

# Television Digest

with **ELECTRONICS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 10..No. 32

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August 7, 1954

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**PHILCO INVENTIONS AND COLOR CLAIMS:** Dynamic Philco Corp., bent on staking a larger claim in the TV-radio-electronics patent structure, whose keystone appears to be a new color tube, made its plans and purposes very plain at distributors' convention this week in New York, where these developments were disclosed:

(1) The Philco color tube and circuit, long hush-hush and sometimes referred to as project "Apple", was revealed as based on a one-gun, all-glass, 21-in. rectangular tube without shadow mask and giving 250-sq. in. of picture on a "photographically prepared" faceplate having vertical phosphor lines. That's all the technical description given yet -- with nothing said about receiver circuitry except that it's admittedly too complex yet but that solutions are in sight. Philco won't offer any color tubes or sets this year, regardless what others do, but wants system known as "a Philco system," its own invention, with 3 major licensees already signed.

(2) A uhf tuner about the size of a small movie camera, insertable by anyone into Philco's new-circuit TV receivers without addition of any controls, and workable in some models without outside aerial, was introduced to enthusiastic distributors with this significant statement by TV v.p. Fred Ogilby: "This new Philco invention will greatly help the uhf broadcasters getting started in a new market. It is our opinion that the FCC and the RETMA should recommend that all TV manufacturers start immediately to adapt uhf to their receivers in this manner to help further the interest of uhf telecasting in more cities." Then he ad libbed, "And Philco's patent dept. will be glad to advise any manufacturer on the use of this method" -- a plain bid for licensees. (For further details on the tuner, see p. 12.)

(3) In announcing Wm. Balderston's elevation to chairman of board, including job as head of policy committee -- James H. Carmine succeeding him as president -- Philco noted that he "will devote himself to broad areas of finance, manufacturing, research and engineering and legal and license activities." Though Philco in past has leaned to an all-industry patent pool in lieu of RCA's, fact that one of its biggest guns has been detailed to "license activities" at this time, plus fact it's one of several big companies that haven't yet signed renewal of RCA license agreement expiring at end of this year, lend significance to such an announcement at this time.

This is particularly so inasmuch as RCA has announced demonstration Sept. 15 of a new 21-in. round metal-coned color tube it is offering in opposition to 19-in. "Colortron 205" for which CBS Hytron has geared for fall production (Vol.10:28-30).

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The chips are down, apparently, for a terrific battle for the industry patent supremacy which RCA has held for many years, to say nothing of intense merchandising competition in the field of color. With DuMont offering own 19-in. color tube, with even a projection-type color receiver soon to be shown by Olympic Radio (see p. 9), with every lab and manufacturer in the business concentrating on color, it looks like a free-for-all already.

Not only are principals making basic patent claims, but RCA and CBS (by their

control of telecasting networks) are bringing color out of the lab and factory into the home this year, offering regular programs -- quite aside from tubes & circuits.

But Philco doesn't think color is ready for the marketplace yet, and it looks with jaundiced eye on what's been shown thus far. Pres. Carmine called RCA's initial 15-in. model, now suspended pending the 21-in., "an 11½-in. Rube Goldberg that could not go over." Then he remarked that RCA's 19-in. "was scrapped for another 19." He thought the Hytron tube "pretty good" but said it also had some drawbacks. "You can't get started with a shadow mask tube," he asserted.

"We want basically a tube as near to the black-&-white as humanly possible. We want a 21-in. rectangular. We have demonstrated to GE & Westinghouse [named with Sylvania later as Philco licensees already taking delivery of certain tube manufacturing equipment designed by Philco] the most beautiful pictures ever seen in color. It has a single mask, one gun, no hardware. It uses the same bulb as the 21-in. black-&-white, and it gives a 250-sq. in. picture which is about right for color too.

"A lot of invention is still needed, but preliminary work indicates that our tube is capable of mass production at a comparatively lower price than previously announced color tubes. We think we have the answer to standardization in the color TV industry. But we will make no false claims and false starts and we are working as rapidly as possible to complete our developmental work."

"Color TV is too important and too big for fits and starts," in Carmine's words. Philco color tube, he told the distributors, should cost 40-50% more than the present black-&-white.

