i.e., the right to sublicense, which he knows or believes to be in use in systems, equipment or devices for one or more communication services regulated or authorized by the Commission under provisions of the Communications Act of 1934, as amended, shall prepare and file in duplicate with the Commission on or before the 31st of March of each year, reports, verified under oath (or affirmed according to law), and covering with respect to the preceding calendar year, the following information:

(1) A table listing in numerical order the numbers of the unexpired U. S. patents the person reporting owns or has the right to sublicense which he knows or believes to be in use in systems, equipment or devices for one or more communication services, regulated or authorized by the Commission,<sup>1</sup> and showing, as to each patent listed, the rights of the "person" reporting, i.e., ownership or sublicense rights, the United States Patent Office classification and subclassification numbers, the filing and expiration dates, and the specific purpose or purposes for which said patent is known or believed to be in use.

(2) A table listing the names and addresses of all persons, who hold licenses from the person reporting, for the manufacture, sale or use in any communication service or services regulated or authorized by the Commission under one or more of the patents reported under (1) above,<sup>1</sup> showing as to each such license, the patents known or believed to be in use thereunder by giving the patent numbers in numerical order, stating whether said patents are licensed on an exclusive, non-exclusive or sublicensing basis, whether they are licensed for manufacture, sale or use, the specific purpose or purposes for which they are known or believed to be used, and the commencement and termination dates of the period for which said patents are licensed.

(3) All agreements which the person filing the report has with persons located in the United States or in foreign countries involving the use or licensing of one or more of the patents reported under (1) above, and covering or relating to any communication service or services regulated or authorized by the Commission.<sup>1</sup> Where a standard form of license-agreement is used, only sample copies need be filed.<sup>2</sup>

(4) A statement setting forth the patent licensing policy of the person reporting respecting the patents listed under (1), hereof.

<sup>1</sup> Exclusive of systems equipment or devices used only in connection with Parts 15 or 18 of the Commission's Rules or in experimentation under Part 5 of the Rules.

<sup>2</sup> Copies of agreements previously filed with the Commission by any "person" coming within the provisions of this rule, may by reference, be made a part of an annual report being filed.

APPENDIX

It is proposed to amend Part 1 of the Rules by adding a new Section 1.704 to read as follows:

"Sec. 1.704. Any person filing a petition requesting the institution of rule making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used (both for transmission or reception) in any communications service, or to the establishment of technical or other standards in whole or in part determinative of the equipment or apparatus required or authorized to be used in such a communications service, and any person filing comments directed to a notice of proposed rule making looking towards the adoption of such new or modified rules or standards, must, as part of such filing, include an express statement as to whether such person owns or has the right to license patents covering in whole or in part any equipments or apparatus which would be affected by the adoption or non-adoption of the proposed rule or standard and, if such statement is in the affirmative, must include a description of the nature of such patent interest."

□

RCA chairman David Sarnoff, on advice of counsel John T. Cahill, declined to answer certain questions put to him by Zenith-Rauland counsel at N. Y. deposition hearings starting Dec. 6 in Zenith counterclaim suit against RCA, GE & Western Electric (Vol. 10:47-49). Zenith counsel thereupon returned to Judge Igoe's Federal district court in Chicago to move for an order requiring him to do so. Motion is due to be argued Dec. 14. Judge Igoe had denied an RCA motion Dec. 3 to stay the depositions, had set for argument Jan. 7 RCA motion to dismiss because of statute of limitations and had agreed to hear on same date motion that he define scope of pre-trial depositions. Meanwhile, Federal Judge Knox, in U. S. court for southern district of N. Y., this week reserved decision on an RCA motion to transfer Dept. of Justice anti-trust civil suit to Delaware court (Vol. 10:47-48).

No soft-pedaling of color claims by the RCA-NBC family, despite trade irritations. Envelopes containing press mailings now carry this legend in bold type: "RCA pioneered and developed color television."



**CUT BACK TV OUTPUT? 'LET GEORGE DO IT!':** "My inventories are clean, but I hear some reports that my competitors are loaded with merchandise. I'm in good shape, so I'm not planning much of a production cutback in the first quarter of 1955. I don't know what the others are planning, but if they're loaded, they'd better cut."

That comment from one of top TV manufacturers, elicited this week in response to warning from a leading trade authority last week that current 11,000,000 annual production rate and slowly-rising inventories (now about 2,200,000) contain seeds of future trouble unless production is curtailed (Vol.10:49), was typical of several reactions from industry's pace setters -- all saying, in effect, if there's any TV production cutting back to be done, "Let George do it."

Nobody was willing to be identified for the record about his plans for next few months, for obvious competitive reasons -- but one very important manufacturer told us he plans to maintain his fourth-quarter production right through the first quarter, rising inventories notwithstanding. He said he'd do so "until there is a clearly discernible fall-off in my set sales at distributor and retail levels."

Most other manufacturers we contacted agreed that only modest cutbacks are in prospect for first quarter. This despite fact that first quarter traditionally accounts for but 25% of year's TV sales, contrasted to 40% for fourth quarter. One set maker, saying he planned small output reduction, defended policy thus:

"We're purposely building up our inventories a little now because we felt we were too low a year ago. We were actually short of TV sets in the first quarter of 1954, and we don't want to get caught again. Our planning is based on our belief that the good TV market will continue relatively strong early in 1955."

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Production in first week of Dec. continued at high level, totaling 224,727, up from the Thanksgiving Week output of 173,968 and not far below all-time record 243,703 in week ended Nov. 19. It was year's 48th week and brought production for year to date to about 6,500,000, compared to 6,750,000 in same 1953 period.

Radio production was 303,759 (119,858 auto) week ended Dec. 3, compared to 250,519 preceding week and 314,557 week before. For 48 weeks, radio production was 9,400,000 vs. 12,400,000 in 1953. (For story on radio sales, see Topics & Trends.)

Retail TV sales continue at a brisk rate, though a gradual tapering off has been noted by trade statisticians since late Oct. peak. Stacked against 4th quarter of last year, sales look especially good -- and prospect is that at least 6,800,000 TVs will be sold at retail this year, for all-time record. This would mean about 36,000,000 sold to nation's currently estimated 48,000,000 households in 1947-54.

(RETMA this week officially reported 5,444,227 TVs sold at retail in first 10 months, 799,164 of them in Oct., vs. 4,922,128 in first 10 months of 1953.)

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What's the business outlook for 1955? Economic pundits of all persuasions are coming out with all manner of predictions ranging from business leaders' forecasts of prosperity to dire predictions of recession by some union officials. Many forecast a year roughly comparable to 1954. Typical of such "moderate" viewpoints was a noted business letter's outlook for a good business year "but not boomy."

Authoritative U.S. News and World Report sees it this way: "A spending mood is taking over again. You find the first signs of it now in an increasing demand for autos, appliances, TV sets, other things. You'll see this new mood spreading as time goes on. It all adds up to a big year ahead for retailers."

Wall Street Journal canvassed cross-section of 3000 businessmen attending convention of National Assn. of Manufacturers this week, found them anticipating tough, competitive year, with sales equalling or barely exceeding 1954.

**Topics & Trends of TV Trade:** Sales of radios, which lagged badly behind 1953 pace at midyear, have spurted nicely in last 3 months—and trade leaders now are predicting a 10,000,000 sales year, compared to about 13,000,000 last year. Radios have enjoyed excellent Xmas season, with low-priced clock radios in particularly high demand.

Radio sales in 3-month Sept.-Nov. period totaled about 3,100,000. That's an especially good record when compared to the 2,700,000 sold in first 4 months of this year. Another encouraging sign is the steady decline in radio inventories to current 3,000,000, down from 3,200,000 in Sept.

Clock radios, as usual, pace the upswing in gift season. It's estimated that clock radios will claim larger share of total radio market—about 30%—this year than in any previous year. About 45% of all clock radio sales are made in fourth quarter.

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RCA souped up its TV line this week with addition of a 21-in. open-face mahogany console at \$260, blonde \$270. Called "Highlander," it's lowest-priced 21-in. console ever offered by RCA. Rest of line will be carried over into the first half of 1955, said TV gen. sales mgr. Raymond W. Saxon at semi-annual meeting of field reps in Atlantic City. Additional features of current models include installation of a built-in antenna in all receivers and extension of 90-degree aluminized tube to all 21-in. models. No price changes are contemplated, said Saxon. RCA also introduced a unique 45rpm record player attachment, in which record slides into slot to reach concealed turntable. Called "Victrola 45 Slide-O-Matic," it retails for \$13. Also added were AM-FM de luxe table radios at \$70 & \$100. A 3-speed record player was reduced from \$70 to \$60.

Elimination of summer markets for TV-radio-appliances was urged this week by NARDA managing director A. W. Bernsohn in his organization's newsletter. He said: "The summer market has no place in the appliance industry, and it seems time for someone to suggest that we disregard it. We're on safe ground in doing this, since not one of the manufacturers asked about it has indicated anything other than complete agreement." He said virtually no new merchandise is shown at summer markets.

Tung-Sol's rise to one of largest electron tube and light bulb manufacturers, with net assets of more than \$28,000,000, is described in financial section of Dec. 5 *New York Times*. It traces 50-year friendship of founder-chairman Harvey W. Harper and pres. Louis Rieben, says Tung-Sol sales this year are expected to approximate last year's \$38,000,000, with earnings about \$2,000,000—or \$200,000 more than year ago.

Settlement of Chapter XI plan of Gotham Television Corp., 123 W. 64th St., N. Y., was confirmed this week by Referee Irwin Kurtz. Plan provides 30% payment, 5% immediately and 2½% in quarterly installments, with TV set production to continue under supervision of creditors committee.

Richard A. (Dick) Graver, 58, Hallicrafters v.p. & director of marketing, one of the most popular and best known figures in the industry, died of a heart attack Dec. 8 in New York City. Onetime RCA district sales mgr., Chicago, he was Admiral v.p. from 1944-52, then v.p. of Capehart-Farnsworth for a short interval before joining Hallicrafters in Dec. 1952. Surviving are his wife, daughter and one grandchild.

Leo R. Mead, 51, technical asst. to chief engineer, Hallicrafters Co., died suddenly Dec. 3. Formerly with Sentinel & Wells-Gardner, he had been an engineer with Hallicrafters since 1950, serving as chief of research until last Feb.

**Trade Personals:** Frank M. Folsom, RCA pres., awarded 1954 Catholic Action Medal bestowed annually by St. Bonaventure U, Olean, N. Y., to an outstanding Roman Catholic layman . . . Robert C. Tait, pres., Stromberg-Carlson, elected to board of Ritter Co., Rochester, medical equipment manufacturer . . . Robert W. Galvin, Motorola exec. v.p., named co-chairman of business div. of Chicago's 1955 Red Cross campaign . . . Aaron F. Bowser, Sylvania N. Y. State district sales mgr., named national radio sales mgr., succeeding Robert Shaw, now on special assignment in N. Y. headquarters . . . Lloyd E. Starkweather honored at testimonial dinner on retirement as v.p. & gen. mgr. of RCA Victor Distributing Corp., Los Angeles . . . Edward D. Crosby honored at dinner in Buffalo's Sheraton Hotel on retirement as national TV-radio sales mgr., GE Supply Co. . . Ricardo Muniz named Canadian Westinghouse TV-radio mgr., reporting to J. D. Campbell, gen. mgr. of consumer products . . . Kimball A. Reyher promoted to Westinghouse radio merchandise mgr., replacing Frank A. Sullivan, who resigned after serving only one month as radio sales mgr. . . Stanton Ruby named Emerson district sales mgr. for Carolinas & 68 Va. counties . . . Leland G. Stone, ex-Magnavox & Capehart-Farnsworth, named chief cabinet designer, CBS-Columbia . . . Douglas Wallace, Pittsburgh district mgr., named Graybar asst. v.p.; J. E. Carroll, from Cincinnati branch, succeeds Wallace at Pittsburgh . . . Fred W. Timmons, ex-National Union Electric & DuMont, named Chicago sales mgr., Automatic Mfg. Corp., Newark . . . Michael Craffey Jr., ex-Stewart-Warner, Sylvania & Crosley, named Detroit district mgr., Manitowoc Equipment Works . . . Carl E. Mosley, pres. & treas. of Mosley Electronics Inc., 8622 St. Charles Rock Rd., St. Louis (antennas), assumes duties of gen. mgr.; George E. Mobus promoted to sales mgr. . . E. MacDonald Nyhen, ex-National Co. and former official of old NPA Electronics Div., joins Electronics Div. of Commerce Dept.'s Business & Defense Services Agency as asst. to acting director Donald S. Parris.

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**DISTRIBUTOR NOTES:** CBS-Columbia appoints Ludwig Hommel & Co., currently Raytheon Pittsburgh outlet, replacing Allied Electric Co. . . . DuMont: American Distributing Corp., New Haven (Francis T. Barmore Jr., pres.) . . . H. Leff Electric Co., Cleveland, discontinues CBS-Columbia franchise . . . Higgins Distributing Co., 405 W. Redwood St., Baltimore (Raytheon) going out of business Jan. 1, says pres. Wm. T. Higgins . . . Warren-Connolly Co., N. Y. (Motorola) appoints Dan Jacobs as mgr. of electronics div.; he's ex-sales mgr. of Admiral N. Y. distributing branch . . . Motorola-New York announces resignation of TV-radio sales mgr. Lou Raskin . . . Raymond Rosen & Co., Philadelphia (RCA) names Larry Crevey asst. sales mgr. . . Radio Distributing Co., Detroit (Zenith) starts construction of new headquarters at 15401 Woodrow Wilson Ave., for occupancy by spring.

NARDA convention Jan. 9-11 at Chicago's Conrad Hilton Hotel will feature luncheon address on final day by Philco pres. James H. Carmine on "Let's All Think Bigger." Other speakers include George H. Meilinger, Westinghouse; David Hopkins, CBS-Columbia; A. E. Cascino, Crosley-Bendix.

Westinghouse to use closed-circuit telecast Dec. 29 to introduce its new TV-radio merchandise. Originating in CBS's Studio 58 in N. Y., program will be seen by distributors in 28 cities. No comment from company on details of new models.

Sir Louis Sterling, ex-head of big British Electrical & Musical Industries Ltd., who was born in N. Y. of Russian immigrant parents, went to England by cattle boat in 1903, was knighted in 1937, marked his 75th birthday Nov. 29 by donating £200,000 (\$560,000) to charity.



**Electronics Reports:** Color TV stole show Dec. 4 when Signal Corps demonstrated its arsenal of electronic weapons at Ft. Huachuca, Ariz. proving grounds. TV was used in tactical battle exercise, as it was last Aug. in Ft. Meade, Md. demonstration telecast to nation in color by NBC-TV (Vol. 10:33). Latest demonstration showed use of sequential color TV in the field, using color gear developed by Signal Corps technicians working with CBS Laboratories.

Army officers and the press, from their location on "Hill 495," viewed battlefront on battery of black-&-white and color receivers—and agreed that color sets showed important details which were virtually invisible on the monochrome sets. The 10-in. color receivers were supplemented by receiver with 4x6-ft. screen, details of which are said to be on Army's "secret" list. As in Ft. Meade maneuvers, TV cameras were used both on ground and in air. One of show's scheduled highlights didn't come off because of high winds—demonstration of a captive, pilotless helicopter, used as "platform" to transmit TV pictures of enemy formations.

Brig. Gen. Emil Lenzner, post commander, said that \$30,000,000 will be spent during the next year at Ft. Huachuca, testing and improving new electronic equipment which could mean the "difference between defeat and victory" in tomorrow's battle.

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Successful completion of first "Tinkertoy" electronics contract was announced this week by Navy. Tinkertoy system of modular electronics design and automatic production was first released from security wraps in Sept. 1953. when Navy demonstrated experimental automatic pilot factory in Arlington, Va., operated by Willys Motors (Vol. 9:38). Navy said first contract called for several thousand automatically produced sub-assemblies for sonobuoys, highly complicated devices used to locate submerged submarines. "Preliminary field tests of the mechanically assembled equipment indicate higher performance and reliability than similar equipment built by conventional methods," the Navy said, adding that automatic production "has sufficiently advanced to warrant its more extensive use in producing field equipment for the fleet."

Transistors make possible the most camouflaged hearing aid of them all—complete hearing aid built into pair of horn-rimmed eyeglasses. New seeing-&-hearing aid was announced this week by Otarion Inc., Dobbs Ferry, N. Y., which plans to have them on market early next year. Powered by battery about size of dime and using 3 transistors, microphone and all equipment are built into glasses' frames. Unit will be priced at about \$265, exclusive of optical work.

RCA will open engineering laboratory in greater Boston area early next year for development of specialized electronic fire-control systems for military aircraft. Location of new facility, which will employ 100, has not yet been determined, according to engineering products v.p. Theodore A. Smith, but it is expected to be in operation by early Feb. Dr. Robert C. Seamans Jr., authority on airborne electronics, has been named mgr. of new laboratory.

Dr. Jerrold R. Zacharias, MIT professor of physics & nuclear science and nephew of Rear Adm. Ellis M. Zacharias of naval intelligence fame, elected a director of National Co., Malden, Mass.

Aerovox Corp., New Bedford, Mass. components manufacturer, has acquired all outstanding stock of Henry L. Crowley Co., W. Orange, N. J. maker of electronic powder-irons and steatite products.

Printed Circuits Inc. is new firm at 36 Tunxis Ave., Bloomfield, Conn., headed by Chauncey T. Mitchell, formerly with LaPointe Electronics.

**Financial & Trade Notes:** CBS Inc. pres. Frank Stanton, previously a relatively small stockholder, is disclosed in SEC report on Nov. officers' and directors' stock transactions to have acquired 43,000 CBS "A" and 7000 CBS "B," bringing his holdings to 43,810 & 10,025, respectively. He had option to purchase 33,000 shares of \$2.50 par value Class A stock at \$38.25 per share, granted by board Feb. 10, 1953 (when stock sold for \$40) "to encourage Dr. Stanton to increase his proprietary interest in the corporation and as an incentive in the performance of his services." CBS closed at 80 Dec. 10, has ranged from 45 $\frac{3}{8}$ -85 so far this year. Among other Nov. transactions listed by SEC:

Max Abrams trusts and foundations bought 400 Emerson; he holds 80,400 personally and 69,260 through trusts and foundations; William C. Wichman sold 600 GE, holds 2190; W. B. Fyffe sold 800 Globe-Union, holds 5050; Joseph C. Chapman bought 1383 I-T-E Circuit Breaker, sold 1363, holds 1800 personally and 21 through C. C. Collings & Co.; Harold W. Butler sold 2000 Philco, holds 9438; Thomas A. Kennally sold 4000 Philco, holds 12,032; E. W. Engstrom bought 100 RCA, holds 500; Charles M. Hofman bought 1000 Raytheon, holds 4600 personally and 1827 jointly with wife; George L. Langreth bought 100 Raytheon, holds 100; Percy L. Spencer sold 4000 Raytheon, holds 3; L. G. Vanderhoof bought 200 Stewart-Warner, holds 400; Clifford J. Hunt bought 500 Stromberg-Carlson, holds 513; Paul J. Hemschoot bought 140 Tung-Sol, holds 540; John Ashbaugh bought 700 Westinghouse, sold 850, holds 3124; W. O. Lippman bought 800 Westinghouse, sold 800, holds 2000; L. W. McLeod bought 907 Westinghouse, sold 606, holds 1000; David W. R. Morgan bought 1350 Westinghouse, sold 1011, holds 2441; L. E. Osborne bought 725 Westinghouse, holds 3868.

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Storer Broadcasting Co., in applying for authority to purchase CP for uhf WMIE-TV, Miami (Vol. 10:47), this week filed balance sheet showing total assets and liabilities of \$23,382,281 as of Sept. 30, 1954. Current assets were listed as \$4,372,107, investments and other assets \$15,279,378, property (plant equipment) \$3,593,484, deferred charges \$137,311. Liabilities included long term debt, \$10,863,170; current, \$3,477,343; reserve for replacement, \$300,686; amount due subsidiary, \$75,000. Capital stock was \$2,609,000, earned surplus \$6,071,067, treasury stock \$13,986.

Westinghouse reports 9-month sales of \$1,213,383,000, net income of \$62,644,000 (\$3.77 a share), compared with \$1,163,538,000 & \$52,219,000 (\$3.26) for same 1953 period. Pres. Gwilyn A. Price predicted 1954 profit would total about \$5 a share, compared to last year's \$4.53, and that sales would be 2 $\frac{1}{2}$ -3% above 1953's record \$1,582,047,141.

Dividends: Admiral, 25¢ payable Dec. 31 to stockholders of record Dec. 15; International Resistance, 10¢ Dec. 30 to holders Dec. 21; Guild Films, 10¢ (initial), Jan. 3 to holders Dec. 20; IT&T, 25¢ Jan. 18 to holders Dec. 17; Electronics Associates, 25¢ Dec. 31.

IT&T reports consolidated net income of \$12,838,789 (\$1.79 a common share) for 9 months ended Sept. 30, compared with \$14,926,304 (\$2.08) for same 1953 period. Parent company cleared \$5,555,626 (77¢) after special charges vs. \$7,523,720 (\$1.05).

Bache & Co., reporting on electronics industry, lists these companies "among the attractive commitments for capital gain": Admiral, IT&T, Mallory, Motorola, Philco, RCA, Raytheon, Sylvania.

Sprague Electric Co. stockholders have approved issue of one new share of stock for each 2 shares held, and they will be distributed Dec. 20 to stockholders of record Dec. 13.

Dr. Howard Baller joins General Mills Inc., Minneapolis, as mgr. of electronics research.

SET BUYING habits are analyzed in detail in Cunningham & Walsh's seventh annual "Videotown" survey (Vol. 10:4), complete report on which was released this week. Study of typical U. S. community called Videotown, which is New Brunswick, N. J., shows it's now 80% saturated, gives these findings:

(1) Second sets. As of April, 5% of owners had 2 sets, and figure was expected to rise to 7% by Jan., while 13% of single set owners planned to buy second set eventually.

(2) Replacement. Of 1500 sets estimated to be sold by end of this year, 760 are expected to be replacement, 740 new—replacement surpassing new for first time.

(3) Picture size. Of sets sold first 5 months of 1954, 71.2% were 21-in., compared with 69.1% for last half of 1953, 64.7% for first half of 1953. Next largest group this year was 17-in., with 13.5%, then 24-in. with 3.9%—all other sizes 1.9% each. The 24-in. percentage was well up from the 1.4% of last half 1953. Of all sets now in use, 7% are 10-in. or less, 15% are 12-in., 15% are 15-16-in., 32% are 17-in., 31% are 20-in. and over.

(4) Brand names. Five top brands (unidentified) account for 54% of this year's sales, 52% of last year's. Top 10 brands account for 77%. Two of this year's top 10 brands nudged out 2 in top 10 last year.

(5) Type of set. Over 3/5 of sales are consoles, 1/3 table, rest combinations.

(6) Servicing. Service contracts are held by 12% of owners, compared with 17% last year. Average set is serviced every 11 months, with each bill averaging \$7.60. Picture tube has been replaced in 17% of sets.

(7) Radio set ownership. TV homes average 2 radios each, non-TV 1.7. Cars are owned by 72% of TV owners, 33% of non-TV owners. There are radios in 80% of TV owners' cars, 70% of non-TV owners'.

In defense of American TV, CBS-TV program v.p. Hubbell Robinson Jr. writes in Jan. *Esquire* article headed "Television Faces Life—Distilling Hope and Happiness Into the Cathode Tube" that it has done pretty well so far "but obviously pretty well is not enough." He lashes back at the "damners and deriders," promises TV will evolve as "a sight to delight the American eye and heart and mind." In Omaha this week, Creighton U's director of communications arts and coordinator of TV, Rev. R. C. Williams, S.J., said that American TV has in general "respected its family audience" and that "our commercial system usually safeguards the family from direct assaults on fundamental decencies."

Where-have-we-heard-that-one-before dept.: Dr. William Boyd, lecturer in education at Glasgow U, calls TV "Enemy No. 1 of the social life of the British people." Even though commercial TV is still 9-10 months away, he calls TV a "devil" that keeps people "gaping at a screen instead of meeting their fellows and enjoying social life."

Roy Thomson, the Canadian newspaper-radio tycoon, who also owns 49% interest (with Sen. Rupert Davies, 51%) in CKWS-TV, Kingston and upcoming CHEX-TV, Peterborough, Ont., reported bidder for commercial TV license in Scotland, where he publishes the *Glasgow Scotsman*.

Master's degree in TV is being offered by Stanford U, with cooperation of San Francisco's KPIX; academic program consists of regular graduate work, 8-week summer institute divided between campus and TV studios, then 10-week internship at KPIX.

Radio Luxembourg, whose commercially sponsored shows (largely British) have big audience in Britain, reported planning commercial TV station.