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There is no question but that big Philco, now pushing \$500,000,000 in annual sales, whose forte is merchandising, has thrown down the gauntlet to giant RCA, now pushing \$1 billion annually. Latter's forte was research & development under Chairman Sarnoff, but it has also become a formidable TV-radio-appliance merchandiser too under President Folsom. Philco doesn't like to pay the 1% TV set and tube patent royalty to a competitor, sees chance to free itself when licenses expire this year.

If colorcasting and color sets go over this winter and next year, on other hand, those who delay emergence may lose out to the brand names first established. But it's unlikely Philco will even reveal exactly what it has before year's end, for its cross-licensing arrangement would release it to RCA.

Philco could even be playing, some think, for a better patent-licensing deal with RCA rather than a big licensing setup of its own. It hasn't enough productive capacity in its own small Lansdale tube plant to turn out color tubes in quantity-- has always bought most of its black-&-white elsewhere, too -- hence the arrangements with GE, Westinghouse & Sylvania.

Fact that the tube isn't whole apparatus is frankly admitted. "Neutrals" wedded to neither RCA nor CBS nor Philco, who have seen the Philco color in lab, have told us the picture is good. But invariably they've added that the circuitry is too complex (requiring upwards of 60 tubes) and that production cost is too high.

Philco's answer is that the history of radio and TV have shown that circuitry always was complicated at first, then simplified, and they say they're on the way to reducing the number of circuit tubes and simplifying the circuitry.

(For the officially released statement of Philco policy regarding color TV, see the full text of Mr. Balderston's remarks on p. 9.)

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Note: Dr. Lee DeForest, who resides in Los Angeles and will be 81 Aug. 26, reported this week that he has perfected a low-cost color tube using only one gun. He gave no details, however, and has sailed for an extended tour of Europe.

**2 FINAL GRANTS, 5 INITIAL DECISIONS:** Final FCC decisions in 2 hotly contested vhf cases this week gave Ch. 8 to Tampa Tribune's WFLA, Ch. 6 to Darrell Cannan's KFDM, Beaumont, Tex. Commission split on both. In Tampa case, majority upheld Examiner Cooper, with Comrs. Webster & Bartley dissenting in favor of St. Petersburg Times' WTSP (Nelson Poynter) and Comr. Hennock's dissent favoring Tampa Bay Area Telecasting Corp. (Trevor Adams group) because it had no radio or newspaper connections.

Approving Beaumont grant, FCC reversed Examiner Huntting's initial decision in 3-way contest -- Comrs. Hyde, Lee & Doerfer dissenting, latter 2 favoring KTRM. Third applicant was Beaumont Enterprise & Journal's KRIC.

Of the 5 initial decisions turned out by examiners this week, only one was a contested case. Recommended for grants: Madison, Wis., WIBA, Ch. 3; Detroit, WJLB, Ch. 50; Grand Rapids, Mich., Peninsular Bestg. Co., Ch. 23; Huntington, W.Va., WHTN, Ch. 13. All save Madison stemmed from dropouts. The fifth, by Examiner Irion, recommended denial of the sole applicant for Ch. 13 in Las Vegas, Nev. -- KRAM -- on grounds of insufficient financing.

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Decision in contested Madison case is noteworthy because: (1) Both applicants had newspaper connections, applicant chosen for the grant being associated with the city's only newspapers, the loser with out-of-town papers. (2) Proposed WIBA grant had been opposed by Sen. McCarthy in letter to FCC.

Examiner Cunningham picked WIBA (Capital Times and Wisconsin State Journal) over WISC (group headed by publisher-broadcaster Morgan Murphy, who owns Superior Telegram, other newspapers and various radio stations) because of greater integration of staff & owners, less extensive radio & newspaper holdings. WIBA is headed by publisher Wm. Evjue, staunch enemy of Sen. McCarthy -- and though the Senator last year wrote the then FCC chairman Paul A. Walker that he had evidence against Evjue, and was invited to file it, he never did (Vol. 9:3-4).

In allocations actions this week, the FCC: (1) Proposed to substitute educational Ch. 11 for Ch. 6 in San Juan, Puerto Rico, and add commercial Ch. 6 to Caguas. (2) Denied request of KERP-TV to switch educational reservation from Ch. 7 to Ch. 13 in El Paso. (3) Denied requests by Michigan State College's uhf WKAR-TV, E. Lansing, to reserve Parma-Onondaga Ch. 10 for education and by WKHM to move it to Jackson.

Sheldon Sackett's KROW, Oakland, Cal., failed to appear at Ch. 2 hearing, so its application was denied and it's out of running in 3-party race.

(For further details about principals involved in all foregoing applications and grants, see TV Factbook No. 19 with Addenda to date.)

**BRICKER GETS HIS NETWORK-UHF PROBE:** Sen. Bricker's politically-charged inquiry into TV-radio broadcasting -- with emphasis on network practices -- begins this summer.

The old-guard Ohio Republican pushed proposal through his Senate Commerce Committee Aug. 4 -- despite opposition of networks and pressure from Administration, and despite fact that as recently as last week Bricker himself expressed doubt that the Committee would meet again during this session of Congress (Vol. 10:31).

While he was at it, Bricker administered a resounding slap-in-the-face to the recent subcommittee investigation of uhf, headed by Sen. Potter (R-Mich.).

Ex-FCC Comr. Robert F. Jones, strongly opposed by networks, is his choice for one of the 2 new staff members to be hired to pilot the inquiry, Bricker said as the Committee meeting broke up -- although later in the week he insisted staff hadn't yet been picked. One staff member is to be named by Republicans on Committee, another by Democrats, with Committee communications counsel Nick Zapple coordinating staff's investigatory work. Sen. Johnson (D-Colo.), as the ranking minority member, will have biggest voice in choosing "Democratic" staff member.

As Bricker outlined it, staff work on probe will begin as soon as Congress is adjourned, with full Committee hearings in January -- although he saw "some possibility" hearings may be required during recess. Investigation will center on his bill to bring networks under direct FCC control (S-3456), but cover all phases of broadcasting -- "taking up where the Potter subcommittee left off" in study of uhf. It's no secret Bricker thinks Potter subcommittee fumbled the ball in not taking strong positive action since conclusion of its uhf hearings.

Investigators presumably will have ample resources for their summertime probe since Committee has nearly \$100,000 left in kitty earmarked for "investigations." And staff probers could have plenty of authority through subpoena power delegated by Bricker. Plan to hold Committee hearings in January presupposes GOP control of

the next Congress; if Democrats are in saddle, they're in no way committed to follow through on a lame-duck investigation.

There was very little discussion of TV, actually, at this week's closed Committee meeting. Chairman Bricker merely went through formality of asking Senators to OK hiring of the 2 new staffers, and whole action took little more than a minute. Potter subcommittee's actions and proposals on uhf weren't discussed.

But subcommittee's plan for ad hoc committee of experts to look further into uhf problems (Vol. 10:30) is now dead as a doornail -- as Bricker last week promised it would be. Following Committee meeting, Potter conceded Bricker probe would "supplant" subcommittee plan. It's good bet that Bricker had met earlier with Potter to put kibosh on ad hoc group -- and to remind him who was boss of the Committee.

Potter subcommittee still has plans for further actions or recommendations on uhf -- but in light of new inquiry, they may never be brought out. (For news of uhf excise tax and other TV tax proposals, see page 12.)

**NEW HARTFORD STARTER, ANOTHER UHF QUILTS:** Second outlet in uhf area opened up early in 1953 by WKNB-TV, New Britain-Hartford (Ch. 30) began 4 weeks of test patterns on Aug. 4 -- one of most important additions to the uhf roster yet, because it's backed by plenty of TV-radio know-how and money. It's WGTH-TV, Hartford (Ch. 18), fifth TV outlet and first uhf owned or controlled by big General Tire's subsidiary General Teleradio, which has 55% interest. Other 45% is held by Hartford Times, published by Gannett chain, which also owns 2 other TV stations, one of them a uhf.

WGTH-TV will carry ABC & DuMont, is managed by Fred Wagenvoord, with John M. Kinsella sales mgr.; John Downey, program mgr.; Rogers Holt, chief engineer. Its 12-kw GE transmitter and 400-ft. Lehigh tower are at Avon. Base rate is \$350, rep is H-R Television. Station claims 42% of sets in area already converted. It's 24 mi. from Waterbury's WATR-TV (Ch. 53), nearest vhf being in New Haven, 34 mi.