Big Ten took strongest stand to date in opposition to NCAA's national college football TV controls in statement Dec. 10, as regional athletic conferences chose up sides for forthcoming battle over televised games. "An NCAA TV program of the character and operation of this season is entirely unacceptable to the Big Ten," said statement by faculty representatives and athletic directors. "A program of nationally controlled regional TV such as the Big Ten has proposed in the past is the most suitable plan. [We are] not in a position to say that we can go ahead on our own but we are facing up to possible necessary action to put our plan in effect. We cannot say that we will go outside an NCAA restricted national program such as has been in effect the last 4 years [but] it can be said that such a move is possible." Previously, Pacific Coast Conference had aligned itself with Big Ten in favor of regional televising. And this week big Eastern College Athletic Conference came out in favor of modified version of existing NCAA controls—permitting network or sponsor to select any game without being subject to geographical limitations, the selection to be made any time up to 5 days before game, with each team permitted to appear on one national and one local telecast.

Praise for NARTB's TV code review board came this week from Sen. Hendrickson (R-N.J.), chairman of Senate juvenile delinquency subcommittee, who cited its "prompt action in releasing a statement which finds some validity in our criticism of certain crime-horror films now shown for children on TV" (Vol. 10:49). At the time of last October's public hearings on TV (Vol. 10:43), Sen. Hendrickson said, "a small but vocal segment of the industry cried havoc and sought through blanket denials of our criticism to absolve the entire industry." Now, however, "the great weight of the major portion of the TV industry shows both intelligence and responsibility by its forthright statement." Hendrickson said he was particularly pleased to learn that the code board hopes to pay closer attention to films shown on TV.

Bandwidth and spurious emission standards for AM & FM stations were proposed this week by FCC, which has long had such standards for other services. Issuing notice of rule-making, Commission stated that it has received complaints that FM second harmonics are troubling vhf reception in fringe areas and that AM harmonics have interfered with govt. stations. Comments are due March 7. Document is Notice 54-1518, Docket 11233, available from Commission—or from us.

Majority of applications being filed these days are for satellites or "quasi-satellites." This week's sole TV application was for Florence, S. D., Ch. 3, by KELO-TV, Sioux Falls (Ch. 11), which plans to rebroadcast Sioux Falls network programs on Florence station via off-air pickup. [For further details about application, see *TV Addenda 19-V* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

AT&T's interconnection schedule for rest of year: WFIE, Evansville, Ind. & WEHT, Henderson, Ky., Dec. 24; WSFA-TV, Montgomery, Ala., Dec. 25; KLRJ-TV, Henderson, Nev.; WBTW, Florence, S. C.; KEYD-TV, Minneapolis & WEAT-TV, West Palm Beach, Jan. 1. KVOO-TV, Tulsa, was interconnected Dec. 5.

Restrictions on major league baseball telecasts and broadcasts, approved unanimously last week by minor league convention (Vol 10:45,49), were killed—as predicted—by major leagues this week in annual winter meeting in New York.

Sets-in-use totaled 32,262,000 as of Nov. 1, reports NBC research director Hugh M. Beville Jr., up 6,000,000 from same date year ago. In Oct., 588,000 were added.



# MARTIN CODEL'S

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

# Television Digest

with ELECTRONICS REPORTS

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## SUMMARY-INDEX OF THIS WEEK'S NEWS

**ANTI-TRUST SUIT AGAINST PHILCO** charges franchises restrict distributors and retailers, hamper free competition; Carmine challenges charges (pp. 1, 11 & 12).

**TINY VHF & UHF SATELLITES** appeal to FCC, which starts rule-making to drop power minimum to 100 watts ERP, no antenna height minimum (p. 2).

**PROPOSAL TO BAN MOST TOWERS** over 1000 ft. is rebuffed as military and civilian spokesmen fail to agree; problem sent to Cabinet-level board (p. 2).

**NEWSPAPERS VOTE TO ACT** against FCC discrimination in hearings, joining McClatchy's court appeal of decision on Ch. 10, Sacramento (p. 3).

**PREPARING FOR 'MONOPOLY' PROBE**, Sen. Kilgore goes over questions of station ownership, networks, free speech with consultant Howard Chernoff (p. 3).

**PRIVATE MICROWAVES GAINING SPEED**, inducing AT&T to consider low-cost off-air pickup service; big money behind \$309,823 Denver-Rapid City link (p. 4).

**TAMPA & BEAUMONT GRANTEES** plead with FCC not to stop construction, report huge potential losses as they await oral argument and reconsideration (p. 6).

**DESPITE WARNING OF RISING INVENTORIES**, TV production keeps rolling at undiminished rate, nearing 7,000,000 mark with 3 weeks to go (p. 11).

**GALVIN, SIRAGUSA & SARNOFF** forecast 1955 TV-radio trade roughly comparable to 1954; see color exerting minimal effect on black-&-white sales (p. 13).

**CBS DISCLOSES PATENT AGREEMENT** with RCA on color tube, but RCA says it's using own tube (p. 10); Zenith depositions proceed as many sign with RCA (p. 15).

**FCC APPROVES MIAMI UHF OUTLET** for Storer, who becomes first to own 7 TVs, but nobody can say which "national TV company" plans to build in Conn. (p. 6).

**FIRST COMMERCIAL SATELLITE** at Pasco, Wash. hopes to start next week; Scottsbluff, Neb., repeater sets Feb. 1 target for test patterns (p. 10).

**NEW SYSTEM OF ELECTRONIC POLLING**, called 'Center-casting', proposed by inventor-consulting engineer Dr. Alfred N. Goldsmith (p. 14).

**FCC 1953 AM-FM FINANCIAL DATA** shows TV's profits passed radio's by large margin — \$68,000,000 to \$55,000,000—network sales in biggest drop (p. 16).

*Full Text of Dept. of Justice Complaint in Philco Franchise Suit Published as Special Report With This Issue*

**U. S. SUES PHILCO ON TRADE FRANCHISES:** Justice Dept. let fly with another anti-trust suit against a major TV-radio manufacturer this week, charging Philco illegally restricted its distributors and dealers in new franchise agreements instituted at Aug. convention (Vol. 10:32). Filed Dec. 15 in Philadelphia Federal Court, it was second civil anti-trust suit within industry in less than month, RCA having been sued on its patent licensing arrangements Nov. 19 (Vol. 10:47). The 2 suits are unrelated, of course, and are the products of separate teams of attorneys in anti-trust division.

Called "co-conspirators" but not made defendants in Philco suit are its some 130 independent distributors who signed the refranchising agreement, which the Govt. says violates Section 1 of Sherman Anti-Trust Act and Section 3 of Clayton Act. Not included in suit is Philco Distributors Inc., a wholly-owned subsidiary with factory branches in New York, Chicago, Philadelphia & Los Angeles.

Dept. of Justice cites 3 practices it contends are illegal, and asks court to void the franchise agreements which countenance and enforce them:

(1) Distributors are required to agree not to sell any Philco products to retailers outside their assigned territories. That, Justice contends, eliminates competition among distributors, even though they are in different territories.

(2) Distributors must not deal in any product competitive with Philco, as a condition of getting Philco line. That, it is charged, is illegal as it prevents rival manufacturers from having Philco distributors for its products.

(3) Retailers "approved" by distributors must sell only to consumers, never to other retailers. That is designed to prevent price-cutting, Justice says, and also has corollary effect of eliminating competition among retailers.

(For continuation of this report, see Trade Report, pp. 11 & 12.)

**FCC 'BUYS' LOW-POWERED SATELLITE IDEA:** Concept of tiny TV satellites for hamlets too small to support regular stations, long under discussion at the FCC (Vol. 10:23), has been definitely accepted by Commission. With issuance of broad, general rule-making proposal this week (Notice 54-1542, Docket No. 11237) it invited industry comments by Feb. 25, asking for ideas on just how satellites should be authorized.

Commission's basic proposal is to permit stations in cities under 50,000 to operate on channels in allocation plan, both vhf & uhf, with minimum of 100 watts ERP, no minimum antenna height -- provided minimum signal over principal city to be served is maintained same as now specified in rules. The present minimum for cities under 50,000 is 1-kw at 300-ft. above average terrain.

Proposal says nothing about boosters -- i.e., stations to operate on same channel as originating station. This is separate matter, still under study.

FCC makes it clear that proposal is wide open, that it has formed few conclusions, but that it favours basic concept. It asked for comments on how stations may be programmed, on technical standards, costs of construction and operation, multiple ownership, location of proposed stations, whether they should be permitted to compete with existing stations, etc.

Commission keyed its proposal to Sylvania's carefully thought out petition (Vol. 9:38), accepting its fundamental premise and inviting more discussion of the methods of implementation advanced by Sylvania.

Satellites could be built for \$15,000-\$20,000 and can be operated very economically, perhaps by remote control, according to Sylvania. As for ownership, Sylvania would apply same rules as for regular stations. Furthermore, Sylvania would stipulate that satellite would have to give way to regular station, if one were established in town, or become regular station itself.

Comr. Hennock dissented, saying she feared monopoly and stifling of uhf and insisting that answer to small-town TV is access to network programs.

Though proposal says nothing about boosters, successful experiments such as those conducted in Waterbury, Conn. by Ben Adler (see p. 9) are increasing possibility that their commercialization will be proposed too.

Biggest economic problem for satellites may prove to be cost of getting signals to them -- though out-of-the-air pickups may be adequate in many cases.

**GOVT. BOARD OPPOSES HIGH TOWER BAN:** Virtual assurance against any arbitrary ban on towers over 1000 ft. was given TV industry this week by technical div. of President's Air Coordinating Committee when it refused to approve ACC Airspace Subcommittee's recent proposal to bar virtually all such towers as flying hazards (Vol. 10:48-50).

Technical group was split right down the middle on proposal -- military representatives in favor, civilians opposed -- so it referred whole question to the Cabinet-level Air Coordinating Committee for further consideration. While "top ACC" can still completely endorse or reject the proposal, it's more likely to request further study, possibly by joint TV-aviation-govt. group.

Immediate result of this week's action is that Airspace Subcommittee will continue to follow past practice of considering high-tower proposals on case-to-case basis -- until and unless definite action is taken by top ACC.

Function of technical div. is to make recommendations to top ACC -- which it can do only by unanimous vote. It's headed by CAA administrator F.B. Lee, with CAB, Navy, Army, Air Force, Coast Guard, State Dept. and FCC also represented. The FCC representative, aviation div. chief John Evans, generally refrains from voting on such issues. Group heard 6 TV industry spokesmen and one aviation representative before it went into closed session and refused to affirm the ban.

Though voting line-up was not announced, it was learned that during closed discussion the military representatives plumped for the Airspace Subcommittee's ban on high towers, while civil members -- CAA, CAB, State Dept., FCC -- argued against.

Compromise proposal was offered by civil members -- establishment of a new TV-aviation-govt. committee to study question and determine whether new tower criteria are needed, similar to 1952 group which agreed present standards are adequate



(Vol. 8:35). This proposal was vetoed by military members. Air Force representative moved to recommend high-tower ban to top ACC. CAA amended proposal to include the govt.-industry study group, but the military opposed this move. Because of lack of unanimity, technical div. took no action on any proposal, and whole business automatically is referred to top ACC. FCC and State Dept. abstained on votes.

Unanimity is also required for action by top ACC, which is expected to consider high-tower question next month. Because such unanimity seems unlikely, the govt.-industry study plan now appears best bet.

\* \* \* \*

Legality of proposed ban was questioned by FCC's John Evans at this week's meeting. He said that regardless of any ACC tower ban, the FCC probably would be legally required to take action on high-tower applications, and that those who object could express their opposition individually at FCC hearings.

TV industry spokesmen appearing at the meeting to oppose proposal were NARTB chief attorney Vincent Wasilewski, Robert Kennedy for Assn. of FCC Consulting Engineers, aeronautical consultant Lowell Wright, attorney Neville Miller for WHAS-TV, Louisville; Frank Fletcher for WBEN-TV, Buffalo; Eugene F. Mullin Jr. for WSLA, Selma, Ala. (CP). Their principal arguments:

Proposal violates mandate of Congress to FCC, would require freeze and new allocation, and runs directly counter to 1952 TV-aviation-govt. agreement. They argued that aviation, as one user of airspace, should not be permitted to "dictate" to TV, another user; that real fault may lie in antiquated air traffic rules.

**NEWSPAPERS JOIN APPEAL ON 'DIVERSIFICATION':** Publishers' mounting anger at the FCC's steadfast discrimination against newspapers in TV hearing decisions boiled over this week, when American Newspaper Publishers Assn. voted to join court appeal against Commission's "diversification" policy.

ANPA chose as prime test case the decision which granted Ch. 10, Sacramento, to Sacramento Telecasters, over McClatchy newspapers (KFBK). McClatchy had appealed, and ANPA will file amicus curiae brief, through Washington counsel Elisha Hanson, probably some time in February.

ANPA has picked a good case, because examiner Thomas Donahue had recommended grant to McClatchy in his initial decision, saying its record of civic contribution was so great that it outweighed fact McClatchy already had newspaper and broadcasting interests, and because FCC itself conceded McClatchy's exemplary record even while awarding the CP to opponent (Vol. 10:41).

Attacking FCC policy, ANPA gen. mgr. Cranston Williams asserted: "By a distorted construction of its authority under existing law, the Commission has been and is now discriminating against persons associated with newspapers solely because [they] are associated with newspapers." (For other actions involving FCC, see p. 6).

**SPADEWORK FOR TV-RADIO MONOPOLY PROBE:** Covering the entire waterfront of TV-radio broadcasting practices -- including programming -- Sen. Kilgore (D-W.Va.) this week made first announcement of his proposed monopoly investigation (Vol. 10:49).

Some conflict with current Senate Commerce Committee investigation of uhf and networks is inevitable if Judiciary Committee inquiry goes into all angles mentioned in Kilgore's statement -- particularly in this paragraph of his press release:

"The Senator also expressed interest in the practice of one station tying up 2 networks, thus denying network programs to another station in the same market, and [the] proposed subscription TV, in an effort to determine how it could aid small station operators, and whether the American public would be willing to pay for entertainment which has historically been given to it free of charge."

Issues of jurisdiction in the 2 simultaneous probes will be ironed out between representatives of Judiciary and Commerce groups, Kilgore aides say.

Broadcaster Howard Chernoff, principal owner of WTAP, Parkersburg, W. Va., and 5% owner of TV application for Oakland, Cal., will serve as consultant on the probe, and plans to begin work soon after first of year when Kilgore assumes chair-

manship of Judiciary Committee. Chernoff's first steps will be to "meet with top industry officials, members of the FCC and other interested parties for exploratory conversations." Release described conference between Kilgore and Chernoff last week end as producing agreement on "basic objectives."

Among topics discussed at conference -- and presumably grist for the upcoming investigation: "Ownership of radio & TV stations by newspapers, networks and manufacturers of receiving sets and parts for receiving sets...network practices regarding free speech, open forums, commentators and presentation of both sides of issues."

\* \* \* \*

Activity continues on Senate Commerce Committee's probe of network and uhf problems, meanwhile, though exact direction the inquiry is to take will depend on the inclinations of new membership to be headed by Sen. Magnuson (D-Wash.).

Magnuson continues to be silent on Committee plans, won't discuss them until he takes over next month. But it now appears that Sen. Monroney (D-Okla.), third ranking Democrat on Committee, will be one of its most active members in TV-radio matters. He took the leading role in holding up confirmation of George McConaughy, chairman, as member of FCC (Vol. 10:46), his questions at that time indicating his extreme interest in the uhf situation.

"It wouldn't hurt to hold more hearings to find out if there are areas where uhf stations have started which might be reserved exclusively for uhf," Monroney told us recently. "Whether this can be done in many places should be the subject of further inquiry," he said. "We don't have to be forever wedded to the present allocations...The more stations we have the less likely we are to have monopoly."

**SERIOUS INTEREST IN PRIVATE MICROWAVES:** TV microwave situation is in something of a ferment nowadays, with non-Bell System companies knocking on FCC's door, seeking to build -- to feed TV stations and community antenna systems. This week brought: (1) Further argument between AT&T and stations as to whether latter should be permitted to build more private microwave facilities. (2) Application from powerful financial group seeking to microwave Denver station signals to Rapid City, S.D.

Bickering between stations and AT&T continued in form of replies to one another's earlier comments on FCC's proposal to ease restrictions on stations' microwave construction (Vol. 10:46). AT&T showed it was alert to economic problems, however, showed willingness to explore ways of providing less expensive service. The broadcasters filing additional comments were KXJB-TV, Valley City, N.D.; KCJB-TV, Minot, N.D.; WEAU-TV, Eau Claire, Wis.; UHF Industry Coordinating Committee; National Association of Educational Broadcasters.

The kind of money behind proposed Denver-Rapid City, S.D. microwave shows community antenna business isn't considered peanuts. Among the 8 principals seeking authority to build the \$309,823 nine-hop link are the famed Winthrop Rockefeller and C. Hamilton Moses, pres. of Arkansas Power & Light Co. Application is second such aimed at serving TV-starved Rapid City. Even more elaborate microwave systems to feed towns in northwest are under discussion, but principals aren't ready to talk.

(For details of AT&T and station comments and Rapid City link, see below.)

**W**ILLINGNESS OF AT&T to meet broadcasters part way in effort to provide less expensive microwave TV service may dissolve the current disagreement, but stations' comments filed this week on FCC's proposal to ease restrictions on private microwave construction show that stations feel that AT&T's prices are currently far out of line.

Stations sparking FCC's original proposal—KXJB-TV, Valley City, N. D. & KCJB-TV, Minot, N. D. (John Boler)—said that they were glad to note AT&T recognizes economic problem exists; that they have no desire to become a common carrier or to interfere with basic common carrier facilities. They insisted, however, that AT&T could provide adequate service at far less cost; that adoption of the proposal would induce AT&T to "come forward with a concrete proposal which may solve this

problem"; that they don't need AT&T's present "deluxe" equipment. Stations also blasted comments of U. S. Independent Telephone Assn. as "100% negative."

AT&T won't be injured by the few private microwaves built or to be built, WEAU-TV, Eau Claire, Wis., told Commission. Its own one-hop relay, station said, provides "eminently satisfactory" service at much lower cost than AT&T would charge. WEAU-TV requested that its own relay be authorized permanently, if FCC decides not to make the policy change it has under consideration.

UHF Industry Coordinating Committee said common carriers haven't supported with facts their argument that private microwaves might make common carriers' TV service a losing proposition, requiring hikes in phone rates, etc. It also countered common carriers' argument that stations may find private microwaves more costly and less



adequate than they believe, asserting that experience has proved otherwise.

National Assn. of Educational Broadcasters endorsed previous comments of JCET, stating private microwaves could make state-wide school networks feasible.

AT&T reiterated its contentions that existing policy has provided for rapid and sound growth; that proposal would result in wasteful duplication; that stations' cost figures are "unrealistically low"; that quality of private service is frequently poor. AT&T then insisted: "To warrant the tremendous amounts of capital investment required, there must be reasonable assurance that common carrier facilities will not be subject to replacement and duplication by others which would leave portions of the common carrier facilities idle. With this assurance, the network service will continue to grow and more and more stations will be close to points already served or so located between service points that they can be added to the network with small additional line charges."

If stations will be satisfied with less than "gold-plated" service, however, AT&T said it would cooperate in providing it, stating: "The company is examining the possibility of a new type of service to meet the developing requirement for the off-the-air pickup method of serving small communities."

\* \* \* \*

Rapid City, S. D. is hell-bent to get TV by hook or by crook. For its size, it's farther from stations than any other town in the country. It once had a CP for Ch. 7 there, but grantee gave it up because he saw no economic future. Another CP was granted there 2 weeks ago, to KOTA (Ch. 3), but Bell System has no plans to bring network service there in immediate future.

Community antenna operators, meanwhile, have looked upon city as a natural. Three months ago (Vol. 10:39), local real estate and investment group, Bartlett & Reed Management, filed to build common carrier microwave to carry Denver stations' signals to town. This week, a group of 8 men, from all over U. S., filed for similar setup under name of Blackhills Video Co.

Here's who they are: Winthrop Rockefeller, said to have investment in Midwest Video Co., operator of community antenna systems in Greenville, Miss., Clovis, N. M., Victoria, Tex., perhaps elsewhere; C. Hamilton Moses, pres. of Arkansas Power & Light Co. and a principal of Midwest; Allen C. Garner, Paul Leird & John Reid, associates of Moses in Midwest; J. E. Belknap, Poplar Bluff, Mo., who heads group holding CP for microwave to serve systems in Missouri with St. Louis signals; Ernest Dunn, Poplar Bluff hotel owner and associate of Belknap; Harris O. Torgerson, young owner of Rapid City music store.

City franchise for community system in Rapid City is said to be held by one or more of the Blackhills principals.

Blackhills plans to build 9 relays, picking up Denver signals at Pine Bluffs, Wyo., relaying them to Rapid City, servicing TV station and/or community system there. Cost of Philco equipment is estimated at \$309,823, yearly operating cost at \$110,000. Customer is to be charged about \$120,000 a year. One channel is planned initially, and another can be added for about \$100,000 in equipment.

Whether there's a conflict between Bartlett & Reed and Blackhills is up to FCC to decide. If there is, hearing will be conducted to choose winner. Former has been pending 3 months, should be on agenda soon. AT&T has objected to neither, presumably won't interpose.

Frank Wisbar, producer-director of *Fireside Theatre* for last 6 years, has turned in resignation to Procter & Gamble.

O. K. Garland, chief engineer of WJHL-TV & WJHL, Johnson City, Tenn., died of a heart attack Dec. 10.

**Personal Notes:** Norman (Pete) Cash, recently ABC eastern sales mgr., onetime Crosley & NBC sales and station relations executive, joins new Television Advertising Bureau as director of station relations under Oliver Treyz . . . Howard Chernoff, recently mgr. of KFMB-TV, San Diego, now a management consultant, has been retained by Fund for The Republic, headed by Dr. Robert Hutchins, as consultant on TV program projects; it's backed by Ford Foundation, was projected to protect civil liberties . . . Abiah A. Church resigns as NARTB staff attorney to join legal staff of Storer Bestg. Co., Miami Beach . . . Thomas S. Murphy is now gen. mgr., Harry Littler sales mgr. of WROW-TV, Albany, under new ownership of Lowell Thomas-Frank Smith group; Harry L. Goldman continues as station mgr. . . . Sean Dillon, ex-ABC-TV, New York, named operations & program mgr. of upcoming Gov. McFarland-controlled KTVK, Phoenix (Ch. 3); Robert Latham, ex-KOOL-TV, is chief engineer; Ray Gallagher, ex-KLAS-TV, Las Vegas, senior producer-director; James E. Overpeck, sales mgr. . . . Floyd E. Weidman promoted from adv. mgr. to general executive of WEWS, Cleveland, succeeding David M. Baylor; John H. Foley promoted to local sales mgr. . . . Ted Snider promoted to station mgr. of KOAT-TV, Albuquerque, Dick True succeeding him as program director; Bill Bozarth promoted to production mgr. . . . Robert J. McKendrick, ex-WLOK-TV, Lima, O., named asst. program & production mgr., WWJ-TV, Detroit . . . Jack Rathbun, ex-WDAK-TV, Columbus, Ga., named operations mgr. of upcoming WEAT-TV, West Palm Beach (Ch. 12), due on air this month . . . Norman Ginsburg, ex-DuMont, named adv. & sales promotion director, Studio Films Inc., 380 Madison Ave., N. Y. . . . John Burr, ex-national adv. mgr. of KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore., named mgr. of new Seattle office of Blair rep firm in White Henry Stuart Bldg. . . . Miller Robertson, ex-part owner of KEPO, El Paso, named asst. gen. mgr. of WTCN-TV, Minneapolis . . . Wm. J. Reagan promoted to chief engineer of U of Missouri's commercial KOMU-TV, Columbia, replacing Duane M. Weise, now chief engineer of Chicago's upcoming non-commercial WTTW (Ch. 11) . . . Bob Craver, ex-WLWA, Atlanta, named production mgr. of new WQXI-TV there . . . Cody Pfanstiehl, promotion director, WTOP-TV, Washington, promoted to TV-radio public relations director; Robert N. Adams, WRC-TV, Washington, returns to WTOP-TV to succeed Pfanstiehl . . . Cy Howard, veteran of 15 years with CBS as writer, actor & director, joins NBC-TV in charge of developing new TV comedy series to originate next year in Hollywood . . . M. Dow Lambert, ex-KING-TV, Seattle, named chief engineer for KIMA-TV's Ch. 19 satellite in Pasco, Wash., not as successor to J. Barry Watkinson, as erroneously reported here recently; Watkinson continues as KIMA-TV engineering director in Yakima, with Mel Burrill as TV engineering chief . . . M. H. (Lee) Leblang resigns as asst. adv. & sales promotion director of WCBS-TV, N. Y., to open own office as investment & insurance counselor, 500 Fifth Ave., N. Y. . . . George Biersack, exec. director of Dayton Educational TV Foundation, handling new specialized courses in TV added to curriculum of U of Dayton . . . John D. Berg, ex-ABC-TV, Chicago, named TV director, George H. Hartman Adv., Chicago, in charge of Hartz Mountain Products' *Capt. Hartz and His Pets* (NBC-TV).