One more uhf suspended operations this week, 23rd to date. KSTM-TV, St. Louis (Ch. 36) signed off at 10 p.m. Aug. 3, wiring FCC it wants to devote all time to its competitive application for Ch. 11 (for other applicants, see TV Factbook No. 19, p. 244). It had been on air since last Oct., was second in area to quit, other having been KACY, Festus, Mo. (Ch. 14) which dropped out in April.

"The expense of operating a uhf station in this area," said pres. P.H. Wire, "proved greater than the possibilities of support from sponsors." Only uhf left in area is WTVI (Ch. 54) whose gen. mgr. John D. Scheuer Jr. promptly issued assurance that it will stay on the air, featuring sporting events and top network shows. "We believe," he said, "that St. Louis can and will continue to support uhf and that our audience, which most authorities agree is now 260,000 homes, is constantly growing."

**FCC SATELLITE RULING—WHAT IT MEANS:** Commission gave its official stamp of approval this week to uhf satellites -- which rebroadcast programs of "mother" station on a different frequency. There's reason to assume, too, that FCC would be amenable to requests for low-power boosters on same frequency as mother station, to fill in "holes" in uhf coverage areas -- though there's been no official announcement yet.

Though it doesn't specifically use word "satellite," FCC Public Notice 9036, issued Aug. 5, says Commission will consider: (1) "applications for stations in the uhf band which do not propose to originate any local programs," and (2) waiver of duopoly rules (against overlap of coverage between commonly owned stations) where one or more stations merely repeat programming of another.

In first of series of actions aimed at helping uhf, Commission has opened the door to a number of different possibilities in uhf operation. Its one-page notice is anything but specific -- perhaps purposely so, to encourage telecasters and applicants to make suggestions with regard to type of operation. Requests will be judged case-by-case. These are some, but by no means all, of the possibilities:

(1) Uhf station could be operated inexpensively with only network and/or film programming, as individual unit and not as satellite.

(2) Two or more separately-owned uhf stations in an area could band together to carry same programming.

(3) A vhf or uhf station could have its owned-&-operated uhf satellites in nearby areas carrying exactly same programming as master station, although the FCC's multiple ownership provisions would continue to apply, each satellite counting as a separate station. (Commission soon will finalize rule permitting common ownership of 7 stations, providing at least 2 of them are uhf.)

Stations will be authorized to operate without local programming "where it appears that this type of operation would permit the flexibility in operation and the necessary economy to make feasible a TV station which otherwise may not be constructed." FCC will waive duopoly rules where it can be shown to be in the public interest. New station could be authorized to start out as satellite, or existing station could be authorized to change over to "repeater" basis.

Satellite operation would have to meet all other FCC rules for TV stations; that is, it would have to operate on an allocated channel and its power could not be below FCC minimums -- generally as low as 1-kw ERP. New policy becomes effective Sept. 1, and it's understood several "test applications" are already in preparation.

Comr. Hennock issued bitter 12-p. dissent to the 3-paragraph FCC notice. It's "final mortal blow to uhf," she said, and "encourages and invites monopolistic control over uhf [by permitting] favored vhf stations to gobble up the uhf spectrum." She compared new uhf policy to FM pattern. She reiterated her pleas for eventual all-uhf allocation, immediate freeze on vhf grants, etc., and added a few new proposals: authorize satellites & boosters for uhf stations only, reduce power & height of vhf stations, limit community antennas to uhf where it's available, limit subscription TV to uhf, limit transmitter sites to near center of cities served.

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Enthusiastic about boosters as means of filling in "shadows" within coverage areas of uhf stations, RCA filed 70-p. report with FCC this week detailing recent experiments in Vicksburg, Miss., where it set up 1-kw (ERP) booster to amplify and repeat signals from WJTV, Jackson, Miss., on Ch. 25 (Vol. 10:17,23,31).

Booster in "shadowed" area 37 mi. from main transmitter provided effective 200-fold increase in power to poor coverage sections near Vicksburg, RCA reported, with 23db improvement in field intensity in at least 50% of the total receiving areas. RCA engineers found that "a good engineering estimate of the ERP needed to establish a given grade of uhf service can be made known once the topography of a specific TV service area is known."

Adler Communications Laboratory, another booster experimenter, which has FCC approval for tests in Waterbury, Conn., to begin in mid-August, has mailed uhf telecasters a bulletin giving specifications for booster with minimum ERP of 50 watts, available when FCC approves booster operation.

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TELEVISION does not make the demagogue—it exposes him.” This comment by CBS v.p. Richard S. Salant typified statements by representatives of all 4 TV networks and the NARTB this week as Senate Rules subcommittee held hearings on various proposals to curtail and control broadcasting of Senate hearings. In addition to Salant, subcommittee heard NARTB govt. relations v.p. Ralph W. Hardy, NBC public affairs director Davidson Taylor, DuMont programming chief James L. Caddigan, ABC v.p. Robert H. Hinckley. Their principal points:

(1) TV is entitled to same privileges as other journalistic media.

(2) Public's freedom to witness public hearings should not be limited to the number of people who can be accommodated in hearing room.

(3) Any govt. ban of sponsorship of hearing telecasts would necessarily curtail coverage and deprive public of first-hand observation of what goes on.

(4) TV does not create "circus atmosphere"—it merely records it, and Senators who act like clowns will be detected by public and defeated at polls.

(5) TV cameras require no special lighting, very little space and make no noise.

Chairman Jenner asked some witnesses if they thought TV-radio should be allowed at sessions of whole Senate; Hardy and Hinckley said all media should have equal access to Senate chamber, and Salant said he would prefer to "climb one hill at a time."

Following the hearings, Sen. Bennett (R-Utah), author of bill to ban sponsorship of televised hearings, said he hoped Congress and telecasters could work out program for "getting along with one another."

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"Often, when we are afraid of something new, we take an attitude of intellectual superiority toward it." Thus the Rev. Clayton T. Griswold, exec. director, TV-radio dept., Presbyterian Church in the U. S. of America, blamed the church for "clinging to horse-&-buggy methods in an electronics age." He referred to churchmen's neglect of the TV & radio media in address on "World Christian Broadcasting" before World Presbyterian Alliance meeting in Princeton, Aug. 3. Text of excellent and widely quoted speech is available from his office, 156 Fifth Ave., N. Y.

**Personal Notes:** John M. Clifford, NBC personnel v.p., named administrative v.p. in charge of all operating and staff activities. Reporting to him are Robert E. Shelby, v.p. & chief engineer; Wm. S. Hedges, v.p. for integrated services; George D. Matson, controller; B. Lowell Jacobsen, director of personnel . . . P. A. (Bud) Sugg, exec. v.p. & mgr. of WKY-TV & WKY, Oklahoma City, an authority on meteorology, named chairman of Commerce Dept. advisory committee on weather services . . . Wm. A. Exline, ex-KRON-TV, named TV sales mgr. of Free & Peters San Francisco office, succeeding Richard C. Rothlin, transferred to firm's Chicago office . . . Robert L. Jawer, ex-WPTZ, Philadelphia, named asst. gen. mgr. & sales mgr. of WTVH-TV, Peoria, under new gen. mgr. Edward G. Smith, ex-WTCN-TV, Minneapolis; Robert G. Holben, ex-Merle V. Watson Adv., named production mgr., assuming some of duties of program mgr. Donald G. Roper . . . Kenneth B. Craig, ex-CBS Hollywood director of business affairs, named program director of ABC-TV western div., succeeding Jim Beach, resigned; Amos Baron, KABC mgr., promoted to gen. mgr. of KABC-TV, succeeding Frank King, resigned; John Asher resigns as publicity-promotion director to join CBS radio, Hollywood, as sales promotion mgr. . . . Byron Taggart, ex-WKRC, Cincinnati, now gen. mgr. of WTVN radio (formerly WHKC), Columbus . . . George Rice, film director of WBKB, Chicago, gets same position at WABC-TV, N. Y., replacing Yale Roe, who returns to WBKB . . . Harold H. Newby, of AM affiliate, named chief engineer of upcoming KAKE-TV, Wichita (Ch. 10) . . . Castleman D. Chesley, ex-U of Pennsylvania asst. athletic director, named ABC-TV sports program coordinator in charge of NCAA telecasts . . . Keith Culverhouse promoted to adv. & promotion director, WPIX, N. Y. . . . Parker H. Vincent, ex-WHDL, Olean, N. Y., named chief engineer of upcoming WMTW, Poland Spring, Me. (Ch. 8) . . . Robert M. Hoffman, research mgr. of WOR-TV & WOR, promoted to director of planning & development; Richard A. Jackson named publicity mgr. . . . Richard M. Stone, ex-sales mgr., Petri Wine Co., joins Avery-Knodel Inc., N. Y. . . . Alvin Kabaker, v.p. & TV-radio program director, Dancer-Fitzgerald-Sample, takes on added duties of publicity & public relations director . . . Wm. McIlvain, mgr. of Leo Burnett N. Y. office, promoted to v.p. in charge of N. Y. TV-radio operations . . . Ernest Motyl named supervisor of film production, Ruthrauff & Ryan TV-radio dept. . . . Wm. C. Munro, ex-Geyer, heads McCann-Erickson TV-radio research section . . . Phillip L. McHugh promoted to Campbell-Ewald TV-radio v.p., headquartering in Detroit . . . Ken Haverstick, ex-Geyer Adv., named TV art director, Ruthrauff & Ryan.