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C. E. Hooper, 56, founder of Hooperatings, was killed in a boating accident near Salt Lake City Dec. 15. He was duck-hunting on Great Salt Lake with Frank McClatchy & Dr. Harry Nordberg, both of Salt Lake City, when their boat ran aground. Jumping into the water to push it free, he slipped and fell into the craft's spinning overhead airplane-type propeller. He is survived by his widow and a daughter.

FCC GRANTED NO CPs this week, but heard plenty from a couple grantees who wondered just when one can be sure his CP is firm. In almost unprecedented action 2 weeks ago, Commission stayed effectiveness of Ch. 6 grant to KFDM-TV, Beaumont, Tex. and Ch. 13 CP to WTVT, Tampa, Fla. (Vol. 10:49) — reportedly because Chairman McConnaughey wanted to have full Commission hear oral argument, set for Dec. 21.

This week, both grantees pleaded for reconsideration of the stay. KFDM-TV reported it had already contracted to spend \$406,055, had station 70% built, asserted that FCC's action was an "abuse of administrative discretion" and "contrary to law." WTVT said it had begun heavy construction Nov. 2, now has stopped everything and equipment is exposed to elements. It reported having bought \$750,000 worth of equipment, hired key personnel which it may lose through delays, completed tower foundation and transmitter building, taken delivery of antenna, built dwelling for transmitter engineers, has tower erection crew en route, etc.

In another matter involving construction, satellite KEPR-TV, Pasco, Wash. (Ch. 19), stated it did not build before it got CP, as charged by KALE, Richmond (Vol. 10:49). Nevertheless, it said, it is tearing down transmitter building and pouring new tower foundations a few feet from those already in—to get going before freezing weather arrives (see p. 10).

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Various attacks on CBS for its station purchases (Vol. 10:49) were answered this week. To request of WTRI, Albany, N. Y. (Ch. 35) that FCC hold up sales of WOKY-TV, Milwaukee (Ch. 19) and WSTV-TV Steubenville (Ch. 9), CBS and the stations said that WTRI isn't involved, has no standing, isn't a "party in interest" entitled to protest. To charges that move of WSTV-TV transmitter to Pittsburgh is violation of allocation rules,

STORER became first entity to own full quota of 7 TV stations, as result of series of FCC actions this week which in effect gave him an operating Miami outlet on Ch. 23, with call letters WGBS-TV (Vol. 10:47). Actually, FCC approved Storer purchase of CP for Miami's WMIE-TV (Ch. 27) for \$35,409 expenses from Georgia's ex-Gov. E. D. Rivers Sr., and at same time switched Ch. 23 to Miami from Ft. Lauderdale in place of Ch. 27, allocating Ch. 39 to Ft. Lauderdale. Storer plans to purchase physical assets of NBC-affiliated WFTL-TV (Ch. 23) for \$300,000 from *Ft. Lauderdale Daily News*. Commission granted Storer STA to operate his Ch. 23 outlet temporarily from Ft. Lauderdale and to begin construction of interim 500-ft. tower at Miami antenna farm.

Storer's plans are to operate from Ft. Lauderdale site until Jan. 15, then move to interim Miami tower with new RCA 12½-kw transmitter, while constructing 1000-ft. tower. Move to latter tower will come about July 15, when Storer expects to install new RCA transmitter to give 1000-kw ERP—the third RCA 1-megawatt (first 2 going to WBRE-TV, Wilkes-Barre, and Storer's KPTV, Portland).

WGBS-TV will carry full schedule of NBC programs, according to Storer exec. v.p. Lee B. Wailes, beginning with early morning *Today* show and ending with *Tonight*. Though plans have been under discussion to help pay cost of conversion of sets in area, Wailes said, news of Storer's projected entry into Miami uhf have led to strong "revival of interest in uhf" there, and increased network programming is expected to give conversion a further shot in arm. "If necessary, however, we'll give conversion a big assist," he added (Vol. 10:49).

Comrs. Henneck & Bartley dissented, and Chairman McConnaughey didn't vote, on sale of CP to Storer and on juggling of channel assignments in Miami area.

WSTV-TV stated that objectors are misinterpreting rules, ignoring their history.

Protest against sale of WROW-TV, Albany (Ch. 41) by WTRI (Vol. 10:49), was answered by WROW-TV which stated there's no "secret agreement" to shift CBS affiliation to WROW-TV; that CBS can't and doesn't control stockholders Lowell Thomas and his business agent Frank Smith; that WTRI has no legal standing to protest. Allocation of Ch. 10 to Vail Mills, requested by WROW-TV, was advanced by FCC this week as proposed rule-making. Along with it, Commission proposed WTRI's conflicting request to de-intermix area by shifting GE's WRGB from Ch. 6 to Ch. 17.

In other allocations actions, Commission: (1) Finalized addition of Ch. 23 to Miami (see below), involved in Storer's purchase of WMIE-TV. (2) Started rule-making on conflicting proposals to add Ch. 7 to Pachuta or Hattiesburg, Miss. (3) Started rule-making to switch Ch. 14 from Annapolis, Md. to Washington, D. C. (4) Received amended proposal from WKNX-TV, Saginaw, Mich. (Ch. 57), regarding location of transmitters (Vol. 10:49). (5) Received endorsement of proposed addition of Ch. 8 to Buffalo (Vol. 10:45) from WHEN-TV, Syracuse, which would have to shift from Ch. 8 to 7. (6) Received objection to shift of KERP-TV, El Paso, from Ch. 13 to 7, from Texas Western College.

Commission also received a technical report which could have important repercussions on allocations. WAAM, Baltimore (Ch. 13) opposed allocation of Ch. 13 to Princess Anne (Norfolk), Va. on grounds that extensive measurements by consulting engineers Kear & Kennedy show that propagation over Baltimore-Norfolk water path is far stronger than FCC rules anticipate. It said that signal levels are comparable with those in Gulf area (Zone III), where FCC has provided 220-mi. minimum co-channel separation instead of the 170-mi. provided in east (Zone I).

MYSTERY OF MT. HIGBY remained unsolved this week, as mayor of Middletown, Conn. continued to refuse to divulge identity of lessee of 3-acre tract which he had announced would be rented to one of the "national TV and radio broadcasting companies." All of the networks unequivocally denied they were principals in project looking to possible 1000-kw uhf transmitter on 1000-ft. site between Hartford & New Haven. So did all of the uhf & vhf operators and all grantees and applicants in the area. Even AT&T denied it had any plans for a relay site there, and the equipment manufacturers would add neither evidence nor clues.

Disclosure of the lease in the columns last week (Vol. 10:50) had everyone interested scurrying to get the dope, including the networks. It was generally conceded the site was an excellent one for telecasting purposes, particularly for the new super-power uhf. But neither NBC nor CBS, both committed to uhf, nor ABC, which is waiting to see what they do, nor General Teleradio, which owns half of Hartford's WGTH-TV (Ch. 18), appears to be the principal. We got denials too from spokesmen for WKNB-TV, New Britain (Ch. 30); CP-holder WELI-TV, New Haven (Ch. 59); and the applicants for Ch. 3 in Hartford.

Unless someone is doing a good job of covering up, the natural deduction is that the site has been taken by a prospective applicant for Meriden's Ch. 65, as yet unapplied for; or by one of the big interests looking to ultimate acceptance of uhf and readying itself to plunge into operation in "uhf country" already opened up by the Hartford stations. Possibility that site has been acquired for a satellite outlet cannot be overlooked.

Note: Report from Meriden this week had it that a "big New York organization" was also acquiring site on Meriden Mt.—but identity of this one, too, was undisclosed.



**Network Accounts:** Buick offered comedian Jackie Gleason 2-year, \$8,500,000 contract this week for a 39-week half-hour filmed series confined to Gleason's famous "Honeymooners" sketches on his current CBS-TV Sat. night show. During summer of 1956, about 13 of sketches would be repeated. Negotiations between Buick, Gleason and Kudner continued all week, with no decision announced as we went to press. Also undetermined was whether show would be on NBC-TV or CBS-TV, or whether Buick would continue current sponsorship of *Milton Berle Show* . . . Studebaker-Packard's sponsorship of *TV Reader's Digest*, dramatic adaptations of stories appearing in magazine, starts Jan. 17 on ABC-TV, Mon. 8-8:30 p.m., thru Ruthrauff & Ryan . . . Bayuk Cigars replaces Gruen Watch as alt. week sponsor (with American Safety Razor Co.) of *Walter Winchell Show* on ABC-TV starting in Feb., Sun. 9-9:15 p.m., thru D'Arcy Adv. . . Toni to sponsor *So This Is Hollywood* on NBC-TV starting Jan. 1, Sat. 8:30-9 p.m., thru Weiss & Geller . . . Borden Co. to sponsor *Way of the World* on NBC-TV starting Jan. 3, Mon.-thru-Fri. 10:30-10:45 a.m., thru Young & Rubicam . . . Bristol Myers to sponsor filmed *Your Favorite Playhouse* as substitute for *Honestly, Celeste* on CBS-TV, Sun. 9:30-10 p.m.; latter was cancelled when star Celeste Holm dropped out in apparent dissatisfaction with script . . . American Chic Co. to be alt. sponsor (with Quaker Oats) of *Zoo Parade* on NBC-TV starting Jan. 9, Sun. 4:30-5 p.m., thru Dancer-Fitzgerald-Sample . . . Sheaffer Pen Co. to be alt. week sponsor of John Daly's new panel show, *Who Said That?* on ABC-TV starting in Feb., Wed. 9:30-10 p.m., thru Russel M. Seeds Adv., Chicago . . . Reynolds Metals, climaxing weeks of indecision and speculation in trade press, this week renewed *Mr. Peepers* for rest of season on NBC-TV, Sun. 7:30-8 p.m., thru Clinton E. Frank Adv., Chicago . . . Camels drops Fri. segment of *Camel News Caravan* on NBC-TV, Mon.-thru-Fri. 7:45-8 p.m. . . . Helene Curtis drops plans to sponsor *The Marraige*, starring Hume Cronyn & Jessica Tandy, on NBC-TV (Vol. 10:50) after being unable to agree with network on acceptable time period, plus fact that show would have to go off in summer, one of busiest seasons for sponsor . . . Minute Maid Corp. (frozen juices) to sponsor Tournament of Roses in black-&-white on NBC-TV New Year's Day, 12:15-1:45 p.m., thru Ted Bates & Co. . . . Tootsie Rolls buys 64 partic. on *Pinky Lee Show* on NBC-TV Mon.-thru-Fri. 5-5:30 p.m., thru Moselle & Eisen, N. Y. . . . R. T. French Co. (mustard) buys Wed. segment of *World of Mr. Sweeney* on NBC-TV, Mon.-thru-Fri. 4:30-4:45 p.m., thru J. Walter Thompson . . . CBS-TV to carry *Life with Father* indefinitely as sustainer, following drop-out of sponsors Johnson's Wax and Pet Milk (Vol. 10:49-50).

McCann-Erickson expanded industrial service this week by merging with Marschalk & Pratt Co., industrial advertising specialists, subject to approval of Internal Revenue Service. Under agreement, effective Jan. 1, Marschalk will function as div. of McCann-Erickson, continuing in present quarters at 535 Fifth Ave. McCann-Erickson pres. Marion Harper Jr. said Marschalk would aid "special group" servicing of such big McCann-Erickson industrial clients as Standard Oil and others.

International Boxing Club gets \$24,000 a bout for 35 shows from Gillette, \$18,000 a show for 52 shows from Pabst, IBC pres. James Norris is quoted in *Chicago Daily News* interview. Fighters are guaranteed \$4000 each from TV receipts—sometimes they get as much as \$6500. "TV has subsidized boxing," he said. "Otherwise we wouldn't be able to put on more than a few matches a year."

Sets-in-use in Canada totaled 1,026,912 as of Nov. 1, up 91,374 from preceding month, reports Canadian RTMA.

**Station Accounts:** Success of current *Million Dollar Movie* series, now syndicated, has led General Teleradio's WOR-TV to undertake new series of multiple-showing first-run film features starting Jan. 18. It will be called *Fortune Theatre*, will comprise 82 feature-length films produced in English by European studios and featuring foreign stars. Package was purchased from Fortune Films Inc. Each film will open on Tue., coinciding with opening of new *Million Dollar Movie* feature, and will be shown 14 consecutive times—9-10 p.m. Tue.-thru-Sat. one week and 11:30 p.m.-12:30 a.m. following week, with additional showings 3:30-4:30 p.m. alt. Sat. & Sun. Flexible advertising arrangement will permit up to 14 one-min. spot announcements per film . . . Nehi Corp., Columbus, Ga. (Nehi, Par-T-Pak & Royal Crown Cola) reported planning film series aimed at teen-agers, featuring Ames Brothers and Joan Benny, Jack Benny's daughter, to be placed on about 200 stations, thru BBDO . . . U. S. Steel plans huge spot campaign in 1955 to promote wide range of products, using 117 TV stations, under direction of George Sherk, adv. dept. . . . Southern California Plastering Institute to sponsor Tournament of Roses parade New Year's Day on 4-station hookup comprising KNXT, Los Angeles; KFMB-TV, San Diego; KMJ-TV, Fresno; KERO-TV, Bakersfield—thru Wm. Latta & Co., Los Angeles . . . Smith Funeral Home of Spokane reported well-pleased with results of sponsoring *Liberace* on alt. weeks on local KHQ-TV . . . Among other advertisers currently reported using or preparing to use TV: Allen V. Smith, Marcellus Falls, N. Y. (split peas), thru Barlow Adv., Syracuse; Campana Sales Co., Batavia, Ill. (Aids vitamin candy), thru Erwin, Wasey, Chicago; Thor Corp., Chicago (washing machines, dryers & ironers), thru Henri, Hurst & McDonald, Chicago; Stetson China Co., Lincoln, Ill. (dinnerware), thru Schram Adv., Chicago; Scott-Atwater Mfg. Co., Minneapolis (outboard motors), thru BBDO, Minneapolis; Molson's Brewery Ltd., Montreal (Molson's ale), thru Fay Adv., Albany, N. Y.

Rate increases: New "Class BB" rate posted by KRON-TV, San Francisco, is \$450 for half hours 6:30-7 p.m. & 11-11:30 p.m., Mon.-Fri., \$180 for 20 sec., \$90 for 8 sec.; Class AA rate (7:30-10:30 p.m. daily) remains \$1300 per hour, \$780 half hour; Class A (7-7:30 p.m. Mon.-Fri.) is \$1100 an hour, \$660 half. Effective Jan. 1: WXYZ-TV, Detroit, adds new 7:30-10:30 p.m. daily Class AA \$1700 hour, \$325 min., Class A remains \$1500; WHIO-TV, Dayton, adds new 8-10 p.m. daily Class AA \$800 hour, \$175 min., Class A hour remains \$750; WWJ-TV, Detroit, raises base hour from \$1600 to \$2000, min. \$320 to \$400; WFAA-TV, Dallas, from \$800 to \$900, & \$160 to \$180; WNCT, Greenville, N. C., from \$200 to \$300 & \$40 to \$60; KXJB-TV, Valley City, N. D., from \$200 to \$300 & \$40 to \$60. Recently effected: CFCM-TV, Quebec City, base hour from \$200 to \$300, min. \$40 to \$60; WEAR-TV, Pensacola, from \$200 to \$225 & \$30 to \$45.

A. C. Nielsen Co. has negotiated option to buy out Broadcast Advertisers Reports Inc., Darby, Pa., it was announced this week by Arthur C. Nielsen and Phil Edwards, presidents of the 2 firms. For last 2 years, BAR has been supplying stations with regular reports on spot and local TV-radio advertising schedules in large markets, securing information through tape-recording of leading stations.

John L. McGuire, ex-KOA-TV, Denver, opens new regional rep firm with offices in Denver National Bank Bldg., handling KCJS-TV, Pueblo; KRDO-TV, Colorado Springs; KFXJ-TV, Grand Junction; KFBC-TV, Cheyenne.

WMGT, Adams, Mass. shifted this week from Ch. 74 to 19 following approval by FCC of shift to newly allocated channel (Vol. 10:36, 38, 40-43).

**Telecasting Notes:** They're saying in Hollywood that TV film is now a better banker's risk than independent feature production, and California Bank's Ben Odell is quoted in Dec. 18 *Billboard* as stating that the rate of loss in TV loans has been less than in such established fields as real estate! He thinks some TV companies will soon be strong enough to get direct loans, as do the big movie concerns, rather than depend on loans against assignments of sponsor payments or assignments of payments from distributing companies . . . Bank of America executives told *Billboard's* Hollywood reporter that they're beginning to base more and more loans on a producer's record for quality production; George Yosling, Security First National Bank, believes the industry is approaching point where loans will be made against residuals and on new productions which have not as yet found a sponsor; Wm. Andrews, Citizens National Trust & Savings Banks, thinks TV film production industry has reached a stability that independent theatrical producers never enjoyed . . . Paramount's TV exploitation tieup with *Lux Video Theatre* (NBC) is exposing 44,000,000 potential moviegoers to continuing promotion of Paramount films, said J. Walter Thompson v.p. Robert H. Black at Paramount promotion coordinating meeting in Hollywood last week. Paramount, which owns TV station KTLA in Hollywood, was first movie maker to recognize exploitation value of TV through use of televised film trailers, he said . . . TV took away Hollywood's "sure dollars" and forced it to produce better films, said producer Louis de Rochemont at Ford Hall Forum in Boston. "The improvements we see today in the theatres is because the spirit of competition is keen and Hollywood is no longer misjudging the public taste" . . . TV film makers are luring music editors away from theatrical film companies, 20th Century's Leon Birnbaum told

### Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1954 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

Hollywood trade pres. Newer medium is copying Hollywood methods, he said, though TV uses canned music—"something we would never do" . . . "Yox box" is apt description for new device invented by CBS-TV Hollywood engineer Charles Douglas, which supplies laughter in any quantity or quality for film or live shows by mixing previously recorded laughs. Douglas holds patent, reportedly is planning to market device for about \$1000, already has 2 out on lease in addition to one already in use at CBS's TV City . . . Official Films Inc. pres. Harold Hackett announced Dec. 10 that from Jan. 15 Tele-Pictures Inc. will take over TV distribution of the Lippert features catalog . . . Wheeling's WTRF-TV offered one free minute live commercial as prize at local board of trade Xmas party, and who should win it but sales mgr. Andy Hoffman of radio WRVA; he thereupon threatened to use the spot to discuss advantages of radio . . . Pulse Inc. is inaugurating cumulative rating service, showing percentage of families viewing each station in average day and average week, to be issued semi-annually . . . More than 190 cities will be available for closed-circuit business meetings after Jan. 1, notes new brochure of Theatre Network TV, 575 Madison Ave., N. Y.

**TRANSFER OF WAYS-TV, Charlotte, N. C. (Ch. 36),** to local advertising man Hugh Deadwyler for token consideration of \$4 was filed this week with FCC. Sellers are G. W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold H. Thoms, latter also owning WISE-TV, Asheville (Ch. 62).

Group told FCC present owners "have sustained heavy and substantial losses [and] there would be distinct tax advantages to the transferors if this application could be acted upon by the Commission prior to Dec. 31, 1954." Since it went on air just a year ago, station has shown net loss of \$82,276, balance sheet indicates (Vol. 10:44), although operation now "has settled down to approximately a break-even point in terms of revenues and monthly operating expenses (exclusive of depreciation)."

Though station currently owes more than \$200,000, when Deadwyler takes over it will have \$27,000 surplus—since under terms of agreement, notes payable to radio WAYS (a separate corporation) and to owners, totaling more than \$114,000, will be forgiven. Remainder of debt is for equipment, payable in installments. Budget shows station's current revenues and operating expenses balanced at about \$4800 a month, only salaries being paid to engineer and 2 announcers.

Purchaser is pres. & owner of Hugh Deadwyler Adv. Agency, Charlotte, pres. & 35% owner of Filmmakers Associates Inc., Charlotte (films) and public relations director of Southern Airways Inc. He plans to devote full-time to management of TV station. Ownership of radio WAYS is not affected.

**Nominations for Alfred I. duPont 1954 awards for "public interest" service by TV-radio stations and news commentator must be submitted by Dec. 31 to Alfred I. duPont Award Foundation, Washington & Lee U, Lexington, Va. Winners will be announced in March.**

**Shocking incident at Westinghouse's KPIX, San Francisco, coincident with negotiations on new contract between station and NABET union, was sabotage "without precedent in the more than 30 years of broadcasting history in the U. S.," according to mgr. Philip G. Lasky. With union-management differences due to go to govt. mediation Dec. 15, at least the following acts of sabotage were committed, on night of Dec. 13, Lasky said: (1) More than 100 fuses were substituted with dummies. (2) Equipment was hidden. (3) Blueprints and instruction books were hidden. (4) Sync generators were disabled by tiny pieces of wire in obscure spots. (5) Scores of audio circuits were disabled. (6) Good tubes were replaced with defective ones. (7) Film projector optical systems were misaligned. Westinghouse flew top engineers to San Francisco, including Ralph Harmon and George Hagerty, got equipment partially repaired by week end. Meanwhile, station was on curtailed schedule, carrying only CBS network programs. Incredibly, identity of saboteurs is clearly indicated, according to Westinghouse officials. Job was so extensive it obviously required a crew of expert technicians. Punishment for offense is 1 year imprisonment and/or \$10,000 fine. FCC field men are investigating and FBI may be called in.**

Entering large-screen projection field, new Fleetwood Corp., 1037 Custer Dr., Toledo (Vol. 10:49) this week announced its closed-circuit TV projector FL-1001, developed "at the request of one of the leading closed-circuit conference organizations." Designed for hotels, classrooms, etc., compact self-contained unit can project picture of from 3x5 to 9x12-ft. The mobile assembly contains built-in TV receiver and speaker, as well as provision for optional remote speaker.

**Longest pickup for community system reported to date is that by Woodriver TV Service, Kethum, Ida., whose owner C. E. Atkinson says he uses signal of KSL-TV, Salt Lake City, 275 mi. away; antenna 9250 ft. above sea level.**



EFFECT of TV on juvenile delinquency, usually headlined as evil influence, gets a reverse twist in case study of Detroit conditions by NARTB's TV information committee and released in its Dec. *Facts About TV*. In Detroit, study shows, law enforcement officials say that TV, far from contributing to juvenile delinquency, actually helps control it through constructive, educational programming on local stations.

Study quotes Inspector Ralph Baker, chief of Detroit police dept. youth bureau, as praising Detroit stations for carrying programs "which will tend to educate parents and children alike in social behavior that will minimize our task." He said that of all the juvenile offenders brought into local detention home, "there has been only an occasional mention of TV." Lieut. Francis Davey of youth bureau says TV has decreased juvenile delinquency by "keeping kids closer to home and off the streets at night."

Harlan Ringelberg, asst. chief probation officer of Wayne County Juvenile Court, says "TV is a very minor factor in juvenile delinquency—if a factor at all. As a matter of fact, parents of children on probation are encouraged to devote attention to certain TV programs. The difficulty comes in getting them to watch enough of the TV fare which educates, informs and inspires." Similarly, Eugene Moran, a probation officer in an area of high incidence of juvenile delinquency, says stations "put on good instruction but the audience is largely composed of those adults who do not need the training." He says TV "needs a drama that will train parents in their responsibilities and still be as compelling as the ordinary family or detective script."

Among local programs cited by committee as aiding in fight are WWJ-TV's *Teenager*, a discussion of problems of adolescence, and *Traffic Court*, which spotlights cases of youth driving problems; WXYZ-TV's *Ed McKenzie's Saturday Party*, devoted to teen-age talent contests, and *Heart of Detroit*, in which policemen demonstrate lectures on law observance; WJBK-TV's *Appointment With Age*, placing emphasis on youthful respect towards older folks.

Declaring community antenna systems to be public utilities, Wyoming Public Service Commission took over in no uncertain terms. In the opinion of National Community TV Assn., decision is "tough and applies traditional conservative public utility regulatory criteria—too tough [to] encourage pioneering in this industry." Under ruling, Wyoming community systems will have to file balance sheet, profit & loss statement, etc. Propriety of financing cost of installation through "contributions to capital" from subscribers was questioned, and Commission ordered that surplus of contributions over costs be returned to subscribers. Ruling came Nov. 29 on case involving Cokeville, Wyo. system. After 12 months of operation, Commission will study system's balance sheet, set rates. According to NCTA counsel and exec. director E. Stratford Smith, "The opinion seemed to invite an appeal in that it pointed out that the Commission was ignoring a substantial body of authority to the effect that community TV was 'interstate commerce.'" Wyoming operators are organizing court appeal.

The \$147,000 sale of 75% of WJPB-TV (Ch. 35) and radio WVVW, both Fairmont, W. Va., was approved by FCC this week. Purchaser is Donn Baer, Cincinnati accountant and former U of Ill. football star. J. Patrick Beacom retains 25% (Vol. 10:47). Other transaction approved was *Charleston* (S. C.) *Evening Post's* purchase of 5000 shares of new stock (approximately 40%) in WUSN-TV (Ch. 2) & WUSN there, after disposing of radio WTMA & WTMA-FM for \$153,000 (Vol. 10:26, 48). Hastie family (J. D. Hastie, pres.) ends up with some 43%, remainder held by 150 others.

National Labor Relations Board refused to consider a radio station labor dispute this week in first application of new policy against handling cases involving TV-radio stations with annual gross revenues of less than \$200,000 (Vol. 10:29). In hotly contested 3-2 vote, Board threw out dispute between radio KNGS, Hanford, Cal. and Local 202, Radio-TV Technicians, IBEW. Majority decision was signed by chairman Guy Farmer, Albert C. Beeson & Philip R. Rodgers, all Republicans. Dissenters were Democrats Abe Murdock & Ivar Peterson, latter stating in written dissent: "The new standard will eliminate from the board's jurisdiction about 80% of the country's radio stations, which receive roughly one-half of the total revenues in the entire industry. Also, most all radio stations in communities under 100,000 population . . . will be removed from the board's jurisdiction, as well as over 70% of all [network] stations . . . One of the provisions of the amended [Taft-Hartley] Act, principally traceable in large part to the concern over labor stoppages in the radio industry, is largely nullified. I refer, of course, to the so-called 'featherbedding' provision."

Tests with uhf booster in Waterbury, Conn., with only 10-watt transmitter, produced signal improvement in shadowed area equal to that obtainable with almost 200-fold increase of power at "mother" station, engineer Ben Adler told FCC this week in his first report on tests. Booster is in downtown Waterbury, repeating signals of WATR-TV (Ch. 53), putting out directional beam at right angles to signal from main station. At no location, report states, did the 2 signals so combine that satisfactory picture could be obtained from neither. It was estimated that 50,000 live in area improved by booster. Grade A radius was calculated at 2 mi., Grade B 3 mi. In booster's coverage area, 46% of population could get signal of 80 dbu or better from booster, 0% from WATR-TV; 66% got 74 dbu or better vs. 0% from WATR-TV; 86% got 64 dbu or better vs. 18% from WATR-TV. Recently, FCC granted authority for nighttime operation so that more home viewer observations may be obtained. FCC engineers seem greatly impressed by report—particularly by fact that there's little or no "zone of confusion" between main and booster signals and that operation has no effect on allocations plan.

Power boost to 1-megawatt was planned for this week end by Wilkes-Barre's WBRE-TV (Ch. 28)—if all goes well. Because of antenna delays, station wasn't able to go to the maximum power this week as planned (Vol. 10:50). The RCA 46-gain antenna was shipped Dec. 17, and was to have been hoisted onto WBRE-TV's tower Sat., Dec. 18. The 96-ft. antenna is to be lifted through center of tower in one section, with top 50 ft. of tower to be removed after antenna is in place. Wilkes-Barre's WILK-TV (Ch. 34) still has end-of-the-year target date for its boost to 1000-kw, but GE reports all equipment shipped except rectifier—and there's outside chance WILK-TV's power hike will come next week.

Upcoming WJRT, Flint, Mich. (Ch. 12), being installed by same interests that own radio WJR, Detroit (John Patt), asked FCC this week to permit it to change proposed transmitter site from Clarkston, Mich., about 17 mi. south of Flint, toward Detroit, to point near Chesaning, Mich., northwest of Flint. New site, it was stated, would permit service not only for Flint but for Bay City, Saginaw, Midland, Lansing.

Four govt. witnesses in Lamb case will be recalled by counsel for Edward Lamb for further questioning when "Communist charge" hearing on renewal of his WICU, Erie, resumes Jan. 4. Lamb's attorney, Russell M. Brown, this week notified FCC that he wants to question Wm. G. Cummings, Toledo; Mrs. Marie Natvig, Miami Beach; Lowell Watson, Olathe, Kan.; Clark Wideman, Columbus, O.

**Color Trends & Briefs:** Patent agreement between CBS and RCA on curved-mask color tube, giving latter license to use CBS patents, was announced by CBS this week. CBS said agreement was signed Nov. 30, licensing RCA to use patent 2,690,518, plus any patents which may issue from pending CBS applications, as well as its future inventions on color tubes.

In confirming that it had taken license from CBS, RCA made it clear that it was staying with its own version of curved-mask tube, stating: "RCA is not manufacturing the CBS color tube, which is a 19-in. glass tube. RCA is manufacturing its own color tube—the 21-in. metal shadow-mask tube developed by RCA and announced to the industry and the press last July. RCA has taken a license under CBS patents on color tubes."

Both RCA and CBS insist that this agreement has nothing to do with the industry-wide renewals of RCA patents signed and being signed—due before end of year.

CBS was first to announce and demonstrate color tubes with curved mask and phosphor dots on face of tube, was followed by DuMont and RCA. Previously, RCA had introduced the flat (planar) mask with flat phosphor plate—both of which were mounted some distance back of tube's curved face. For several years, this was the sole type of tube seriously interesting industry. Currently, curved-mask type is "the" tube—regardless whether it's round or rectangular, glass or metal, large or small.

\* \* \* \*

Two analyses of color advanced this week: (1) Robert Tait, Stromberg-Carlson pres., said 3 factors were precedent to growth—good picture tube, elimination of "Rube Goldberg" in sets, mass production. He feels right tube is now available and that color is coming along faster than did monochrome. (2) Benjamin Abrams, Emerson pres., said he has discontinued color production until satisfactory 21-in. tube is available, expected within 2 months. Then, he said, he plans to have sets on market March-April.

**FIRST COMMERCIAL** satellite — KEPR-TV, Pasco, Wash. (Ch. 19)—hopes to get on air next week, reports v.p.-gen. mgr. Tom Bostic of "mother station" KIMA-TV, Yakima (Ch. 29). Test pattern target has been advanced to Dec. 23. First uhf satellite authorized by FCC, it's now installing GE transmitter and helical antenna atop 1730-ft. Badger Mt., location of its 300-ft. Fisher tower. FCC this week approved new KEPR-TV call letters (formerly KPKR-TV). Bostic says satellite will "double the population potential of KIMA-TV [to] 300,000" by bringing service to Kennewick-Pasco-Richland area. It will rebroadcast KIMA-TV programs from all 4 networks, has own slide facilities. Combination rate will be about \$300. Rep is Weed.

Another repeater station—KSTF, Scottsbluff, Neb. (Ch. 10)—is working toward Feb. 1 test patterns and March programming, according to gen. mgr. Wm. C. Grove of KFBC-TV, Cheyenne, Wyo. (Ch. 5). RCA transmitter and 6-bay superturnstile antenna are on order. Type of tower to be used will depend upon approval of site by National Park Service. KSTF is 79 mi. southwest of Cheyenne and, though it will mainly rebroadcast KFBC-TV programs, it will also have its own film originations. KFBC-TV chief engineer R. C. Pfannenschmidt will be in charge of 4-man Scottsbluff operation. Rep is Hollingbery.

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This week's shipments included GE 50-kw amplifier to WKRC-TV, Cincinnati (Ch. 12) and 5-bay helical antenna to WILK-TV, Wilkes-Barre, Pa. (Ch. 34), and DuMont 500-watt transmitter with associated studio equipment to upcoming WTVY, Dothan, Ala. (Ch. 9), due on air next month. RCA Dec. 16 shipped 50-kw transmitter to KEYD, Minneapolis (Ch. 9), due on air this month.

Response to color projection unit offered to set manufacturers has been "encouraging," according to Samuel Sheard, mgr. of Mechtronoptics Divs., American Optical Co., Southbridge, Mass., who reports that 6 unidentified set makers have ordered one or 2 units each. During Hazeltine's demonstration of unit at Garden City, L. I. (Vol. 10:49), Sheard requested that manufacturers place their orders by Dec. 15. Several set makers seem quite serious about the unit, Sheard said, noting that they want to visit plant, etc. "I'd rather have one substantial customer than 16 luke-warm companies," he said. Target date for delivery of the samples is April 1, but he hopes to beat it. Though Sheard preferred not to disclose identities of the 6 customers, Hazeltine v.p. Arthur Loughren noted that "they're the larger companies; smaller companies are generally afraid that any color activity involves dealing with bigger chips than they can handle."

**How to sell color sets?** The deluxe treatment is urged by Judson C. Burns, Philadelphia CBS-Columbia distributor, which included in suggestions to its dealers: (1) Give potential customers 2 weeks' notice of demonstration. (2) Meticulous alignment of sets. (3) Serve refreshments, getting viewers to store half-hour early. (4) Have set on monochrome before color starts, getting dramatic effect with start of color show. (5) "Make a general explanation about financing, to save an individual embarrassment of asking this question publicly."

**Dec. 20 week's network color schedules:** CBS-TV—Dec. 23, *Shower of Stars*, 8:30-9:30 p.m.; Dec. 25, *Holy Night*, 4:30-5 p.m.; Dec. 26, *Omnibus*, "The Merry Widow," 5-6:30 p.m. NBC-TV—Dec. 23, *Dragnet*, 9-9:30 p.m. and *Ford Theatre*, 9:30-10 p.m.

**Shipments of 3-V color film cameras** reported by RCA this week: WSB-TV, Atlanta; WBAL-TV, Baltimore; KRON-TV, San Francisco.

A 40-min. color film, *Reaching for the Rainbow*, has been completed by Leo Burnett agency for demonstrating color TV film techniques.

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

KFJI-TV, Klamath Falls, Ore. (Ch. 2), just granted Dec. 1, will begin construction "as soon as possible," reports owner W. D. Miller, operator of pioneer radio KFJI, Klamath Falls, as well as KWIN, Ashland, Ore. He plans to buy GE 5-kw transmitter, 3-bay antenna and studio gear, but hasn't set target because of possible delays due to bad weather or equipment delivery. It will be state's fifth TV. Alan K. Abner, KFJI mgr., will be TV-radio mgr., assisted by W. Don Miller, KFJI commercial mgr. Rep not yet chosen.

KOTA-TV, Rapid City, S. D. (Ch. 3), granted Dec. 8, has ordered RCA equipment, aims for June 1 start, reports gen. mgr. Leo Borin. It plans to use 300-ft. Fisher tower formerly used by FM, build studio-transmitter building at Skyline Drive site. Rep will be Headley-Reed.

WAGE-TV, Marquette, Mich. (Ch. 6), negotiating for new site, won't be on air until next June, reports 66% owner Jerome Sill, who also owns 25% and is gen. mgr. of WMIL, Milwaukee, Ch. 6 applicant there. Make of equipment and name of rep not reported.

KLOR, Portland, Ore. (Ch. 12), delayed by protests until last week when FCC denied petition for reconsideration of CP, plans Feb. 20 test patterns, March 10 ABC programming, reports gen. mgr. S. John Schile, ex-KUTV, Salt Lake City. RCA 25-kw transmitter is due for Jan. 15 delivery and 230-ft. Ideco tower with 12-bay antenna is scheduled to be ready Feb. 1. Owners are local businessmen headed by industrialist Henry A. White and Julius L. Meier Jr. of Meier & Frank dept. store. Base rate will be \$550. Rep will be Hollingbery.



**TV OUTPUT NEARS 7 MILLION; 3 WEEKS TO GO:** Despite warning of rising inventories and all that implies (Vol. 10:49-50), TV production keeps rolling at undiminished rate. Output totaled 220,895 units in week ended Dec. 10, compared to 224,727 in preceding week and 173,968 in 4-day Thanksgiving Week, reports RETMA.

It was year's 49th week by RETMA statistical calendar and brought production for year to date to about 6,725,000, with 3 weeks to go. As Xmas and New Year's Day fall on Saturdays, little interruption to normal work schedules is expected -- and, as a result, production for year is expected to equal, perhaps exceed, last year's total of 7,214,787. TV's record production year was 1950 (7,463,800 sets).

Radio production totaled 318,465 (116,197 auto), highest weekly output in 20 months, comparing to 303,759 preceding week and 250,519 in week before. For 49 weeks, radio output was 9,700,000 -- indicating year's production of 10,500,000. (For industry leaders' predictions of 1955 TV-radio output, see Topics & Trends of the TV Trade, p. 13.)

**DEPT. OF JUSTICE SUIT—(Cont. from p. 1):** Philco pres. James H. Carmine denied charges of illegality, branding suit "a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors." He called Govt. action "a sweeping attack upon an established distribution system which has been widely used for years by manufacturers of brand-named products to protect the public." (Full text of Carmine's statement is on p. 12; for full text of Justice Dept. complaint, see Special Report herewith.)

Justice Dept. official called Carmine's statement incorrect. He said Philco agreements go beyond anything existing in industry and amount to outright "boycott" of dealers who are unable to acquire Philco products from local distributors. Boycotting, he added, is specifically prohibited by anti-trust laws.

Philco's position is that ban on trans-shipping is absolutely necessary to protect distributors in exercise of their territorial rights. It contends, too, that provision banning re-sale to other retailers is company's assurance that the dealer is not thereby usurping the functions of a wholesaler. Finally, it defends its policy of not permitting competitive lines on the ground that it wants its distributors to be "Philco distributors only, not a clearing house for other brands."

Action came as no surprise to Philco -- or, for that matter, to legalites of several other manufacturers, who commented privately at time of company's widely-publicized announcement of franchise agreements that they seemed unnecessarily restrictive, if not illegal. Justice Dept. acted on complaints from unidentified distributors and/or retailers; shortly after Labor Day it had asked company to furnish copies of contracts. Since then, company lawyers had been in continuous contact with Govt., though efforts to head off anti-trust suit proved fruitless.

Concept behind suit actually dates back several years, says one highly-placed Washington lawyer. Since then, he declares, an urge to "test" the legality of the historic American distribution system of territorial exclusivity has been building up in Justice, fostered by a New Deal coterie but often acquiesced in by businessmen willing to accept the challenge to the system. Justice spokesmen denied any such intent in Philco suit, saying only motivation was its interest in seeing that anti-trust laws were not being violated by company's agreements.

Effect of the suit on industry as a whole is difficult to calculate, in the light of the apparently conflicting philosophies. Justice insists the system of territorial exclusivity is not under attack, merely the "evils" of the Philco plan. Philco, on the other hand, contends it's the system that's being fought, and if the suit is successful, it may be forced into widespread factory distributorships.

The penalty provisions in the Philco agreement, which distinguish it from

other distributor agreements now in industry are known to be a target of Justice. These provisions, which a Justice official called "police powers", include forcing a distributor to buy back goods trans-shipped from his territory at cost & freight, cutting off shipments to distributors when inventories reach a certain level, etc. Philco defends these penalties as necessary to enforce reasonably the franchise agreements. One trade observer familiar with complexities of case commented:

"The Government's attitude seems to be that it's all right to have your own territorial agreements so long as you don't try to enforce them. The minute you try to give real meaning to a franchise, to make it worth something by providing penalty for non-compliance, then it seems to become illegal. To me it doesn't make sense."

Distributor arrangements of other manufacturers admittedly do not go quite so far as Philco's in the matter of enforcement. In most cases, trans-shipping is not barred in writing, though there is a "gentlemen's agreement" not to do it. Unlike Philco, these companies normally do not penalize their independent distributors for trans-shipping. In re-sale of merchandise to unauthorized retailers, Philco's policy is generally considered more strict than that of its competitors.

Other manufacturers declined public comment, pending further study of complaint. As for retailers, NARDA managing director A.W. Bernsohn said "my sympathies are all with Philco in this matter," echoing a sentiment expressed privately by several manufacturers we contacted. Bernsohn reasoned thus:

"Utter chaos would result without an orderly distribution of merchandise on a territorial basis. The sense of proprietorship over a line would be lacking. No sensible control over inventory would be possible."

Next step is Philco's reply, to be filed in Philadelphia Federal Court in 20 days from original suit. It is expected to be a general denial of charges, coupled with request for dismissal of complaint. Worth Rowley, special asst. to Attorney General, is in charge of prosecution, aided by Allen A. Dobeay and William F. Rogers.

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PHILCO pres. James H. Carmine issued following statement in reply to Justice Dept. anti-trust suit charging use of illegal restrictions on distributors and retailers (see pp. 1 & 11):

"Through the years Philco has built up a loyal organization of more than one hundred independent wholesale distributors whose function has been to provide the public with quality products on a volume basis at the lowest possible price. Our philosophy has been that each distributor should handle a designated territory and select active loyal dealers who will promote Philco products at the retail level, and provide the sales and service facilities which the public expects and to which we feel it is entitled.

"In a sweeping attack upon an established distribution system which has been widely used for years by manufacturers of brand name products to protect the public, the Government is attempting to impose an entirely new concept of anti-trust regulation and business control. The Government's suit against Philco is a radical departure from previous legal precedence. It also presents a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors. It will force manufacturers to establish their own distributing subsidiaries and it might well result in the end of many small businesses which are now serving the public as independent wholesale distributors.

"Philco does not think it violates the anti-trust laws when it seeks to have its product handled by dealers who have been trained in Philco's standards of honest representation and full service to the customer. A manufacturer of home appliances, like a television set, a refrigerator, or home freezer has, in Philco's opinion, a continuing obligation to have service and warranty facilities constantly available for the benefit of the purchaser. If its products are bandied about by untrained, unfranchised dealers unknown to the manufacturer and unequipped to

give service to the purchaser, not only the manufacturer, its distributors and the dealers selected by them will suffer, but most importantly the public will suffer. We have every confidence that we shall be able to convince the Court of the reasonableness of our constructive philosophy of distribution."

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DISTRIBUTOR NOTES: Admiral appoints Fay-San Distributors Inc., 57 Mt. Hope Ave., Rochester, N. Y. (Ben L. Kulick, pres.), replacing Stewart Wholesalers Inc. . . . Hallicrafters: Gimbel Bros., Baltimore, replacing Lincoln Sales Corp. . . . Arvin: Southwest Wholesale Furniture & Appliance Co., Ft. Worth; Gem Electronics, Hicksville, L. I.; Davis Radio Distributors, Mt. Vernon, N. Y. . . . Bendix Radio: Forster Co., 209 S. Franklin St., Tampa (E. C. Forster, pres.) . . . Olympic: Harrisburg Radio Lab Supply Co., 1124 Market St., Harrisburg, Pa. . . . Leo J. Meyberg Co., San Francisco (RCA) promotes TV sales mgr. Parsh Henry to v.p. . . . Philadelphia Distributors (Stromberg-Carlson) appoints Al Bloom gen. sales mgr. . . . Associated Distributing Co., Columbia, S. C. (Admiral) appoints Charles Clark adv. & sales promotion mgr. . . . Westinghouse Electric Supply Co., San Antonio, names Theodore B. Kling consumer products mgr., replacing Ralph Neutzling, resigned . . . Emerson-New York moves to new quarters at 524 W. 23rd St.

Stewart-Warner is getting out of TV and possibly radio fields, according to trade reports. Repeated efforts to get confirmation were met with complete silence on part of Stewart-Warner executives. Such reports, when they emanate from more than one distributor and/or labor sources usually turn out to be accurate. Also rumored again is possible IT&T sale of its Capehart-Farnsworth TV-radio operations, along with long-discussed disposition of its Coolerator subsidiary.



**Topics & Trends of TV Trade:** Looking ahead to 1955 trade, 3 industry leaders released year-end statements this week and with one accord confidently forecast healthy TV-radio business next year. It will be comparable, roughly, to 1954—with color exerting minimal effect.

Motorola pres. Paul V. Galvin foresees retail sales next year of 6,600,000 TVs, 6,500,000 radios (not including auto radios); Admiral pres. Ross Siragusa puts figures at 6,500,000 TVs, 10,000,000 radios; RCA chairman David Sarnoff figures TV production at about 6,000,000, radio sales totaling 10,000,000 (including auto radios)—and he said TV sets in use would number 38,000,000 by end of 1955. (For Gen. Sarnoff's comments on electronics progress, see p. 14.)

Said Galvin: "Sales in the first quarter should approximate those for the same period in 1954, and the first half should be a strong one relative to the whole year. The breadth of the consumer market is such now that a total inventory of about 2,000,000 pieces should not be distressing. A note of caution is in order, however, regarding any buildup of inventories beyond their present level. We are contemplating reduced first quarter production.

"Color TV will be an exciting aspect of competition, but will not be a decisive sales factor in the first half of 1955. The evolution of color will continue, with more definite outlines of the initial market taking shape and with the consumer becoming more aware of, and more interested in, the growing pattern of color programming. The rate of progress of color TV is so intimately involved with questions of tube costs, engineering and program availability that individual forecasts of unit sales are not significant at this juncture."

Said Siragusa: "Industry sales for 1954 may reach 7,000,000 TV sets. We look forward to 1955 with cautious optimism. Consumer savings are at a record high. Employment and wages are stabilized at a high level. New housing units are estimated in excess of 1,250,000 units. We plan additional plant expansion during 1955 and have 5 production facility projects on the drawing boards at present. We believe industry TV sales will be off slightly during 1955 [to a] still healthy 6,500,000 sets.

"Color TV will continue to develop and grow slowly. From 100,000 to 200,000 color sets will be sold during the year. We at Admiral still are not satisfied with the present color tubes. First, they are too complex. Second, they

are round and cumbersome instead of rectangular. Lastly, the present tube sizes are not standard and the resultant cost is far too high. Mass production of color receivers at prices the public can afford will not be feasible until a color tube is available at approximately \$50 to \$60."

Said Gen. Sarnoff: "TV is destined for new advances, both in technical design and in programming. An outstanding development in 1954, the RCA 21-in. color tube, operating with the magnetic equalizer which maintains color purity to the very edges of the picture, is now in production. It is certain to stimulate production of color sets by others in the industry as well and will lift color TV 'off the ground' and into the market.

"At the opening of 1955 there will be more than 420 TV stations in operation in the United States, 140 of which will be equipped to handle network color programs. More than 90 new TV stations began operation in this country during 1954. In Canada, 26 TV stations are expected to be on the air by early 1955. TV on an international scale is not too far away. It is bound to be achieved in TV as it was in radio."

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James D. Secrest, RETMA exec. v.p., predicted retail sales of TVs this year would exceed 7,000,000, for new record. Addressing business forecast seminar of U. S. Chamber of Commerce Dec. 16, he said that while black-&-white unit sales next year are expected to be below 1954 level, the dollar value would equal or exceed this year's total—due mainly to "rock bottom" prices of black-&-white sets this year plus boost in total income resulting from sale of high-priced color sets next year.

Emerson ships 5000 TV sets to Govt. of Colombia, for sale through Colombian army commissary, along with field engineers to train Army technicians in installation and servicing, under supervision of Joseph Kattan, v.p. & gen. mgr. of Emerson Radio Export Corp.

Hoffman Radio's change of name to Hoffman Electronics Corp., indicating its diversified operations (Vol. 10:49), became official Dec. 15 following approval by stockholders.

Sylvania's purchase of CR tube facilities of National Union Electric Corp. (Vol. 10:48-49) was approved this week by stockholders of both companies.

Westinghouse's electronic tube div. at Elmira on Dec. 14 turned out its 1,000,000th TV picture tube, presented it at ceremonies to div. v.p. R. T. Orth.