Lloyd A. Pixley, 54, pres. and one-third owner of WLOK-TV & WLOK, Lima, O. (Ch. 73), which was reported being offered for sale due to his illness (Vol. 10:31), died July 30 in Columbus. He formerly owned WCOL, Columbus, was head of Brightman Mfg. Co. there, manufacturers of nuts. He was captain of Ohio State's 1922 football team.

Miss Gioia Iolanda Marconi, daughter of Marchesa Monte Corona of Rome and the late inventor Guglielmo Marconi, was married in Scotland Aug. 5 to George Atkinson Braga, of Alpine, N. J., pres of Manati Sugar Co. and Czarnikow-Rionda Co. Mrs. Braga has been a producer with NBC in New York.

TV writers' strike by independent Television Writers of America (TWA) against ABC, CBS & NBC was called off this week, because of "lack of support."

Telemundo's CMA-TV, Havana (Ch. 2) joins CBS-TV as primary affiliate.

Allegations that Edward Lamb "knowingly associated" with Communist Party officials in Toledo and contributed funds to party will be brought out by witnesses who will testify at Sept. 15 FCC hearing, Broadcast Bureau informed him this week. Responding to Senate committee demand and FCC order that it reveal charges against the broadcaster-publisher-industrialist (Vol. 10:31), Bureau spelled out charges of specific instances when Lamb was alleged to have been solicited for funds, to have contributed to party, to have urged formation of an organization which "was to function secretly under the leadership and direction of the Communist Party." Also to be introduced in evidence is book written by Lamb in early 30's, *The Planned Economy in Soviet Russia*, as well as allegations that he was associated with 4 organizations now on Attorney General's list of subversive groups. Lamb immediately called charges a "cheap political frame-up," and added that FCC released information to press before giving it to him, "which is the usual way of conducting a smear." He termed the allegations "a weird collection of rumor and vile charges unsubstantiated by the naming of a single accuser." Meanwhile, Lamb and J. Lacey Reynolds, Washington correspondent for his *Erie Dispatch-Herald*, announced this week they intend to pursue their 6 slander suits for total of \$3,000,000 against Rep. Sutton (D-Tenn.) and Nashville TV-radio stations (Vol. 10:29-30), despite Sutton's thumping Senatorial primary defeat by Sen. Kefauver. "The suit was not filed for political purposes," said Lamb.