**Trade Personals:** Raymond W. Durst, Hallicrafters exec. v.p. since 1936 when he left old Echophone Radio Corp., elected pres., as Wm. J. Halligan assumes newly created post of chairman of board . . . Michael D. Kelly, TV sales mgr., named Hallicrafters director of marketing for TV & home radio, Wm. J. Halligan Jr. director of marketing for communications sales, assuming the duties of the late Richard A. Graver; Caleb A. Shea, midwest district sales mgr., named TV-radio distribution director under Kelly . . . Don G. Mitchell, Sylvania chairman, named by President Eisenhower to committee planning White House Conference on Education in Nov. 1955 . . . Harold M. Zimmerman, ex-RCA, named CBS-Columbia purchasing agent for govt. operations, reporting to operations director Will James . . . Herbert A. Johanson retires as Wells-Gardner sales v.p., his duties assumed by Grant Gardner . . . Sheldon F. Myers, Westinghouse TV-radio adv. & sales promotion mgr., named gen. mgr. of new mid-Atlantic region, headquartering in Philadelphia . . . James E. Madden, ex-Emerson, named Motorola Texas regional mgr., Dallas, reporting to southwestern regional mgr. L. O. Braden . . . Howard S. Gleason, from TV-radio div., named mgr. of Stromberg-Carlson's new automation research group, serving as part of research dept. . . H. E. Rice, mgr. of Cana-

dian Westinghouse TV-radio div., named mgr. of new tube div., reporting to L. A. McCalpin, gen. mgr. for lamps & tubes . . . A. E. Keleher Jr. promoted to product mgr. of Raytheon communications equipment dept., Waltham, Mass. . . A. C. Boss promoted to Bendix Radio chief field engineer, assisted by John P. Brocki . . . Paul W. Tanner promoted to Arvin TV-radio sales director, succeeded as gen. sales mgr. by Weldon L. Payne . . . Jack Tenney, ex-Borg-Warner, named sales mgr. of Admiral refrigeration div., replacing Joseph Halpin, resigned . . . Samuel Olchak, ex-Tele King, named gen. sales mgr., Regal Electronics Corp. . . H. Myrl Stearns, exec. v.p. of Varian Assoc., Palo Alto, Cal. (klystrons), elected chairman of San Francisco Council, West Coast Electronic Mfrs. Assn. . . Fred Myers, director of field engineering, elected a v.p. of Brubaker Mfg. Co., 9151 Exposition Dr., Los Angeles (components) . . . Warren Dean appointed contract mgr., Crescent Industries, Chicago . . . Edward W. Butler, ex-Federal, named sales v.p., Speer Carbon, St. Marys, Pa.

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A. A. Cambre, ex-v.p. of Oliver Iron & Steel Corp., named asst. to Stewart-Warner pres. Bennett Archambault with assignment to study possibility of acquiring new businesses and new products.

**Electronics Reports:** "The electron and the atom, 2 of the most powerful forces in Nature, will give increased impetus to the industrial revolution already under way. There are definite indications that electricity for commercial use will be generated from atomic energy, and that atomic power for the home will be a reality within the next decade. Electronics will lift burdens from the backs and remove toil from the hands of man; electronic eyes will see afar, and electronic brains will perform many routine tasks in the new age of automation which will highlight the scientific and industrial developments of 1955."

Thus RCA chairman Brig. Gen. David Sarnoff described America's electronic-atomic future in year-end statement. On the specifics of electronic industry, he estimated 1954 sales by the industry at more than \$10 billion, predicted 10% increase in 1955. For TV industry, his most exciting prediction was practical use of TV tape recorder unit next year. One such unit, he said, "will soon be installed by NBC for field-testing as a simple, rapid and economical means of storing complete TV programs for rebroadcast."

He reiterated previous predictions of perfection of light amplifier, which will "revolutionize TV" by freeing picture from surface of CR tube, of "electronic light" making possible new forms of illumination, of stepped-up use next year of transistors and printed circuitry.

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Gross factory sales of electronic equipment for industry and Govt. totaled more than \$5 billion in 1954, divided about equally between military and commercial sales, RETMA exec. v.p. James D. Secrest said in talk to U. S. Chamber of Commerce. "If the industry's definition is broadened to include radio & TV broadcasting, set servicing and retail merchandising," he added, "the dollar volume rises above \$8 billion." Before World War II, he said, the electronics industry consisted of 55 set and equipment manufacturers and some 200 component makers with gross factory billings of \$250,000,000. Today the industry includes about 2000 firms. Military procurement of electronics is at annual level of about \$2.5 billion, he estimated, and "electronics will be one of the last industries to feel the knife in any curtailment of armaments."

First microwave system to operate in 2450-2700 mc band was announced this week by RCA. New MM-26 system is designed for industrial requirements of utilities, pipelines, turnpikes, etc., and will permit establishment of new microwave stations in geographic areas already "closed" or crowded, RCA announcement said. System is said to have approximately half the spectrum requirements of most other systems as result of new techniques for circuitry and multiplexing equipment, provides up to 30 voice channels and uses conventional triode tubes and standard circuitry.

Servomechanisms Inc., which earned \$400,603 (53¢ a share on 760,600 common shares outstanding) on sales of \$9,198,480 in 9 months ended Sept. 30, compared to \$276,613 (36¢) on sales of \$9,997,429 in same 1953 period, is offering \$2,000,000 of 5% convertible debentures due in 1966 through Van Alstyne, Noel & Co. The debentures will be convertible into common stock on or before maturity at initial conversion price of 12½, or at rate of 80.8 shares per \$1000 debenture, redeemable at option of the company at 105% on or before Dec. 1, 1955.

Standardization of components in field of automatic production of electronic equipment is goal of new automation committee set up this week by RETMA engineering dept. Staff-level committee headed by GE's Walter Hausz is divided into subcommittees on terms & definitions, geometric or modular requirements, component requirements for automation, and automatic testing.

"**CENTERCASTING**," a system of fast electronic opinion polling, was described at Dec. 16 luncheon of National TV Film Council in N. Y. by inventor-consulting engineer Dr. Alfred N. Goldsmith, former RCA chief engineer and onetime editor of *Proceedings of the IRE*, who has long sought ideal which has so far eluded scientists. Dr. Goldsmith believes his system, for which he claims several patents, avoids disadvantages of several similar developments. Here's how "centercasting" would work:

In city like New York, 1000-2000 carefully selected homes would be equipped with small microwave transceivers. Central station would send out pulses, triggering home sets in sequence. Each home device would have loudspeaker and/or teletype with which central station could ask questions. Respondent would push one of 5 buttons, giving his answer—ranging from "emphatically yes" to "emphatically no." Computers at central station would collect, sort and analyze answers in seconds. In addition, TV or radio set could be equipped to show, almost instantaneously, programs watched or heard.

Cost of system in New York would run "about that of a medium-sized TV station," according to Dr. Goldsmith—presumably \$250,000-\$500,000. Spectrum space is no problem, he said, because "only kilocycles, up in the megacycle range, would be needed." Propagation wouldn't be troublesome either, he added, because home transceivers would radiate pulses with ERP "in the kilowatts," though rooftop antennas might be required in a few cases.

He reports several organizations interested, expects decision early next year. It would take 12-18 months to put it into operation, he said. Previous attempts at similar systems—by CBS, Pulse, NBC et al.—failed, Dr. Goldsmith said, because they couldn't show number of responses, who answered, categories of responses, etc.

Philip F. LaFollette, Hazeltine Corp. director since 1947, currently associate gen. counsel, and onetime Governor of Wisconsin, becomes pres. of Hazeltine Electronics Corp. Jan. 1, succeeding Fielding S. Robinson, retiring. W. M. McFarland elected director & exec. v.p. for administration; O. M. Dunning, v.p., elected director; Webster H. Wilson, asst. v.p., appointed head of govt. & commercial dept.

Richard S. Huxtable, ex-pres., Federal Fawick Corp., Cleveland, elected pres. of new Morrow Products Inc., Cleveland developer of electrical & electronic equipment, and a director of Teletron Inc., manufacturer of electronic components.

Ketay Instrument Corp., New York, has purchased majority interest in Vari-Ohm Corp., Amityville, L. I. (potentiometers). Ketay announced last month it would merge with Norden Laboratories Co., the new corporation to be known as Norden-Ketay Corp. (Vol. 10:46).

Electronics Corp. of America, Cambridge, Mass., has acquired business of W. S. MacDonald Co., manufacturer of Magnefile, electronic business machine, with W. S. MacDonald and his staff joining ECA business machines div.

Litton Industries Inc., Beverly Hills, Cal. electronic component and assembly manufacturer, has purchased USECO Inc. (formerly U. S. Engineering Co.), Glendale, Cal., maker of printed circuits.

Henri G. Busignies, who in 1941 assisted in its formation and has been its technical director, elected exec. v.p., Federal Telecommunications Labs div. of IT&T.

Dr. William Firestone, mgr. of Motorola research dept. advanced investigation section, takes on added duties of asst. chief engineer.

Dr. George L. Haller, dean of Penn State College of Chemistry & Physics, appointed mgr. of GE laboratories dept., Syracuse.



Full Text of Complaint

**Department of Justice Civil Action Against Philco Corp.**

Filed in United States District Court for Eastern District of Pennsylvania, December 15, 1954

(For story, see *Television Digest*, Vol. 10:51)

IN THE UNITED STATES DISTRICT COURT  
FOR THE  
EASTERN DISTRICT OF PENNSYLVANIA

UNITED STATES OF AMERICA,  
*Plaintiff,*

v.

PHILCO CORPORATION,  
*Defendant.*

Civil Action No. 18216

**COMPLAINT**

The United States of America, by its attorneys, acting under the direction of the Attorney General of the United States, brings this civil action against the above-named defendant and complains and alleges as follows:

**JURISDICTION AND VENUE**

1. This complaint is filed and these proceedings are instituted against the above-named defendant under Section 4 of the Act of Congress of July 2, 1890, c. 647, 26 Stat. 209, as amended, entitled "An Act to protect trade and commerce against unlawful restraints and monopolies," commonly known as the Sherman Act, and under Section 15 of the Act of Congress of October 15, 1914, c. 323, 38 Stat. 736, as amended, entitled "An Act to supplement existing laws against unlawful restraints and monopolies and for other purposes," commonly known as the Clayton Act, in order to prevent and restrain continuing violations by the defendant, as hereinafter alleged, of Section 1 of the Sherman Act, and of Section 3 of the Clayton Act.

2. The defendant maintains offices, transacts business, and is found within the Eastern District of Pennsylvania.

**DESCRIPTION OF DEFENDANT**

3. Philco Corporation (hereinafter referred to as "Philco"), a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its principal place of business at Philadelphia, Pennsylvania, is hereby made defendant herein.

**DESCRIPTION OF CO-CONSPIRATORS**

4. The wholesale distributors of Philco products, not made defendants herein, participated as co-conspirators with the defendant in the violations of Section 1 of the Sherman Act hereinafter charged. These co-conspirators are all those wholesale distributors of Philco products who signed a 1954 "Distributor Agreement" with Philco at or subsequent to the August, 1954, Philco wholesale distributors' convention held in New York City, and are all the Philco approved wholesale distributors that sell Philco products.

5. The aforesaid wholesale distributor co-conspirators are also parties with the defendant to the unlawful agreements in violation of Section 3 of the Clayton Act hereinafter charged.

**NATURE OF TRADE AND COMMERCE**

6. The defendant Philco manufactures and sells in interstate commerce to wholesale distributors located throughout the United States Philco products which include home radio receivers, phonographs, television receivers, refrigerators, freezers, air conditioners, and electric ranges, as well as accessories and repair and replacement parts for use with said products. The defendant Philco is one of the major manufacturers in the United States of most, if not all, of said products.

7. With the exception of Philco Distributors, Inc. (P.D.I.), a wholly owned subsidiary of Philco, which acts as the distributor of Philco products in the four largest cities of the United States, Philco sells Philco products to approximately 130 independent wholesale distributors located throughout the United States. These approximately 130 wholesale distributors in turn sell Philco products to retail dealers, and the retail dealers in turn sell Philco products to consumers. Both the wholesale distributors and the retail dealers sell Philco products in interstate commerce.

8. From the manufacturing plants of Philco there is a continuous flow in interstate commerce of Philco products to wholesale distributors, thence to retail dealers, and thence to consumers throughout the United States.

**VIOLATIONS OF SECTION 1 OF THE  
SHERMAN ACT**

9. Beginning in or about August, 1954, and continuing up to and including the date of the filing of this complaint defendant Philco and the co-conspirators have been and are now engaged in an unlawful combination and conspiracy, and have been and are now parties to unlawful contracts, agreements, and understandings, among themselves and with retail dealers, in unreasonable restraint of interstate and foreign trade and commerce in Philco products, all in violation of Section 1 of the Sherman Act as amended. The defendant is continuing and will continue said offenses unless the relief hereinafter prayed for is granted.

10. The unlawful combination and conspiracy referred to in the preceding paragraph of this complaint consist of a continuing agreement, understanding and concert of action among the defendant and the co-conspirators, the substantial terms of which are that they agree that:

(a) Wholesale distributors of Philco products will not sell or ship such products outside of the specific sales territory in the United States allotted to the wholesale distributor by Philco, and will not sell or ship such products to any customer located in a foreign country;

(b) Wholesale distributors of Philco products will not compete in the sale of such products with other wholesale distributors of Philco products;

(c) Wholesale distributors of Philco products will require retail dealers to whom they sell Philco products to agree to resell such products to consumers only;

(d) Philco may purchase, for the account of the distributor and return to the distributor, all Philco products

which have been sold and shipped by either (1) the wholesale distributor or (2) a retail dealer customer of the wholesale distributor, outside of the allotted sales territory of the wholesale distributor who originally purchased the products from Philco, and the wholesale distributor will be liable to Philco for the repurchase price of such products, plus freight;

(e) Wholesale distributors will refrain from selling Philco products to retail dealers for resale to other retail dealers;

(f) Wholesale distributors will refrain from selling Philco products to any retail dealer who is not approved as a retail dealer of such products by Philco and the wholesale distributor located in the same sales territory in which the retail dealer is located;

(g) Wholesale distributors of Philco products will submit to Philco detailed reports of sales, shipments, and inventories, and will submit to rigorous inventory controls by Philco, for the purpose of enabling Philco to discover any departure by a wholesale distributor from the terms of the conspiracy, and for the purpose of eliminating the need for price cutting and liquidation of Philco stocks;

(h) Retail dealers of Philco products will not sell Philco products to other retail dealers or to any person other than a consumer.

11. The unlawful contracts, agreements, and understandings referred to in paragraph 9 of this complaint are among the defendant and co-conspirators and with retail dealers and embody the specific substantial terms of the unlawful combination and conspiracy as set forth in sub-paragraphs (a) to (h), inclusive, of the preceding paragraph of this complaint.

12. For the purpose of carrying out the aforesaid unlawful combination and conspiracy and the aforesaid unlawful contracts, agreements, and understandings, the defendant and co-conspirators, by agreement and concert of action, have done the things which as hereinabove alleged they conspired and agreed to do.

#### VIOLETIONS OF SECTION 3 OF THE CLAYTON ACT

13. Beginning in or about August, 1954, and continuing up to and including the date of the filing of this complaint, defendant Philco has sold Philco products to wholesale distributors on the condition, agreement and understanding that said wholesale distributors shall not use or deal in any similar products of any competitor of the defendant Philco, with the purpose and effect of substantially lessening competition in the sale of such products in interstate commerce and in violation of Section 3 of the Clayton Act as amended.

#### EFFECTS OF THE UNLAWFUL COMBINATION AND THE UNLAWFUL AGREEMENTS

14. The unlawful combination and the unlawful contracts, agreements and understandings hereinabove described have had the following effects, among others, as intended by the defendant and co-conspirators:

(a) Competition, including price competition, between wholesale distributors in the sale of Philco products to retail dealers has been eliminated;

(b) Wholesale distributors have been prevented from selling Philco products in foreign commerce;

(c) Retail dealers have been prevented from selling Philco products to other retail dealers;

(d) Wholesale distributors and retail dealers have been prevented from selling Philco products owned by them to customers of their own choice;

(e) All retail dealers, including those retail dealers who cut prices, not approved as retail dealers of Philco products by Philco and the wholesale distributor of Philco products located in the same sales territory in which the retail dealer is located, have been prevented from acquiring Philco products for resale and thereby eliminated as competitors in the sale of Philco products;

(f) Competition in the sale to wholesale distributors of products competitive with Philco products has been eliminated.

#### PRAYER

WHEREFORE, the plaintiff prays:

1. That the aforesaid combination and conspiracy and the aforesaid contracts, agreements and understandings of the defendant and co-conspirators in unreasonable restraint of interstate and foreign trade and commerce in Philco products be adjudged and decreed to be unlawful and in violation of Section 1 of the Sherman Act;

2. That the aforesaid sales by defendant Philco of Philco products upon the condition, agreement or understanding that the purchasers will not deal in any similar products of any competitor of Philco be adjudged and decreed to be unlawful and in violation of Section 3 of the Clayton Act;

3. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from being a party to agreements, contracts, relationships, understandings, or practices having the purpose or effect of continuing, reviving, or renewing any of the violations of the Sherman Act or the Clayton Act hereinbefore set forth and described;

4. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from imposing or attempting to impose any limitation or restriction upon the persons to whom or the territory within which wholesale distributors or retail dealers of Philco products may sell such products;

5. That the defendant Philco be required to advise all wholesale distributors of Philco products and all retail dealers in Philco products that they may sell such products to whomever and wherever they please;

6. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from requiring or attempting to require wholesale distributors of Philco products to submit to any inventory control requirements of Philco;

7. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from making a sale or a contract for the sale of Philco products upon the condition, agreement or understanding that the purchaser thereof shall not use or deal in similar products of any competitor of Philco;

8. That the defendant Philco be required to advise all wholesale distributors of Philco products that they may distribute one line of Philco products without any requirement that they also distribute any other line of Philco products, and that they may also distribute any product or products of any competitor or competitors of Philco without loss of their Philco distributorship by reason thereof;

9. That the plaintiff have such other, further and different relief as the nature of the case may require and the Court may deem just and proper;

10. That the plaintiff recover its taxable costs.

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**Financial & Trade Notes:** GE expects its electrical equipment business to be up 5-8% in 1955 after dropping 5% this year from record \$3,128,127,000 of 1953, according to pres. Ralph J. Cordiner, meeting with press this week. Fall-off this year, he said, was due to drop of about 20% in defense business. Optimism about next year is based on recent spurt not only in heavy electrical & industrial sales but in such consumer items as appliances and TV. He said GE's increase next year will better the 4-5% boost anticipated in national industrial production as a whole, predicting every 1955 quarter will be better for GE.

First 9 months of this year GE's sales totaled \$2.1 billion, down from \$2.3 billion in same period last year. Net after taxes went up \$1.63 per share, however, thanks to elimination of EPT, comparing with \$1.34. Sharp recovery of commercial business during final quarter has reduced decline for year as whole. Moreover, company is adjusting to peacetime economy by eliminating overtime operations. Some plants, including electronic tube, are still on 80-hour week.

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RCA sales of products and services will amount to approximately \$930,000,000 this year, chairman David Sarnoff reports. Net profits before Federal taxes will be approximately \$84,000,000, after taxes about \$40,000,000. Dividends declared during year totaled \$18,898,000 on common, \$3,153,000 on preferred. Final 1954 figures are due in latter Feb., but for first 9 months this year they were recently reported at record \$660,345,000 sales, \$27,557,000 earnings after taxes, or \$1.80 per common share (Vol. 10:43). In 1953, sales reached all-time high of \$853,000,000, up 22.9% from \$693,941,000 in 1952; profits after taxes were \$35,022,000 (\$2.27 per share), up from \$32,325,000 (\$2.10) in 1952.

Indiana Steel Products Co. pres. Robert F. Smith reported to shareholders Dec. 10 that operations resulted in net profit after Federal taxes of \$435,564, equal to \$3.06 per share, compared to \$2.19 per share for same 1953 period. Major portion of increase, he stated, is attributable to discontinuance of EPT, but percent of net income to sales before taxes was higher than in 1953. Sales figures were not disclosed, but for whole of 1953 net earnings were \$335,925, compared with \$306,565 in 1952. Company is distributing article from Sept. *American Business Magazine* titled "When the Proxy Fight Is Finished" and recounting growth since new control took over.

Hallcrafters Co. reports profit of \$104,294, or 13¢ a share on 825,000 shares outstanding, on sales of \$6,420,537 for Sept.-Nov. quarter, first quarter of its fiscal year. This compares with loss of \$483,380 on sales of \$8,064,888 in same 1953 quarter. At annual meeting this week, Harry J. Hemingway, pres. of Sessions Engineering Co., Chicago management consultants, was elected to board, replacing the late marketing v.p. Richard A. Graver, and Raymond W. Durst was elected pres., Wm. J. Halligan becoming chairman (see also Trade Personals).

CBS Inc. has borrowed \$13,000,000 from 2 insurance companies on 4½% notes due Jan. 15, 1973, proceeds to maintain cash reserves for general corporate purposes.

Dividends: Webster-Chicago, 5% stock dividend payable Dec. 31 to stockholders of record Dec. 24; Motorola, 37½¢ Jan. 14 to holders Dec. 31; Canadian Westinghouse, 50¢ Jan. 3 to holders Dec. 15; Electric & Musical Industries Ltd., 7¢ Jan. 3 to holders Dec. 21; Emerson Radio, 10¢ quarterly and 5¢ extra Jan. 14 to holders Jan. 4; Howard W. Sams Co., 10¢ Jan. 25 to holders Jan. 20; Olympic Radio, 1 share in Olympic Development Corp. for every 10 Olympic Radio held, Jan. 12 to holders Dec. 27.

Walt Disney Productions attributes to new *Disneyland* show on ABC-TV (137 U. S. stations, 15 Canadian) a "modest profit" contributing to earnings of nearly \$1 a share for fiscal year ended Oct. 31, comparing with 79¢ preceding year. Films made for the TV show are also expected to have a secondary value in the foreign market, while the *Davy Crockett* series of three 40-min. TV films will be packaged and sold abroad for both theatre and TV release. Disney family owns 355,000 to 652,000 common shares outstanding, Atlas Corp. holds 100,000, remainder is traded over the counter.

William S. Paley, CBS board chairman, in accepting the National Planning Assn.'s gold medal Dec. 13 for his work as head of the President's Material Policy Commission, revised upward that body's 1952 estimate that the gross national product would reach \$566 billion by 1975. It may reach a "whopping" \$700 billion, he declared, explaining that it's now running at annual rate of \$352 billion. He and Jean Monet, ex-chief of European Coal & Steel Community, were awarded medals for "outstanding contributions through planning to the betterment of human life."

Edward J. Noble, onetime chief owner of ABC and now chairman of finance committee of American Broadcasting-Paramount Theatres Inc. and chairman of board of Life Savers Corp., this week announced \$5,000,000 gift to Edward John Noble Foundation for endowment of education, charities, hospitals and in general field of philanthropy. Onetime chairman of Civil Aeronautics Authority, presently member of St. Lawrence Seaway Development Corp., Mr. Noble organized the Foundation in 1940 and gave it \$2,000,000 in 1953.

Forecasts for 1955 by Dun & Bradstreet economist Edwin B. George before League of Advertising Agencies in N. Y. this week: TV "is bound to go ahead." Radio faces "struggle." Newspapers & magazines will be "irregular." Economy as a whole will move upward, but "nothing spectacular." And—"most amazing thing" about the 1954 record was "the amount by which we didn't go down," which he ascribed in part to the economy's flexibility and to easing of tax rates.

More signs of better times for the movies: Warner Bros. cleared consolidated net profit of \$3,976,000 (\$1.60 a share) on operating revenues of \$72,093,000 in year ended Aug. 31; while direct comparison is not available due to 1953 reorganization, same group earned \$2,908,000 on \$70,157,000 in 1953 period.

Twentieth Century-Fox earned \$5,732,036 (\$2.17 a share on 2,644,486 common shares) in 39 weeks ended Sept. 25, compared to \$1,433,037 (52¢ on 2,769,486 shares) in corresponding period year ago. For 13 weeks ended Sept. 25, earnings were \$2,635,518 vs. \$1,274,728 same 1953 period.

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Zenith-Rauland counsel continued taking depositions from RCA executives in N. Y. this week in their \$16,000,000 counterclaim patent suit against RCA, GE & Western Electric—and RCA chairman Sarnoff has been ordered to answer questions when recalled. Judge Igoe, in Chicago Federal court Dec. 14, ordered that he must reply after RCA counsel had advised him not to answer certain questions until the court defined scope of the pre-trial depositions (Vol. 10:50). Meanwhile, neither the Dept. of Justice nor Zenith-Rauland suits appear to be stopping all RCA licensees from signing new 5-year license agreements dating from next Jan. 1. Although RCA refuses to divulge names of those signing, it's understood that, in addition to GE & Westinghouse, new contracts have been signed with DuMont, CBS, Emerson, Hallicrafters, Hoffman, Wells-Gardner, among the major TV-radio manufacturers, and with most of the smaller manufacturers.

**T**ELECASTING PROFITS passed radio's with a whoosh in 1953, FCC disclosed this week in releasing AM-FM financial data for 1953. TV profits (before Federal income tax) of \$68,000,000 compared with \$55,000,000 for radio—as contrasted with 1952's figures of \$55,500,000 for TV and \$60,100,000 for radio. Though figures on 1954 won't be known officially until late next year, there's every indication trend is continuing. (Final report of 1953 TV financial data was released Oct. 20, Vol. 10:43.)

Figures prepared by Commission's economic div. showed that 1953 total AM-FM revenues were **\$475,300,000**, up 1.1% from 1952, but that expenses went up 2.6% to \$420,300,000, making profits drop 8.4%. Total TV revenues for 1953 were \$432,700,000.

Radio networks and their 22 owned stations had total revenues of \$97,300,000, down 3.3%, profits of \$10,400,000, down 7.1%. Non-network owned-stations, numbering 2457, had revenues of \$378,000,000, up 2.4%, profits of \$44,600,000, down 8.8%.

Declining network sales and increasing expenses accounted for radio's drop. Network sales were off 10.4%, while spot increased 4.8% and local sales rose 4.1%.

Report is Mimeo. 14378, contains 6 tables, including market-by-market data useful for comparing stations' performance in various cities. Copies are available from FCC or we'll get you one.



Some 11 small-city stations formally signed contracts with CBS-TV this week as affiliates eligible to receive network programs under its "Extended Market Plan" (Vol. 10:49-50). At luncheon in Waldorf-Astoria Dec. 16, following signed: WMSL-TV, Decatur, Ala.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Cal.; KFXJ-TV, Grand Junction, Colo.; WINK-TV, Ft. Myers, Fla.; KLIX-TV, Twin Falls, Ida.; WFAM-TV, Lafayette, Ind.; KVOS-TV, Bellingham, Wash.; WDXI-TV, Jackson, Tenn.; WBOC-TV, Salisbury, Md.; WCBI-TV, Columbus, Miss. The 11 stations have gross 30-min. evening rate of \$384, said Edward P. Shurick, CBS-TV director of station relations. Consequently, an advertiser can buy all 11 stations as single package for \$346, after 10% discount, he said.

Opponents of subscription TV urged FCC not to accept Zenith's "immediate commercialization" petition (Vol. 10:49) before they have chance to comment. Joint Committee on Toll-TV, through counsel Cohn & Marks, attorneys for Theatre Owners of America, said Zenith's proposal "would drastically revise the present pattern of broadcasting, and would result in fundamental changes in the philosophy of the Communications Act of 1934" and should therefore not be acted upon until opposition has its say. Non-exhibitor members of JCTT weren't disclosed, are expected to be when comments are filed—some time after Jan. 1.

Experimental uhf satellite was sought this week by applicant from the "illegal booster country" of Washington (Vol. 10:47). Manson Community TV Co., Manson, Wash., filed with FCC for 10-watt Ch. 16 station to repeat signals of KXLY-TV, Spokane. Manager is to be George St. Peter, mgr. of Mid-State Radio Supply Inc., Wenatchee, electronics distributor. George Frese is engineer, Jon H. Phelps counsel. Adler equipment is specified. Another experimental application came from Product Development Co., Kearny, N. J., for testing TV transmitting antennas on Ch. 7-13 with 50 watts.

Power & height increases: WSUN-TV, St. Petersburg (Ch. 38), Dec. 9, to 205-kw ERP; WKNB-TV, New Britain, Conn. (Ch. 30) to 210-kw. KCRG-TV, Cedar Rapids, Ia. (Ch. 9) has filed with FCC to build 1079-ft. tower, for use next spring, with 316-kw ERP.

Television Bureau of Advertising (TvB) launched membership drive Dec. 16 with mailing of 28-p. booklet setting forth in questions and answers the aims, functions and organization of TV's new sales and promotion bureau headed by Oliver Treyz. At press conference same day in New York's Waldorf-Astoria Hotel, membership committee chairman Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington, W. Va., announced TvB had already raised 40% of its \$400,000 annual budget through dues. He said stations already signed up as members represent "all rate classifications in markets of all types and sizes, of both group and single ownerships, distributed throughout the entire nation." Announcement of charter members, representing stations which sign this year, will be made sometime in Jan., said Rogers.

Experimental Florida-Cuba TV link in uhf band, requested by AT&T (Vol. 10:40, 45, 49), was granted this week by FCC, which assured NARTB it needn't worry that use will be permanent. NARTB fears interference to uhf stations. Grant is for use of 716-890 mc, instead of the 680-890 mc sought by AT&T. Though phone company gives no date for start of experiments, it's believed test transmission will begin early next year.

Two more satellite applications were filed with FCC this week—both vhf—bringing total applications pending to 175 (16 uhf). Week's filings were for Roseburg, Ore., Ch. 4, by KVAL-TV, Eugene, Ore., and for Hilo, Hawaii, Ch. 9, by KGMB-TV, Honolulu. [For further details about applications, see *TV Addenda 19-W* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

Mexico's first satellite is Ch. 7 repeater in Puebla of Romulo O'Farrill's XHTV, Mexico City. (Ch. 4). It's a joint project of O'Farrill-Azcarraga interests, now considering merger (Vol. 10:49), providing service to small town 70 mi. distant. French equipment is used for outlet with 600-watts ERP.

### Next TV Factbook—Pre-Print Orders

**S**PRING 1955 edition of our *TV Factbook*, which has become a sort of "World Almanac" of the entire TV-radio industry, will be off the presses week of Jan. 17—the 20th semi-annual volume containing basic data on all U. S. and Canadian stations & networks (including digests of rate cards), lists of TV stations throughout the world, complete allocation tables and tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The *Factbook's* new features are lists of color-equipped stations, list of Armed Forces TV stations around the world, a directory of British TV-radio & tube manufacturers—and a new and handier Index to Contents. All reference departments are brought up to date—such as the directories of stations, national sales representatives, advertising agencies, program producers & syndicators, set & tube manufacturers, the FCC, TV-radio attorneys, engineers & consultants, laboratories, etc. Also updated are the various statistical references relating to TV & radio time sales, set & tube production, shipments, inventories, financial status of major electronic manufacturers, etc. There are other features, too, including a revised copy of our 43x29-in. Map of TV Cities and interconnections, in color, suitable for mounting. One copy of the semi-annual *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 10, cost \$1.50 each; single copies, \$4.00.



**MARTIN CODEL'S**

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

# Television Digest

with **ELECTRONICS** REPORTS

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December 25, 1954

## SUMMARY-INDEX OF THIS WEEK'S NEWS

COMMISSION BALKS AT SENATE REQUEST from Bricker and Jones to give investigators confidential TV financial data, saying such release may be illegal (p. 1).

WEST PALM BEACH & CHAPEL HILL VHF stations starting as Portland (Me.) uhf quits air; Canada's 24th starts in Halifax; U. S. total now 423 (p. 2).

NEW COMMUNITY ANTENNA DIRECTORY shows total of 302 systems, averaging 740 subscribers each, with 150,000-175,000 homes served (p. 3).

FIGHTS BEFORE FCC INCLUDE Steubenville site move, oral argument featuring newspapers & "diversification" in Beaumont and Tampa cases (p. 4).

BATTLE OF THE MEGAWATT RAGES in Wilkes-Barre, with outcome of undeclared race still in doubt; Storer gets amplifier for his new Miami uhf (p. 7).

TRADE GOES TO CHICAGO MARTS for 2 weeks starting Jan. 3, but the few new drop-in TV models on display will contain no revolutionary features (p. 8).

PRINCIPLE OF LIGHT AMPLIFICATION demonstrated by GE scientists—with vast implications in future of TV, X-ray, illumination and other fields (p. 9).

ELECTRONICS WILL HIT \$8.8 BILLION IN 1954, according to David L. Babson & Co., investment counsel, which foresees \$20 billion by 1970 (p. 9).

GOOD TRADE YEAR IN 1955 forecast by 4 industry leaders; GE's Baker & CBS-Columbia's Mintz see some 6,000,000 monochrome, 2-300,000 color sales (p. 10).

22 CRITERIA FOR PROGRAM RATINGS listed by Advertising Research Foundation which calls them "starting point" for improvement (p. 12).

**JONES SEEKS FCC'S SECRET TV PROFIT DATA:** Sen. Bricker's network-uhf probe -- which has been proceeding quietly and uneventfully since last summer -- erupted this week into sharp controversy virtually on eve of the expiration of ex-FCC Comr. Robert F. Jones' tenure as majority counsel for the Commerce Committee investigation.

Though time is running out, majority counsel Jones now gives every indication he's ready to go after the networks and big stations -- as many in industry feared he would do from the outset (Vol. 10:30-32,34-35) -- despite the moderating influence of minority counsel Harry Plotkin and Committee communications counsel Nick Zapple.

These are the latest developments: Jones, through Chairman Bricker, asked FCC to turn over to investigation staff all of the financial data it has collected from TV stations in its periodic confidential questionnaires -- in other words, the balance sheets of all 4 TV networks and every TV station in the country. This means not merely the industry-wide cumulative figures and summaries which FCC publishes annually, but individual dollars-&-cents data for each station and network.

FCC met on the request Dec. 22, unanimously instructed Chairman McConaughy to write Bricker that it doubts it has the right to release the data under Title 18, Sec. 1905 of U.S. Criminal Code, which forbids public servants to disclose material submitted in confidence. Commission didn't refuse, it merely explained its legal opinion. Policy-wise, FCC is concerned lest this competitive information leak out to industry or public. And it's not unmindful of fact that both Jones and Plotkin are from industry and presumably will be going back.

Commission is satisfied that Senate Committee can subpoena the information directly from stations. It would be far happier if that happened -- because then the whole touchy problem would be out of FCC's hands. Whether Committee has power to subpoena the data from FCC is uncertain.

Jones and Plotkin met with FCC Dec. 20, at which time Jones agreed not to make any of the data public. But Plotkin interposed that once it's in hands of a legislative committee, it's almost certain to get out -- especially inasmuch as a successor in Senatorial office may not feel bound by what his predecessor says or promises.

Only Comr. Hennock was absent from the meeting with Jones & Plotkin and the later Commission meeting which expressed doubt as to the legality of the request.

Plotkin didn't argue for or against Jones' request. He was asked by one commissioner whether he thought Commission has power to give out the figures. To a legislative committee, yes -- he replied -- particularly since FCC itself has used individual station data in a few isolated instances in the past.

What is Jones' motive? Obviously involved is his desire to take FCC's allocation plan apart, show he was right when he dissented on grounds that it sold uhf down the river, permitted growth of giant vhf regional stations (Vol. 8:15).

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Investigators also queried FCC about an earlier request -- for coverage information and maps for all TV stations as of Oct. 1, using the calculation methods specified in 6th Report. They had asked that this maze of technical data be broken down in many different ways -- between vhf & uhf, as to overlap of competing stations, etc., etc. Much of the information isn't readily available at FCC. The commissioners said staff has been working on it, but task is so great it can't be completed without dropping other essential work.

Commission suggested that Committee help it get extra appropriation for the additional staff required. This was polite way of saying "hold your horses."

Senate investigators fired questionnaire at AT&T this week, too, seeking information about line charges, networking, etc. Probers had planned to ask individual stations for data also, but now may not have time before new session begins.

\* \* \* \*

Staff investigators are expected to prepare report -- or reports -- detailing their work to date, and possibly making recommendations. When Bricker announced the probe last summer, he said staff would be instructed to report to Committee when new Senate session begins. It's known that neither Plotkin nor Zapple sees eye-to-eye with Jones, so it's entirely possible there will be 2 separate reports.

Probe is likely to continue in revamped form after Sen. Magnuson (D-Wash.) takes over as Committee chairman in Democratic-controlled Senate, though Magnuson hasn't revealed his plans. Jones, a Bricker appointee, is expected to stay on staff, but with considerably less power. Plotkin doubtless could stay on, with more power, if he wants to. Nick Zapple, the Committee's permanent communications expert, will be certain to occupy a key staff spot in connection with any further inquiry.

**2 VHF STARTING IN SOUTH, ANOTHER UHF OFF:** New stations in W. Palm Beach, Fla. and Chapel Hill, N.C. and another uhf casualty -- in Portland, Me. -- bring count of TV stations in operation to 423, of which 119 are uhf. Canada got another starter this week in Halifax, CBC's 7th, making total of 24 there.

Station quitting is 16-month-old WPMT, Portland, Me. (Ch. 53) whose chief owner Frank S. Hoy notified FCC Dec. 15, got permission to sign off Dec. 21, going back on CP status, expiring Feb. 16. Counsel for Mr. Hoy stated companion WLAM-TV, Lewiston, Me. (Ch. 17) will continue operating, though Portland outlet was said to be in bankruptcy and assigned to one Carrell K. Pierce.

New starters scheduled up to end of Jan., according to our records: KLRJ-TV, Henderson, Nev. (Ch. 2); KTVK, Phoenix (Ch. 3); WFLA-TV, Tampa (Ch. 8); KEYD-TV, Minneapolis (Ch. 9); WTVY, Dothan, Ala. (Ch. 9); KLIX-TV, Twin Falls, Ida. (Ch. 11); KRCG, Jefferson City, Mo. (Ch. 13); WLEX-TV, Lexington, Ky. (Ch. 18); KEPR-TV, Pasco, Wash. (Ch. 19), satellite to KIMA-TV, Yakima (Ch. 29); WEDB, Birmingham, Ala. (Ch. 10, educational). Due next in Canada: CKX-TV, Brandon, Man. (Ch. 5). Latest starters:

WEAT-TV, West Palm Beach, Fla. (Ch. 12) is all set for Dec. 27 test patterns, preparatory to Jan. 1 commercial start with Sugar Bowl game, reports gen. mgr. and 75% owner J. R. Meachem. It's ABC primary, third outlet in area (2 vhf, one uhf), has 10-kw Standard Electronics transmitter and Alford 2-bay antenna on Tower Construction Co. 350-ft. tower. Its radio WEAT recently moved to W. Palm Beach after nearly 7 years as NBC Lake Worth affiliate. Ed J. Hennessy, ex-WDAK-TV, Columbus,



Ga. is sales mgr.; Jack Rathbun, also ex-WDAK-TV, operations mgr.; J. Ross McPherson, chief engineer. Base rate is \$200. Rep is Walker.

WUNC-TV, Chapel Hill, N.C. (Ch. 4, educational) begins noon-6:30 p.m. daily test patterns Dec. 27, goes on 3:30-10 p.m. weekday & 6-10 p.m. Sat. & Sun. program schedule Jan. 8, according to U of N. Carolina TV director Robert F. Schenkkan. It has 25-kw RCA transmitter, 800-ft. Stainless tower with 6-bay antenna. Studios at Chapel Hill (Duff Brown, ex-Ft. Worth, program director), at State College in Raleigh (Ralph Burgin, ex-WRC-TV, Washington, program mgr.), at Greensboro (David Davis, ex-WMAL-TV, Washington, program mgr.) are linked by microwave to Chapel Hill transmitter. Alan MacIntyre is chief engineer.

\* \* \* \*

CBHT-TV, Halifax, N.S. (Ch. 3) began Dec. 20 as CBC-owned non-interconnected outlet, getting 30-kw visual ERP with 10-kw RCA transmitter and temporary 50-ft. tower on Geizer Hill. Awaiting end of steel strike, it plans 100-kw ERP with 500-ft. tower and 8-slot wavestack antenna. It's in temporary studios until early 1955. TV director is G. F. Brickenden, ex-CBLT, Toronto, with D. G. LeBlanc, commercial mgr.; Carl MacCaull, program mgr.; Jack Simonsen, technical director. Base rate is \$200.

**COMMUNITY ANTENNAS BECOMING MATURE:** Headlong growth of community antenna systems appears to have eased off somewhat -- but evidence of continued strong development is apparent from a study of new directory of systems to be included in the forthcoming spring edition of our TV Factbook (No. 20) due off presses mid-January.

Probably most obvious aspect of community industry is fact that well-situated systems are developing into major financial properties -- comparable in earning power with fair-size TV stations. At the same time, total number of systems has shown no great increase since publication of our last directory 6 months ago. Analysis of answers to our questionnaires brings these basic statistics:

(1) There are 302 systems operating or believed to be. Six months ago, we estimated total at 299 (Vol. 10:34), but we have tried to squeeze the water out of list by not counting individually those towns served from one central location and by eliminating what industry calls "hillbilly" outfits -- i.e., those serving mere crossroads or little neighborhood groups.

(2) Averaging number of subscribers reported by those supplying data on current questionnaire, we find 740 per system -- compared with 728 six months ago, 535 year ago, 432 year-and-a-half ago, 199 two-and-a-half years ago.

(3) Total homes served by the 152 giving number of subscribers was 112,495, compared with 64,189 reported by 120 operators year ago. The 150 who didn't indicate number of subscribers can be presumed to average fewer -- so it's good guess that total homes served by systems come to about 150,000-175,000.

(4) Claim to most extensive system is made by John Walsonavich, operator of system serving Mahanoy City, Pa. and surrounding towns -- 8295 homes. Seven others say they have more than 3000 each -- and 3 claim to exceed 1000.

(5) Pennsylvania is still leader, by far, in number of systems -- 75. But far west and northwest are coming up fast -- in Washington, Montana, Nevada, Idaho, Oregon, Wyoming, New Mexico, Arizona, Colorado.

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With community systems' growing maturity have come a lot of problems. In last 6 months: FCC has indicated intention to get tough about spurious radiations; a few TV stations are trying to tie systems to their programs by written agreement or to deny programs altogether; state utilities commissions have asserted, or tried to assert, regulatory authority; FCC's favorable attitude toward satellites and its encouragement of booster experimentation have brought some fear of competition.

Nevertheless, defunct systems are extremely rare, new operations are begun almost weekly -- and a 1000-subscriber system has sold for as much as \$100,000. Operators are not complacent about their problems -- and the National Community TV Assn. is probably the busiest outfit of its size and kind in Washington.

**B**ICKERING among stations about CPs, transmitter-studio moves, sales, etc., takes up a lot of FCC's time nowadays—when it's not wondering how to answer Bricker committee staff's questions (see p. 1).

One of hottest matters is CBS's proposed \$3,000,000 purchase of WSTV-TV, Steubenville, which is predicated on move of transmitter to Pittsburgh (Vol 10:47). No one claims to know how FCC will vote, but one clue to its course of action may be found in case of grantee KSLM-TV, Salem, Ore (Ch. 3). Grantee has asked for modification of CP to put transmitter at spot 35.5-mi. northeast of Salem and 22.4-mi. southeast of Portland—instead of 5.5-mi. northwest of Salem, as specified in CP.

For first time in such site-move cases, FCC directed a "McFarland Letter" to grantee, asking reasons for choice of new site. Commission wrote:

"In view of the unusually large distance between the proposed transmitter site and Salem, the principal city to be served, it appears that your proposed operation may result primarily in an additional service to the Portland area, and a loss of service to communities in the Salem area. A question is thus raised as to whether, in fact, your proposed station is designed to serve the particular needs of Salem and its surrounding area, and on the basis of the information now before it, the Commission is unable to find that a grant of your application would be in the public interest." Commission asked for information on 3 matters:

(1) Reasons for changing transmitter site. (2) "Whether you plan to maintain a studio at your proposed transmitter site or at any location other than in the city of Salem. If so, submit full details, including location, personnel and type and source of programs emanating from such studios." (3) "Engineering study indicating the coverage that might be obtained from a TV station operating at your presently authorized location with facilities specified for that location. Included in said study should be a list of the communities which would fall within the Grade A and Grade B contours of such an assumed station which are located outside the Grade B contour of the station proposed in your application."

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Two other interesting cases are those of decisions granting Darrell Cannan's KFDM-TV, Beaumont, Tex. (Ch. 6), and W. Walter Tison's WTVT, Tampa, Fla. (Ch. 13). FCC had stopped construction of the stations (Vol. 10:49-51) pending oral argument which was held this week. Newspaper ownership and "diversification" figured prominently in arguments. In Beaumont case, Leonard Marks, counsel for defeated applicant Enterprise Co. (*Beaumont*

*Enterprise* and *Journal-KRIC*), argued that Commission's decision would make "second class citizens" of newspapers—in face of court decisions, intent of Congress and FCC's promises to Congress. George Smith, counsel for winner KFDM, argued that Commission properly took into account the whole question of concentration of control of news media, didn't single *Enterprise* out solely because it was a newspaper.

Beaumont case had additional complication in that a third application, KTRM, dropped out just last week under agreement whereby KFDM would pay it \$55,000 and give KTRM stockholder W. P. Hobby (KPRC-TV and *Houston Post*) option to acquire 32½% of grantee. Marks said agreement changed whole picture, asked for delay in oral argument—which FCC denied. At week's end, he was asking for dismissal of KFDM application.

In Tampa argument, attorney Fred Albertson charged, for loser *Tampa Times*, that Commission had completely reversed itself from stand it took when it granted *Tampa Tribune* Ch. 8 just a month before, saying there is a "variety of diversely owned stations and newspapers in the community." Counsel Robert Heald, for winner WTVT, went all out in attacking newspapers, saying: "It is not improbable that in the near future the newspaper will become a propaganda sheet for the radio-TV, to promote radio & TV, at the expense of the public interest, and that is the potential danger which this Commission is entitled to prevent." Marcus Cohn, speaking for other loser, Orange TV (David Falk-Frank Mandel), attacked *Tampa Times* on performance of its radio WDAE, stating that its record left much to be desired. "In fact," he said, "it is a network spigot."

In *Tampa Times* case, meanwhile, Commission turned down petitions for reconsideration filed by losers WTSP and Tampa Bay Area Telecasting Co. Also, in fierce Albany, N. Y. case (Vol. 10:49, 51), FCC denied WTRI's request that sale of WROW-TV to Lowell Thomas group be held up.

Commissioners made few remarks during arguments, though Comr. Lee, who has spoken up frequently in defense of newspaper ownership, did say, during Beaumont argument: "Mr. Marks, on the matter of alleged discrimination against newspapers, I would share your concern that they shouldn't be second class citizens. On the other hand, I don't think that the Commission has discriminated against newspapers because they are newspapers. I was wondering if you know how many TV stations are owned in part or whole by newspapers?" Marks said that about one-third are—but that almost all were acquired by non-competitive grants or purchases.

### 1955 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1955 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 10, cost \$5.00 each; single copies \$7.50.

Another private microwave to serve community antenna systems is being sought—this one to serve operators in Pasco-Kennewick-Richland, Wash. area with signals from the 3 Spokane stations. Inland Empire Microwave Co., 601 Baker Bldg., Walla Walla, filed application with FCC to build 1-station Raytheon relay at cost of \$52,000. Principals are Robert A. Comfort, ex-secy. of Richland TV Cable Corp., one of systems to be served, and Wendell P. Brown. Richland TV Cable Corp. and the other system in area, Tri-City TV Service Inc., indicated they'll contribute up to \$5000 each as advance payment for microwave service. Move was undoubtedly encouraged by start of Pasco uhf satellite KEPR-TV (Ch. 19) which is to repeat programs of KIMA-TV, Yakima (Ch. 29).

Spurious radiation limits for community antenna systems proposed by FCC were agreed to in part by RETMA committee during N. Y. meeting last week. Limitation of 10 uv/m at 10 ft. for Ch. 2-6 was considered practical, while some easing of restrictions will be requested for Ch. 7-13 and for places where cables traverse areas where there are no receivers to be interfered with.



**Personal Notes:** Victor M. Ratner, onetime CBS v.p. in charge of promotion, later with R. H. Macy & Co. and head of own public relations firm, elected McCann-Erickson v.p. . . . Ralph R. Hotchkiss, Maxon Inc. v.p. on the Gillette TV account, resigns to become v.p. of Compton Adv. . . . C. H. Cottingham, ex-McCann-Erickson, Ayer and Erwin Wasey, named exec. asst. to Earl R. Collins, pres. & sales mgr., Hollywood Television Services, headquartering in N. Y. . . . Wm. Dozier, CBS-TV exec. producer of live dramatic shows, shifts to Hollywood as director of network programs under v.p. Harry Ackerman . . . Terrence McGuirk promoted to head CBS-TV's special sales unit for its "Extended Market Plan" for small-city affiliates (Vol. 10:50-51) . . . Capt. Sam W. Townsend, pres. & gen. mgr. of WKST-TV & WKST, New Castle, Pa., has organized and is CO of new naval reserve unit for 4th naval district . . . Earl Minderman, onetime asst. to ex-FCC chairman Wayne Coy & Paul Walker serving last 2 years with National Citizens Committee for Educational TV, elected exec. v.p. of Greater Washington Educational TV Assn., planning to file for non-commercial Ch. 26 . . . John H. Battison, ex-Capitol Radio Engineering Institute, Washington, and son-in-law of veteran Kansas City broadcaster Arthur B. Church, elected 1955 chairman of Calgary Ad & Sales Club; he recently went there to be gen. mgr. of new CHCT-TV, and McMillan Co. is shortly bringing out his third book on TV titled *Planning & Producing TV Commercials* . . . Fay Day, ex-CBS-TV Spot Sales, named sales development director of Quality Radio Group, new program & sales organization headed by Ward Quaal, WLWT, Cincinnati; Idella Grindlay, ex-WABC-TV & NBC, appointed program coordinator . . . G. Paschall Swift promoted to national sales mgr., WGR-TV, Buffalo . . . Fred M. Kiefer promoted to asst. mgr. of NBC merchandising dept., reporting to mgr. Murray Heilweil . . . Herman Liveright promoted from exec. producer-director to program director of WDSU-TV, New Orleans, succeeding Hubie Weiss . . . Jack Irvine, ex-KONA, Honolulu, appointed gen. mgr. of Sheldon Sackett's KVAN, Vancouver, Wash., holder of CP for KVAN-TV (Ch. 21) . . . Arthur Snowberger, chief engineer, elected exec. v.p. & director of the 6 radio stations of Richard Eaton group, which holds CP for WOOK-TV, Washington (Ch. 50) and WTLF, Baltimore (Ch. 18) . . . Alan J. Hughes promoted to sales development mgr., CBS Radio Spot Sales central div., Chicago; Jack Woolley to Los Angeles office as mgr. . . . Buddie Marino, ex-NBC-TV, New York, named program mgr. of WCAN-TV, Milwaukee, succeeding Dean McCarthy . . . O. P. (Bob) Bobbitt, from AM affiliate, named sales mgr. of KTBC-TV, Austin, Tex. . . . Jim McGovern, ex-KGTV, Des Moines, named promotion mgr. of upcoming KEYD-TV, Minneapolis (Ch. 9), due this month . . . Howard Eaton promoted to national sales representative of KTVW, Tacoma, Wash. . . . J. Maxim Ryder, WBRY, Waterbury, elected pres. of Conn. Broadcasters Assn.; Aldo deDominicis, WNHC-TV, New Haven, v.p.; Walter B. Haase, WDRC, Hartford, secy. . . . Jack Gilbert promoted from asst. station mgr. to station & operations mgr. of KHOL-TV, Kearney-Holdrege, Neb., succeeding Duane L. Watts; A. B. McThillany named national sales mgr. . . . James C. Hanrahan, gen. mgr. of WEWS, Cleveland, back from 7-week trip to Australia.

This week's *Time Magazine* devotes cover article to Walt Disney, pegged largely on his ABC-TV *Disneyland*, while *Newsweek's* cover is given over to George Gobel, the NBC-TV comic. After *Time's* "Man of the Year" for 1954 is announced, New York's WRCA-TV will start series under that title, Sat. 1-1:15 p.m.

Bing Crosby and CBS chairman Wm. Paley conferred this week on possible weekly 30-min. program next fall starring Crosby in his first regular TV show.

**Network Accounts:** "Biggest single advertising medium in the world" is the way CBS-TV describes itself on basis of 50% increase in 1954 gross billings over 1953. In year-end review, CBS-TV said 114 advertisers used network, of which 42 were new to CBS-TV and 21 were new to TV. Statement took indirect slap at NBC-TV's color "spectaculars" for same sponsor every 3rd week, saying keystone of CBS success was continuity in programming—broadcasting same program week after week on same schedule. During year, 45 new TV affiliates were signed, bringing total to 202 . . . DuMont reports 44 national advertisers used network in 1954, estimates its gross billings for year at about \$13,250,000, compared to \$12,374,353 last year . . . CBS-Columbia to sponsor *Life with Father* on CBS-TV Tue. 8-8:30 p.m. starting Jan. 4, thru Ted Bates; network originally announced CBS-Columbia would sponsor *Adventures of Kingfish*, new filmed comedy series using *Amos 'n' Andy* characters, in that time period, but debut of latter is being postponed . . . Philip Morris and Procter & Gamble sign 2-year renewal of *I Love Lucy* on CBS-TV Mon. 9-9:30 p.m., thru Biow; in Canada Sylvania signed as alt. sponsor (with Heinz) of *Lucy* on CBC-TV . . . ABC-TV, enthused by success of *Disneyland*, has asked Disney to prepare a daytime children's film program, tentatively planned for Mon.-thru-Fri. 5-6 p.m., opposite NBC-TV's *Howdy Doody* . . . Revlon to be alt. sponsor (with Nash-Kelvinator) of *Danger* on CBS-TV Tue. 10-10:30 p.m., thru Wm. H. Weintraub & Co. . . . Manhattan Soap to sponsor Thu. 15-min. segment of *Ding Dong School* on NBC-TV starting Jan. 20, Mon.-thru-Fri. 10-10:30 p.m., thru Scheideler, Beck & Werner . . . Chesebrough Mfg. Co. (Vaseline) buys one quarter of Cotton Bowl football game from Dallas New Year's Day on NBC-TV, thru McCann-Erickson . . . American Chiclé Co. to sponsor special Victor Borge variety show after Rose Bowl game New Year's Day on NBC-TV, 7:30-8 p.m., thru Ted Bates.

Biuck's pitch for Jackie Gleason (Vol. 10:51) finally bore fruit this week with 2-year contract for \$11,000,000 in talent costs alone—hailed as "biggest talent purchase in TV history." Biuck will sponsor filmed *Honeymooners* on CBS-TV Sat. 8:30-9 p.m. next year, to be preceded by a live Gleason show 8-8:30 p.m., for which sponsor has not been announced. It will drop *Milton Berle Show* on NBC-TV Tue. 8-9 p.m. NBC-TV said several "top-flight" sponsors have expressed interest in sponsoring a 30-min. Berle series on film, preferably on Sat. night. Agency for Biuck is Kudner.

Assn. of National Advertisers appoints Rex Budd, Campbell Soup Co., as chairman of its TV-radio steering committee, succeeding Edwin W. Ebel, General Foods. Committee members are Max Banzhaf, Armstrong Cork Co.; John H. Boyle, Reynolds Metals; Walter Craig, Pharmaceuticals Inc.; Henry Gorski, P. Ballantine & Sons; R. M. Gray, Esso; Albert Halverstadt, Procter & Gamble; C. J. Hibbard, Pet Milk; Palmer McKay, Sun Oil; Stanley Pulver, Lever Bros.; A. Craig Smith, Gillette Safety Razor; W. M. Stedman, American Home Products Corp.; H. S. Thompson, Miles Laboratories; Frank Tucker, B. F. Goodrich Co.; Joseph Wicker, Sterling Drug.

Station Representatives Assn., at annual meeting this week, elected as officers: pres., Adam J. Young Jr., succeeding John Blair; v.p., Arthur McCoy, Avery-Knodel; secy., Joseph Timlin, Branham Co.; treas., John E. Pearson. Directors: Mr. Blair; Joseph J. Weed; Russel Woodward, Free & Peters; George Brett, Katz Agency.

Television Bureau of Advertising (TvB) reports \$220,000, or 55% of its 1955 budget of \$400,000, had been voluntarily subscribed by networks and stations as of Dec. 21.

H. W. Newell, 57, pres. of Lennen & Newell Inc., major N. Y. agency, died in N. Y. Dec. 19.

**Telecasting Notes:** "A handful of men" in the 2 biggest talent agencies determine prices for the entire TV industry because of the scarcity of talent and a sellers' market. This charge is aimed at Music Corp. of America (MCA) and Wm. Morris Agency in editorial in Dec. 20 *Advertising Age*. Control of shows by "the talent moguls," says the editorial, is exercised through complete ownership of all ingredients in a package, control of the star who controls package, control of key personnel, or control of selling of a package . . . "The danger is that they will price many sound, long-range advertisers out of TV and back into print," *Advertising Age* warns. "There is no question but what sponsors, ad agencies and networks have become lazy and careless about relinquishing control of TV programs to talent agencies" . . . To help minimize price-setting power of the "talent peddlers," editorial advises sponsors and agencies to: (1) Maintain control of show via the agency, insofar as possible. (2) "Resist buying a package—rather, buy ingredients on the open market and from several sources of supply." (3) "Avoid the star system—TV has proved that stars can be made." (4) Engage drama & mystery show writers & producers direct or through "minor representation." (5) "Consider financing a smaller talent or package agency venture that shows promise in exchange for long-term price control and a return on your investment out of profits in re-runs" . . . Merger of sales forces of Gross-Krasne's United Television Productions into MCA-TV Ltd. was formally effected this week, exactly along lines previously reported (Vol. 10:50)—with Wynn Nathan heading up sales structure (see adjoining column). With 22 shows, 19 U. S. offices and branches abroad, MCA-TV claims to be biggest entity in film syndication . . . New TV Inc., 9 E. 75th St., N. Y., station-owned, headed by Gene O'Fallon, KFEL-TV, Denver, for smaller-market stations only, claims 40 signed up for its projected group film-buying operation, out of goal of 100. Its gen. mgr. is Herbert Jacobs, directors Ed Craney, KXLTV, Butte; Joe Floyd, KELO-TV, Sioux Falls, S. D.; Tom Bostic, KIMA-TV, Yakima, Wash.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Gene DeYoung, KERO-TV, Bakersfield, Cal. . . . End of network talent-raiding is predicted by *Variety's* George Rosen Dec. 22 as hopeful sign for new year. He

Annual "Mike" awards to women in TV-radio by *McCall's Magazine*: top award, Angela McDermott, Mohawk-Hudson Council on Educational TV, for series *TV School-time* on WRGB, Schenectady; executive service to community, Dorothy Daniel, campaign director of educational WQED, Pittsburgh, for work in getting station on air; executive service to women, Bee Baxter, KSTP-TV, St. Paul-Minneapolis, for nursing series *Operation Tender Loving Care*; executive service to youth, Josephine Wetzler, WLS, Chicago, for good health poster-slogan contest on *School Time*; broadcaster service to community, Marian Young Taylor, the "Martha Deane" of WOR, N. Y., for series on juvenile delinquency; broadcaster service to women, Mary Jones, WFIL, Philadelphia, for establishing "Mary Jones Hearth" for homeless young women; broadcaster service to youth, Marian Koehler Rowe, KPIX, San Francisco, for series *Adventure School*.

KTVQ, Oklahoma City (Ch. 25) has filed petition for reorganization under Chapter X in Federal District Court there, and since Dec. 1 has been operated by court-appointed trustees Duke Duvall & John Esau.

Power increases: WATE, Knoxville, Tenn. (Ch. 6), Dec. 17 to 100-kw ERP; CBUT, Vancouver, B. C. (Ch. 2), Dec. 18 to 97.5-kw.

All Westinghouse stations join NARTB Jan. 1, bringing NARTB's TV membership to 236, out of 423 stations on air.

recounts that RCA-NBC Chairman Sarnoff is reported to have "passed along the word [that] there is to be no recurrence of the recent jack-up-the-price-and-get-him-at-any-cost incident which resulted in Ed Sullivan practically tripling his income from CBS." Rosen sees this as tip-off that talent raids—with their resultant spiraling costs—are at an end, that both networks now intend to "develop" their own personalities and stars . . . New profit for movies from TV: 20th Century-Fox to offer all of its big-picture premieres for commercial sponsorship on TV, following success of Dec. 16 Nash-sponsored opening-night telecast on WPIX from N. Y. Roxy Theatre ballyhooing *There's No Business Like Show Business* . . . Awards for outstanding commercials—similar to those now presented to top shows, stars, etc.—are proposed by syndicated newspaper TV columnist Eve Starr ("Inside TV") as method of focusing public attention on exceptional commercials and minimizing criticism of commercials generally.

Music Corp. of America's newly revamped MCA-TV film syndication div., with ex-UTP v.p. Wynn Nathan as v.p. & gen. sales mgr., reporting to v.p. David V. Sutton, will have these other major executives: Aaron Beckwith, v.p. & sales mgr., N. Y. office; Tom McManus, eastern sales mgr.; John Rohrs, v.p. & midwest sales mgr., Chicago; Robert Greenberg, v.p. & western sales mgr., Los Angeles; Ray Wilde, southwestern sales mgr., Dallas. Named field supervisors: Frank Brill, N. Y. territory; Darv Barton, Cleveland; Karl Von Shallern, Chicago; Layton Bailey, Dallas; Ed Simmel, New Orleans. Also announced were new program sales div. under Lou Friedland and merchandising div. under Frank Mincola. With 22 shows on list, MCA-TV claims to be biggest in film syndicate field.

Fourteen new Vitapix-Guild film syndicate affiliates were signed this week, bringing total to 44. New ones are WDAK-TV, Columbus, Ga.; WFMV-TV, Greensboro, N. C.; WGR-TV, Buffalo; WILK-TV, Wilkes-Barre; WKRC-TV, Cincinnati; WMBV-TV, Marinette, Wis.; WMT-TV, Cedar Rapids, Ia.; WPTZ, Philadelphia; WRDW-TV, Augusta, Ga.; WSLS-TV, Roanoke, Va.; KDUB-TV, Lubbock, Tex.; KTVH, Hutchinson, Kan.; KWK-TV, St. Louis; WFBM-TV, Indianapolis.

Unauthorized TV showing of theatrical film is charged in \$51,500 suit filed in Los Angeles superior court by Eagle Lion Classics against Benedict Bogeaus Productions, Quality Films and Benedict Bogeaus & Charles Weintraub, heads of the 2 firms. Eagle Lion alleges that Bogeaus gave print of *My Outlaw Brother* to Quality, and that film was shown by KFEL-TV, Denver, resulting in cancellation of \$1500 in theatre bookings. Another \$50,000 is asked for "depreciated value" of the picture.

KOMO-TV, Seattle, this week applied to separate TV operations from radio KOMO and filed joint balance sheet dated Oct. 31, listing \$877,289 paid-in & earned surplus under liabilities. Out of total \$1,782,797 assets, it lists \$1,417,715 real estate, \$205,571 accounts receivable, \$63,585 cash & investments. Application is for modification of CP to change name of TV operator to Fisher's TV Co., radio entity remaining Fisher's Blend Station Inc.

Donald G. Roper is resigning from *Peoria Star-Journal's* WTVH-TV to study for the Presbyterian ministry at McCormick Theological Seminary, Chicago, at same time serving in a student pastorate in Yorkville, Ill. He is succeeded as production mgr. by Robert G. Holben.

Fourth uhf station to become NBC basic affiliate is WBRE-TV, Wilkes-Barre, Pa., which goes on network's "Must buy" list Jan. 1. Other uhf NBC basics: Portland's KPTV, Norfolk's WVEC-TV, Youngstown's WFMJ-TV.



**B**ATTLE OF THE MEGAWATT isn't over yet in Wilkes-Barre (Vol. 10:50-51). It's still anybody's race as 2 competing stations and 2 competing equipment manufacturers strive to be first on the air with full 1000-kw ERP uhf power. [Editor's note: Though all concerned vehemently deny there's any "race" involved, we have a sneaking suspicion that the element of competition enters the picture somewhere.]

WBRE-TV (Ch. 28), using RCA equipment, lost most of its temporary advantage due to 4 days of sub-zero weather and an icy tower. At week's end, antenna was all ready to be hoisted to top of tower after Xmas holidays, all other equipment in place. Power boost could come by Dec. 28 or 29. WILK-TV (Ch. 34) sticks to Jan. 1 target date, but might possibly get on a day or 2 before that. It has antenna up, all its GE equipment except rectifier, still must hook up its amplifier.

RCA shipped 12½-kw amplifier to Ft. Lauderdale for Storer's newly acquired WGBS-TV (Ch. 23), which will begin by using physical plant of WFTL-TV (Vol. 10:47, 51). RCA also shipped 10-kw transmitter Dec. 20 to KRCG, Jefferson City, Mo. (Ch. 13), which has early 1955 target. DuMont reports order for 25-kw visual transmitter from KUTV, Salt Lake City (Ch. 2) for delivery about Jan. 1.

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

WTTW, Chicago (Ch. 11, educational) now plans test patterns next Aug.-Sept., late Sept. programming, reports exec. director John W. Taylor, ex-deputy director general of UNESCO. Equipment hasn't been ordered yet, but 3-year lease was signed recently for 13,000 sq. ft. in east wing of Chicago Museum of Science & Industry. It plans two 60x40-ft. studios, also will have access to west wing theatre. Chicago Educational TV Assn. reports it's only \$300,000 short of \$1,100,000 goal needed to build and operate station for 2 years.

WTLC, Urbana, Ill. (Ch. 12, educational), which had tentative fall target, didn't get 12-bay GE antenna in Nov. as expected, now hasn't target, reports director Frank E. Schooley. It has demonstrator 5-kw transmitter donated by GE, plans to begin with antenna atop U of Illinois stadium in Champaign. Later TV antenna may be moved to its Blaw-Knox FM tower, near Monticello, Ill.

WOSU-TV, Columbus, O. (Ch. 34, educational), hasn't completed negotiations for equipment, now has tentative Oct. 1 target, reports director Robert C. Higgy. It has foundation ready for 75x105-ft. studio-transmitter building scheduled for completion by next July 1. Ideco 550-ft. tower & RCA pylon antenna have been ready since summer.

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CKX-TV, Brandon, Man. (Ch. 5), about 125 mi. west of Winnipeg, plans Jan. 15 test patterns, Jan. 21 programming, according to pres.-gen. mgr. J. B. Craig. It already has 5-kw GE transmitter and 4-bay antenna has been installed on 304-ft. tower. Archie Olson will be sales mgr.; Douglas A. Lee, program director. Base rate will be \$150. Reps will be Weed & All-Canada.

"Spiral scanning," being considered for industrial TV in France, was among the many methods of scanning considered by first NTSC in setting up standards for TV before the war. Scanning starts at center of picture, spirals out to edges.

WNBT, old call letters of NBC's New York TV flagship (now WRCA-TV), have been assigned by FCC to AM grantee in Wellsboro, Pa.—Farm & Home Broadcasting Co.

C. E. Hooper Inc. will continue unchanged despite death last week of its owner-founder while hunting on Great Salt Lake (Vol. 10:51). James Knipe is gen. mgr.

**Color Trends & Briefs:** "Very excellent" dealer reaction to recent showing of 21-in. color sets is reported by Hoffman Electronics pres. H. L. Hoffman. "It is the first time," he says, "that I have really seen dealers very interested in color. I think that one of the dealers made a very pertinent remark when he stated that color would start going when the dealers decided to sell it themselves, and as far as he was concerned he thought that 1955 would see him ready to sell color." Commenting on potential of projection color (Vol. 10:49, 51), Hoffman states: "The cost of the projection apparatus from American Optical is obviously too high to consider this approach at the present time."

Paramount Pictures pres. Barney Balaban summarized views on color as follows, in his annual report: "It is now clear that the public will not purchase color sets in mass quantities until the price has been substantially reduced below present levels. More than ever, we are convinced that the Lawrence tube—either in its 'single gun' or '3 gun' version—is the only color tube that has yet been proposed that can make possible such reduction in the cost of color receivers." As for subscription TV, he said, "We feel that the practical advantages of the Telemeter system [make] it outstanding in the field."

Its first shipment of 3-vidicon color film camera will be made next week by Dage TV div., Thompson Products, reports gen. sales mgr. F. D. Meadows. He also hailed FCC's proposed satellite rule (Vol. 10:51), noting that Dage just shipped complete equipment for Air Force base in Azores, built around 50-watt transmitter. He estimates that 100-watt ERP stations, including one vidicon live camera and one vidicon film chain, can be built for \$50,000, excluding building and tower.

Four papers on color will be delivered Feb. 1, during Jan. 31-Feb. 4 winter meeting of AIEE in Statler Hotel, N. Y.: "Design for Production of Color TV Receivers," by J. P. Verdune, Westinghouse; "Chromacoder," by Peter C. Goldmark & J. F. Bambara, CBS; "Development of RCA 21-in. Metal Envelope Color Kinescope," by H. R. Seelem, H. C. Moodey, D. D. Van Ormer & A. M. Morrell, RCA; "Deflection and Convergence of the RCA 21-in. Color Kinescope," by M. J. Obert, RCA.

A new Russian invention, known as "color TV," has been instituted on an experimental basis by the Moscow TV station, according to a Soviet newspaper article by A. Donotov, mgr. of the Moscow TV center. System works in this novel manner: A disc, divided into red, blue & green segments, revolves in front of the picture tube, synchronized with signals fed field sequentially from station. Russia now claims 500,000-700,000 black-&-white sets.

Consent decree on color film, entered into by Eastman Kodak Co. with Dept. of Justice this week, will have little effect on color TV. Decree will make it possible for consumers to get Kodachrome film developed by labs other than Eastman's, but producers of professional color film—for movies or TV—have already had freedom to use any development lab capable of handling color.

Dec. 27 week's network color schedules: NBC-TV—Dec. 28, *Home* segment, 11:15-11:26 a.m.; Dec. 30, *Home* segment 11:15-11:28 a.m., and *Ford Theatre*, 9:30-10 p.m. Jan. 2, *Max Liebman Presents*, 7:30-9 p.m. CBS-TV—Dec. 30, *The Guiding Light*, 12:45-1 p.m.

Closed-circuit color session on 58 NBC-TV stations has been scheduled for Dec. 29 by Star-Kist Tuna, in connection with its purchase of 162 partic. in *Today, Home & Tonight* starting Jan. 5.

Color film camera shipments: RCA, to KHQ-TV, Spokane; DuMont, to WFMY-TV, Greensboro, N. C. and KTRK-TV, Houston.

**SLIM TV PICKINGS AT UPCOMING MARKETS:** Trade goes to market for 2 weeks starting Jan. 3 at Chicago's American Furniture Mart and Merchandise Mart -- but TV buyers should not expect anything revolutionary in the scattered new models on display. Generally pleased with the good business on current TV lines, manufacturers this season are content simply to fill in gaps in lines rather than reshuffle.

Admiral, Motorola, Philco and RCA -- among the 16 TV-radio exhibitors at the marts -- plan to show drop-in models only. And the supplementary models they show will not be distinguished by any unusual engineering features, which are usually reserved for midyear distributor conventions. At least, the one model introduced by RCA (Vol. 10:50) and Philco's 11 new sets (see p. 10) show no such innovations.

Some new models may carry lower price tags -- at any rate, they won't be any higher, judging from the RCA and Philco "advance guard" releases. RCA's new 21-in. "Highlander" at \$260 is lowest-priced 21-in. console ever offered by company. And Philco's 17-in. ebony metal table at \$160 is the lowest price leader in its history. Ostensibly, these lower prices would seem to run counter to the trend to increased prices of last fall, but apparently feeling in trade is that some post-Xmas bargains must be offered, lasting at least through spring.

These companies will exhibit at the marts: American Furniture Mart -- Admiral, Arvin, Bendix Radio, DuMont, Hallicrafters, Motorola, Philco, RCA, Sperton, Zenith. Merchandise Mart -- Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox and Westinghouse. Other manufacturers are planning to introduce new TV models at Loop hotels during markets. Among them are Olympic, Sentinel and possibly others.

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TV production zoomed over the 7,000,000 mark in week ended Dec. 17, when output totaled 201,396, compared to 220,895 units in preceding week and 224,727 in the week ended Dec. 3. It was year's 50th week and brought production for year to date to 7,155,000 by preliminary RETMA estimates.

TV output for year likely will fall somewhere between the 7,214,787 of 1953 and 1950's record 7,463,800. With 2 holiday weeks yet to be reported, it's still possible to break the 1950 record -- but this is regarded as unlikely as many set makers are giving their employes one day off during those weeks.

Radio production totaled 297,638 (115,829 auto) in week ended Dec. 17, down from 318,465 in week ended Dec. 10 and 303,759 week before. Radio output for 50 weeks was about 10,000,000 -- indicating year's output will be about 10,500,000.

Stewart-Warner Electric definitely is quitting the TV-radio & phonograph business, giving 30-day termination notices to its distributors as of Jan. 27. Hoffman Radio will assume its warranty & service agreements and will cooperate in "preparing a program for those distributors whom Hoffman considers can be helpful in Hoffman's national distribution." Stewart-Warner Canadian subsidiary remains in TV-radio & phonograph business and in export market. Says statement from Stewart-Warner: "This decision has been influenced greatly by the heavy load of electronic development and production work which we have undertaken for the U. S. Govt. since such work requires the complete utilization of all of our physical facilities and technical personnel. We also have been influenced by our intention to emphasize the development of new electronics products for commercial and industrial applications."

New uhf tuner, designed to limit radiation "well within the 500 uv/m limits set by the FCC," was shown this week by General Instrument Corp. Said to use new shielding techniques, tuner is now available to set makers.

As aftermath of Philco anti-trust suit (Vol. 10:51), Admiral and Philco were sued this week by retailers on charges of price discrimination and restraint of trade. Both suits were filed in U. S. District Court in N. Y. In Philco suit, treble damages of \$222,750 were sought by Jersey Tire Co., which operates 4 N. Y.-N. J. appliance stores, and Brick Church Appliance Co. In case of Admiral, treble damages of \$111,000 are sought by Brick Church Appliance and Baim & Blank. Philco spokesman said more such actions could be expected by dealers "anxious to ride in on coat-tails of the Justice Department."

Shaw Television Corp., which manufactured TV receivers and cabinets at 195 Front St., Brooklyn, was adjudged bankrupt this week after voluntarily abandoning its Chapter XI plan to pay creditors 25% in installments over 2 years.

Excise tax collections from TV-radio-phono manufacturers totaled \$135,535,000 in fiscal year ended June 30, compared to \$159,383,000 in preceding fiscal year, reports Internal Revenue Service.



**AMPLIFYING LIGHT—TOWARD NEW ERA IN TV?** Just 50 years ago, man developed a device which could amplify electrical impulses -- Lee DeForest's 3-element electron tube -- and on this device the TV-radio-electronics industry was founded.

Scientists since that time have searched for a method of amplifying light in the same manner as the electron tube amplifies electrical signals. General Electric this week demonstrated for first time that the "light amplifier" is on the way.

The implications are fascinating -- not only for TV, but for such fields as X-ray fluoroscopy, photography, interior & exterior lighting, devices to "see in the dark," and, no doubt, new fields scarcely dreamed of.

This week's demonstration in New York was mere prelude. GE engineers stress that the principle is still in primitive stage, that far more development is necessary before any practical applications can be considered.

Actually, this is what GE showed: a device which amplifies light directly, without use of electron tubes. It's based on development credited to GE scientist D.A. Cusano -- a phosphor cell composed of zinc and manganese through which an electrical current is passed. Ultra-violet energy falling upon the phosphor screen activates the amplifier, increasing picture brightness. GE says amplification of more than 10 times has been achieved in the laboratory, using this method.

Demonstration unit consisted of small screen, round, about 4-in. in diameter. An ordinary slide projector was used as light source, projecting a regular black-&-white photo slide. Brightness of projected picture was increased by increasing the voltage applied to the screen. Amplification was proportional, contrast remaining virtually the same while brightness was increased.

RCA has announced that it achieved amplification of light "experimentally in ratios of more than 20-1," but has released no details. Chairman David Sarnoff said last week: "When that figure reaches 100-1, a practical amplifier of light will mark a significant step forward in the science of illumination and TV."

Its significance to TV is that it will free the picture from the confines and limitations of the cathode ray tube, making possible what GE calls "picture-on-the-wall TV" and what RCA calls "mural TV" -- at same time eliminating greatest drawback of projection TV, insufficient brightness.

**Electronics Reports:** "Electronics and its associated fields may show the greatest growth of any major technology in the next decade," according to David L. Babson & Co., Boston investment counsel. As against less than \$500,000,000 in 1940, the industry will have produced \$8.8 billion worth of equipment in 1954, Babson states, and that's double the volume of 2 years ago. By comparison, here's the 1953 size of other major U. S. industries (in billions):

Value of motor vehicles produced .....	\$11.1
Value of steel ingots produced.....	10.0
Electric utility revenues .....	6.8
Value of crude oil produced.....	6.3
Telephone revenues .....	5.0
Electric appliance sales.....	4.0
Natural gas revenues.....	2.3
Wholesale drug sales.....	1.8

RCA chairman David Sarnoff last week (Vol. 10:51) guesstimated 1954 electronic sales at \$10 billion, predicting 10% increase in 1955. Apparently, it all depends on what's included as electronics—and even within big RCA there's no definite agreement, for RCA pres. Frank Folsom has predicted a \$9.5 billion electronics industry in 1955, \$10.9 in 1956, \$11.8 in 1957.

Babson tops even those figures, asserting "longer-range projections indicate a volume of \$20 billion by 1970." The mainstays of electronics this year, as in the past, are military items and TV.

Indicative of the movements within the industry, marked by advent of many companies not hitherto immediately identified with electronics (Vol. 10:20), is report in

Dec. 17 *N. Y. Journal of Commerce* that General Precision Equipment Co., once identified primarily as a supplier of theatre equipment, is now to be classified as a major factor in electronics as well as the precision instrumentation field. Theatre volume is expected to account for only 22% of its total shipments this year as against 67% in 1950. Net income this year of more than \$6,000,000 will be equal to more than \$6 on each of the company's 933,000 shares outstanding. GPE is now composed of 18 active subsidiaries, including Kearfott Inc., Link Aviation Inc. and Librascope Inc. in the electronics fields, as well as General Precision Laboratories Inc. in the TV-radio station equipment field.

Wrist watch radio receiver, operating on broadcast band and using 3 transistors and printed circuits, is described in detail in report issued this week by Commerce Dept. Tiny AM set is tunable from 1000-1600 kc, has 45-mi. range, uses hearing aid speaker. Antenna 1-ft. long can be built into watch strap, but isn't needed in city areas. It's powered by tiny 1/2x5/8-in. battery. Signal Corps, which developed it, says slight modifications can cut power requirements sufficiently to make radio only half size of current model. Details are in report PB111461, available for 25¢ from Office of Technical Services, Commerce Dept., Washington 25.

Arvin Industries Inc. has formed electronics products div. to specialize in subcontract work on military and industrial electronic projects, with Leo Burns as sales mgr.

Gramer Yarbrough, American Microphone, Pasadena, Cal., elected chairman of West Coast Electronic Mfrs. Assn.

**Topics & Trends of TV Trade:** Old merchandising trick of placing chassis of name-brand low-priced receiver into a custom cabinet is enjoying such a profitable revival among N. Y. retailers that DuMont is preparing a new low-priced line of models in its "Signature" series with custom cabinets designed specifically for N. Y. market. Philip Geth, pres. of DuMont N. Y. factory branch, said new series will be introduced shortly in limited quantities. The receivers will be offered in wood cabinets of modern, traditional, Provincial and contemporary styling.

Practice of transferring chassis was first disclosed last week by *Retailing Daily's* Martin P. Rosenblum, who said a dealer simply buys a low-priced set, removes chassis and discards cabinet, then transplants chassis with nameplate into custom cabinets bought directly from cabinet manufacturers. Sold as custom receivers, they reportedly range from \$350 to \$600.

L. M. Barnett, mgr. of home furnishings dept. of N. Y. Better Business Bureau, wrote letter to editor of *Retailing Daily* saying BBB has "no objection to any offering of such an assembled set, provided it is properly represented," but he cautioned:

"We hope the practice has not reached and will not reach the point where any retailer will place small chassis in a cabinet large enough to lead the purchasing public to believe a much more powerful set is being offered than is in fact the case; or put a 10-inch chassis in a large cabinet, with the addition of a 21-inch tube; or place a manufacturer's label, either from the chassis or from the original cabinet, on the new cabinet which has not been made by the original manufacturer; or use any label or any representation implying that the chassis or cabinet or the assembled set as a whole has been made by any manufacturer other than is actually the case."

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Philco added 11 new 21-in. models to its TV line this week, making total of 35 sets in spring line. Line now starts with 21-in. ebony metal table model at \$160—lower by \$20 than the leader in line introduced last Aug. (Vol. 10:32). All new models have Philco's "finger-tip tuning." Carried over are four 21-in. and one 24-in. table models, nineteen 21-in. and four 24-in. consoles, a TV-phono combination at \$400 and a 3-way combination at \$1000. New models: 21-in. ebony metal table \$160; 21-in. mahogany table \$180, blonde \$190; 21-in. mahogany table \$200, blonde \$220; 21-in. open-face mahogany console \$230; 21-in. open-face mahogany console \$250, blonde \$270; 21-in. open-face mahogany console \$270, blonde \$290; 21-in. full-door mahogany console \$1000. Also added were 2 new table radios at \$23 and \$25, and 2 clock radios at \$24 and \$28.

TV shipments to dealers totaled 5,372,756 in first 10 months, when production was 5,654,791, according to RETMA state-by-state tables released this week (county-by-county tables available from RETMA to members on request). Total compared with shipments of 5,342,756, production of 6,208,803 in first 10 months of 1953. New York led in shipments, with 508,351; California second, 384,029; Pennsylvania third, 354,774. Oct. shipments were 903,160, compared to 1,005,725 in 5-week Sept. and 698,594 in Oct. 1953. [State-by-state, year-by-year tabulation of shipments to dealers, 1950 through first 10 months of 1954, will be included in upcoming spring 1955 *TV Factbook*, due off presses in mid-Jan.]

IT&T's sale of Coolerator div. was announced this week, but an official spokesman stated emphatically that "there's absolutely nothing whatsoever" to reports it's also going to sell out Capehart-Farnsworth. McGraw Electric Co., Chicago, purchased assets of Coolerator, not including real estate, and took option to buy 2 plants in Duluth, Minn. Stanley Luke, Coolerator pres., remains with IT&T.

**M**ORE TRADE predictions for 1955 came thick and fast this week, with GE's Dr. W. R. G. Baker, CBS-Columbia's Seymour Mintz, DuMont's Wm. H. Kelley and Westinghouse's Richard T. Orth all forecasting business equal to or exceeding 1954 levels. Their forecasts generally followed last week's optimistic year-end statements of RCA's David Sarnoff, Admiral's Ross Siragusa & Motorola's Paul V. Galvin (Vol. 10:51).

Dr. Baker predicted retail sales of about 5,800,000 black-&-white and 200,000 color sets. Though total will be somewhat below 1954's estimated 7,000,000 units, dollar volume will be about same, thanks to high-priced color receivers. He foresaw first quantity production of general purpose transistors next year, along with quadrupling of business in germanium rectifiers and increased use of electronic tubes for defense.

Mintz predicted retail sales of more than 6,000,000 black-&-white, 300,000 color receivers next year. Color, he said, should make great strides, as sampling of color receivers becomes more widespread and programming increases. A big factor contributing to black-&-white market next year will be replacement business, he said, estimating 34% of all sets-in-use now are more than 3 years old. He expects CBS-Columbia to increase its volume by 50% next year over 1954.

Kelley, disclosing DuMont 1954 unit sales broke company record, said 1955 should be even better. He was somewhat less optimistic on color, saying "we refuse to be drawn into excessive production of color receivers until such time as manufacturing costs can be reduced to a point where they are realistically priced."

Orth foresaw picture tube sales next year roughly equivalent to 1954's \$225,000,000, receiving tube sales on par with \$275,000,000 this year. Transistors and color are 2 big developments which, coupled with increasing renewal market, should make 1955 a "very satisfactory" year for tubes, he said.

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World's first radio-controlled traffic light system will be manufactured by GE for city of Chicago. Initial installation, costing about \$34,000, will control signals at 13 intersections in heavy traffic area just north of Loop. Chicago traffic engineer Ralph Michel explained that the cost of installing conventional means of controlling traffic signals would have been prohibitive. Transmitter and antenna will be located atop Board of Trade Bldg., highest in Chicago, sending out series of FM signals. Receiver-decoder at intersections will select proper signal, ignore those intended for other intersections. System is scheduled to be operating within 6 months.

Hallicrafters introduced 17 new models to distributors at San Francisco's St. Francis Hotel. All have 41-mc IF circuits, optic filters and 90-degree aluminized tubes. New models: 21-in. mahogany table \$170, blonde \$180; 21-in. walnut table \$180, mahogany \$190, blonde \$200; 21-in. mahogany table \$200, blonde \$210; 21-in. open-face mahogany console \$220, blonde \$230; 21-in. open-face mahogany console \$260, blonde \$270; 24-in. mahogany table \$200, blonde \$210; 24-in. mahogany table \$240, blonde \$250; 24-in. open-face mahogany console \$300, blonde \$310.

Institute of High Fidelity Manufacturers is new non-profit promotion organization formed this week under N. Y. charter, with headquarters at 25 Broad St., N. Y. Organization of 23 charter members elected George Silber, Rek-O-Kut Co., as pres.; Robert Newcomb, Newcomb Audio Products, v.p.; Vinton Ulrich, David Bogen Co., secy-treas. Directors are Mr. Silber and Samuel Baraf, United Transformer Co.; Joseph Benjamin, Pilot Radio; Irving Rossman, Pentron Corp.; Lawrence LeKashman, Electro-Voice Inc.; William Moreland, Conrac Inc.



**Trade Personals:** Wm. H. Kelley, who left Motorola as sales v.p. just year ago to join DuMont as marketing v.p., elected DuMont v.p. & gen. mgr. of manufacturing & sales divs., Wm. C. Scales becoming mgr. of receiver sales div.; reporting to Kelley in new alignment are instrument, CR, communications products, international, govt. contract & receiver divs. . . . Robert C. Sprague Jr., Sprague Electric, named chairman of RETMA's new international relations dept.; Harry Housten, DuMont, named chairman of eastern committee; Jack M. Ferren, Zenith, central; W. Gerard Tuttle, Hughes Aircraft, western . . . Willard H. Sahloff, mgr. of GE small appliance div., Bridgeport, Conn., elected v.p. . . . Peter J. Reuter, ex-Remington Rand & Polarad Electronics, named to new position of CBS-Columbia mgr. of contract relations for govt. operations, reporting to Robert K. Hartman, govt. operations director . . . Graeme Stewart resigns as Stewart-Warner Electric adv. & sales promotion mgr. to join Campbell-Mithun Adv., Chicago . . . Clifford T. Burgett promoted to Capehart-Farnsworth field service engineer for Charlotte region . . . Philip J. McFarland, Boston, ex-GE and Cambridge Research Center, joins CBS-Hytron as asst. patent counsel under George W. Crowley . . . M. C. Fritsch, ex-Timken Silent-Automatic, named Sparton mgr. of sales administration . . . Joseph Brouillard promoted to mgr. of new tube dept., RCA Victor Co. Ltd., Montreal; Herbert Nixon named mgr. of sales administration, Donald N. Ross product sales mgr., Raymond Jacobus manufacturing mgr. . . . H. Sievert promoted to sales mgr. of Canadian Westinghouse's new tube div., Hamilton, Ont. . . . Jack R. Feeney named national field sales rep for records, RCA Victor Co. Ltd., Montreal; he's succeeded as Toronto record dept. mgr. by C. E. Bull . . . George Oliver, ex-Westinghouse Electric Supply Co., Los Angeles, joins Leo Burnett Co., Chicago, on Motorola account . . . Elwood Reeves, Magnavox, elected pres. of Electric League of Los Angeles, succeeding Robert D. Williams, Brand Appliances, Glendale . . . John J. O'Keefe appointed Graybar Buffalo divisional mgr. for appliances, succeeding Robert S. Labor, shifted to Minneapolis . . . Kenneth Brock, ex-Ward Products, becomes sales mgr. of Browning Labs, Winchester, Mass. when he's released from Army March 1 . . . Irving P. Wolfe, newly appointed eastern sales mgr. of Walsco Electronics (antennas), opens offices at 19 S. Harrison St., Orange, N. J. . . . John Mustico appointed Pa.-Del.-N. J. rep, Sheldon Products Co.

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**DISTRIBUTOR NOTES:** Philco appoints Ben T. Crump Inc., 1314 E. Franklin St., Richmond (Ben T. Crump, pres.) . . . Raytheon: H. W. Sinclair Distributing Corp., Houston (H. W. Sinclair, pres.) . . . Bendix Radio: Vincent Supply Co., 100 N. Second St., Minneapolis (George Jenkins, mgr.) . . . Kaye-Halbert: Kenneth F. Irwin Co., 155 Van Ness St., Fresno . . . GE Supply Co. consolidates N.Y. and Newark branches, under supervision of district mgr. Carl J. Schlaick . . . Raymond Rosen & Co., Philadelphia (RCA) purchases 360,000-sq. ft. plant of Collins & Aikman Corp. at 51st St. & Parkside Ave., as future distribution headquarters, though subsidiary Raymond Rosen Engineering Products Inc. remains at 32nd & Walnut Sts.

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Ralph R. Hansen, pres. of Leru Labs, Wayne, N. J., manufacturer of electronic equipment and U. S. distributor for German Siemens radios, was passenger on Syrian Airways plane forced down recently by Israel fighter planes. He was on business trip to Near East and was released shortly thereafter as American citizen.

National Securities & Research Corp., 120 Broadway, N. Y. (Henry J. Simonson Jr., pres.) has formed an atomic energy & electronics div., retaining Nuclear Consultants Inc. as technical advisers.

**Financial & Trade Notes:** Olympic Development Co. is new company formed by Olympic Radio & Television Inc. to acquire its development operations at Stamford, Conn. and Irvington, N. J., including 95%-owned Multra Corp. (automation & automatic machinery). Olympic retains research facilities at Long Island City.

In Dec. 17 letter to stockholders, pres. Morris Sobin said purpose of separation is to relieve Olympic Radio of the "financial drain" caused by operation of its development work. Olympic Radio stockholders will receive one share of Olympic Development stock for each 10 shares of Olympic Radio, payable Jan. 12 to stockholders of record Dec. 27. In addition, Olympic Development stockholders will be offered opportunity to subscribe to new issue of about 300,000 shares of its capital stock at \$1 per share on or about Jan. 12 at rate of 7 new shares for each share owned. Olympic Radio plans to convert to cash about \$460,000 of assets tied up in its development operations. It has already received 5-year guaranteed note for about \$145,000 from sale of its fixed assets.

Sobin also disclosed that Olympic Development, headed by Dr. Bowling Barnes, a director of Olympic Radio and partner of investors Fox, Wells & Co., would merge with Clarksburg TV Cable Corp., operators of community antenna system in Clarksburg, W. Va., in which Fox, Wells also has interest. Dr. Charles J. Burton is v.p.-treas. of Olympic Development, whose other directors are Heywood Fox and James G. Rogers, both of Fox, Wells, and RETMA pres. Glen McDaniel, who is also Fox, Wells counsel.

Note: Sol M. Zweifach, the N. Y. broker who was intermediary in earlier negotiations with Fox, Wells for the purchase of Olympic Radio and its development div. (Vol. 10:30, 32), this week reportedly made offer to buy control of Sentinel Radio from pres. Ernest Alschuler, who said he would not consider it. In Olympic negotiations, it was reported but not verified that Zweifach represented interests of financier Louis Wolfson, with whom he has been associated in other ventures.

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CBS Foundation Inc., agency for making charitable and educational grants on behalf of CBS Inc., this week advanced new idea which it hopes industry may adopt generally to assist fund-raising efforts of privately-endowed educational institutions. Sixteen CBS executives are contributing \$2000 each to 14 schools, colleges or universities from which they were graduated, that sum approximating extra "cost of education" which was borne by their alma maters "over and above the tuition and other fixed charges" they paid while students. Grants are unrestricted as to use. Plan was sparked by Dr. Frank Stanton, CBS pres., Ohio Wesleyan U, which got grant in his name. Others: Hubbell Robinson Jr., Brown; Louis Hausman, Columbia; Henry Untermeyer, Cornell; Harry S. Ackerman & James B. Conkling, Dartmouth; John Hundley, Denison; George Klayer, Duke; Daniel T. O'Shea, Holy Cross; Edward P. Shurick, Kansas City U; J. Kelly Smith, Knox; Norman A. Adler, New York U; Wm. S. Paley & James M. Seward, U of Pennsylvania; Adrian Murphy, Princeton; Harry Ommerle, Wesleyan U.

Packard-Bell Co. for 12 months ended Sept. 30, reports net sales of \$17,744,136 and net income of \$164,296 (24¢ a share), compared with \$32,152,749 & \$1,139,642 (\$1.65) in preceding fiscal year. Company showed operating loss of \$464,024 before refundable Federal income tax of \$628,320. Pres. Robert A. Bell blamed false rumors about "immediate emergence" of color TV, distress dumping by a competitor and bad air conditioning season for abnormally low ratio of profits to sales.

Hoffman Electronics Corp. due to be listed on N. Y. Stock Exchange in Jan.

**A**DVERTISING Research Foundation, 11 West 42nd St., N. Y., this week came up with 22 recommendations for rating services seeking most accurate way to measure audiences. Releasing summary of study of its TV-radio ratings review subcommittee—called “the Kinsey report of the TV industry” by committee chairman E. L. Deckinger of Biow when parts of it “leaked” into print 2 months ago (Vol. 10:42)—ARF said study was “starting point” for improvement of ratings. Study was financed by ARF members and was prepared by subcommittee of Deckinger, G. Maxwell Ule of Kenyon & Eckhardt, and Donald W. Coyle, ABC.

Report says unit of measurement should be the household, and measurement should report the number of sets in households, the average instantaneous audience, number of households reached, audience characteristics, audience size for specific segments of program. It says measurement should be based on probability sample, should be reported for each commercially sponsored segment of program, should take in all broadcast hours from 6 a.m. to midnight. Ratings reports should be available within month of last measured broadcast.

“We are confident that the practitioners will continue to develop improvements that will bring us ever closer to the common objective of better knowledge about audience sizes,” report said. “In setting high standards, your committee appreciates that, for the present, there will be a gap between objective and attainment. What is very desirable may, at least at our present level of knowledge, be unattainable at reasonable cost.”

Report studied methods of the 6 leading rating services—American Research Bureau, Videodex, Nielsen, Pulse, Trendex, Hooper. None was termed wholly adequate.

Are “Play Marco” and similar bingo-type programs lotteries? FCC wants to know, has asked KTLA, Los Angeles, which carries “Play Marco,” to explain why it isn’t—while holding up station’s license renewal. Commission has studied other such programs, will direct same kind of questions toward other stations when their licenses come up for renewal. Several stations have asked Commission for advisory opinion on the programs, haven’t received answer yet.

Rare action of FCC, initiated only 2-3 times in its history, was to authorize formal inquiry into sabotage of equipment of KPIX, San Francisco (Vol. 10:51). Commission stated that damage may have been committed by persons holding FCC operator licenses, who are thus liable to suspension of licenses or criminal prosecution. Inquiry involves hearings before FCC examiner, who will be designated later.

Donald W. Reynolds’ Southwestern Publishing Co. is buying CP for KNAC-TV, Fort Smith, Ark. (Ch. 5), paying \$50,000 for expenses incurred by latter, in order to switch uhf KFSA-TV (Ch. 22) there to vhf. Reynolds and KNAC-TV principals (H. S. Nakdimen group & George T. Hernreich with 50% option) agree market won’t support 2 TVs, gave up plans for merger because neither Reynolds or Ch. 5 CP-holder would give up radio outlets. Reynolds also controls KZTV, Reno and KLRJ-TV, Henderson-Las Vegas, Nev., latter due on air by Jan. 1. He also publishes *Fort Smith Southwest American* and *Times-Record* and other southwest newspapers and operates radios KNAC, Fort Smith & KRBS, Springdale, both Ark., and KHBG, Okmulgee, Okla.

New RCA-NBC executive changes are due to be announced after Jan. 7 board meeting, including probable shifting of Mannie Sacks from RCA staff v.p. & gen. mgr. of RCA Victor Records Div., to a top-ranking position with NBC-TV. Also in works is probable elevation of George Y. Wheeler to RCA corporate representative in Washington. Wheeler is presently asst. to NBC Washington v.p. Frank M. Russell, who will continue in that capacity.

Sale of CP for KQXI, San Jose, Cal. (Ch. 11), approved by FCC this week, leaves pres. A. T. Gilliland sole owner. Purchaser was Sunlite Bakery, owned by Gilliland, which paid KQXI’s 36 stockholders \$50,650 (Vol. 10:41). Also approved this week was \$160,000 sale by KOAT-TV, Albuquerque, of radio KOAT and KRSN, Los Alamos, to Sunshine Bestg. Co., KOAT-TV owners stating desire to concentrate on TV (Vol. 10:50).

Severe earthquake which rocked northern California-southern Oregon this week—centering in Eureka, Cal.—came while KIEM-TV (Ch. 3) was off air. It was able to sign on at usual time thanks to own auxiliary power generator. There was no damage to tower. Radio stations KIEM & KHUM were off air for little more than an hour.

One application this week: WROK, Sunbury, Pa., seeking Ch. 38, proposing to build for \$82,000, buying most of equipment from defunct WCHA-TV, Chambersburg, Pa. (Ch. 46). Applicant (Harry H. Haddon, pres.) also publishes *Sunbury Daily Item*, had previously applied for Ch. 65 but dismissed Feb. 19 of this year.

#### STOP-PRESS BULLETIN

Horace L. Lohnes, 57, partner in Washington law firm of Dow, Lohnes & Albertson and pioneer in practice of TV-radio law, died of coronary thrombosis night of Dec. 23 at Doctors Hospital, Washington. Survivors include his wife, Thelma; a daughter, Roberta Lee; brother, George M. Lohnes, Washington consulting engineer.

### NEXT TV FACTBOOK—PRE-PRINT ORDERS

**S**PRING 1955 edition of our *TV Factbook*, which has become a sort of “World Almanac” of the entire TV-radio industry, will be off the presses week of Jan. 17—the 20th semi-annual volume containing basic data on all U. S. and Canadian stations & networks (including digests of rate cards), lists of TV stations throughout the world, complete allocation tables and tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The *Factbook’s* new features are lists of color-equipped stations, list of Armed Forces TV stations around the world, a directory of British TV-radio & tube manufacturers—and a new and handier Index to Contents. All reference departments are brought up to date—such as

the directories of stations, national sales representatives, advertising agencies, program producers & syndicators, set & tube manufacturers, the FCC, TV-radio attorneys, engineers & consultants, laboratories, etc. Also updated are the various statistical references relating to TV & radio time sales, set & tube production, shipments, inventories, financial status of major electronic manufacturers, etc. There are other features, too, including a revised copy of our 43x29-in. Map of TV Cities and interconnections, in color, suitable for mounting. One copy of the semi-annual *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 10, cost \$1.50 each; single copies, \$4.00.