Rumors about shakeup at FCC flew thick and fast this week—but checkups among principals and at White House failed to get any verifications whatever. One story had acting chairman Rosel Hyde, away on vacation, resigning to take a Federal judgeship in Idaho, making way for appointment of George C. McConnaughey, onetime chairman of Ohio Public Service Commission and protege of Sen. Bricker. Another had Comr. Sterling resigning to make way for a new GOP appointee. Still another had Alabama Gov. Gordon Persons, onetime mgr. of WSFA, Montgomery, coming to Washington to take the next Democratic vacancy; he's a brother of Maj. Gen. Wilton B. Persons, President Eisenhower's deputy. Repeatedly, the reports are heard that Comrs. Doerfer and/or Lee are slated for chairmanship, but it's news to both. From White House came usual "no comment" on appointment rumors. Only certainty: Next term to expire is that of Comr. Hennock, N. Y. Democrat. Her reappointment after next June 30 is regarded unlikely in light of record of Senate Judiciary Committee which refused to approve her appointment for a Federal judgeship in 1950.

Comr. E. M. Webster serves as chairman of FCC until after Labor Day while acting chairman Rosel Hyde began vacationing this week in his native Idaho and in Wyoming. Slow-down in Commission activity is expected, with Comr. Sterling returning to Maine this week to continue his vacation. Hiatus in Webster regime will be week of Aug. 23, when he expects to attend IRE convention in Los Angeles.

Educational uhf KTHE, Los Angeles, has reduced operations to 2 hours 5 days a week, following recent withdrawal of support of wealthy backer G. Allen Hancock (Vol. 10:24). U of Southern California has promised to operate station up to June 30, 1955, is trying to interest local civic group in taking over on permanent basis.

Another TV operator who doesn't go along with Augusta's Joseph B. Fuqua, who is selling out his Augusta (Ga.) radio station to concentrate on TV (Vol. 10:31), is Arkansas publisher Donald Reynolds, whose KZTV, Reno, Nev. (Ch. 8) applied this week for 5-kw daytime AM there on 540 kc.

**P**PROMOTION BUREAU for TV under auspices of NARTB (Vol. 10:26-27,31) finally took form this week following meeting in Washington Aug. 5 of 10-man committee charged with setting up operating details—5 representing NARTB, 5 the now-disbanded Television Advertising Bureau (TvAB). Organization will be known as Television Bureau of Advertising (TvB), will have first-year budget of \$400,000, headquarters in New York. Structure provides for chairman, board of directors, fulltime president and director of sales & sales promotion, latter reporting to pres. Reporting to director of sales & sales promotion will be mgr. for local sales, national spot sales, network sales and research.

Two categories of membership were set up: active (networks and stations) and associate (station reps and "any other categories to be decided upon by the board of directors"). Monthly dues for all members weren't finally determined, but for stations it will be "based on the highest published quarter-hour non-network rate." Purposes of organization, as formally stated, are: "To promote the broader and more effective use of TV as an advertising medium at all levels (local, regional, national-spot and network); to sell present and prospective advertisers (and their agencies) the productive use of TV advertising for their particular goods and/or services; to keep members and their staffs informed of advances in the art of salesmanship and tested and successful TV techniques, and to supply promotional support for the application of such knowledge; to serve as a clearing house of information on TV advertising, its audience, its

economics and the vital force which it exerts in the business life of the American community; to foster continued progress of TV as a medium of advertising."

Services are divided into 2 groups—those performed in behalf of members, and those supplied directly to members. In former are such functions as assembling and publishing facts & figures on impact of TV advertising; setting up regional clinics for advertisers and agencies; contacting trade assns. to promote TV as sales implement; "spadework" with advertisers not now using TV; direct mail campaigns to industries.

Services supplied directly will include mailings on sales and marketing ideas; regional "workshop" meetings for members; publication of sales manual for local selling; card file of co-op arrangements and dealer allowances of national advertisers; training course for TV salesmen, etc.

T. R. Flanagan, managing director of Station Reps Assn., welcomed new organization's plan to include reps, predicted his group would heartily approve setup.

Report of 10-man committee will be submitted to NARTB's TV board and exec. committee of TvAB for ratification. It was hoped this could be achieved by Aug. 20. Committee will serve as temporary board of directors, meets in Chicago Aug. 30. Members are Campbell Arnoux, WTAR-TV; Kenneth L. Carter, WAAM; Roger W. Clipp, WFIL-TV; Merle S. Jones, CBS; Clair R. McCollough, WGAL-TV; Richard A. Moore, KTTV; Lawrence H. Rogers, WSAZ-TV; W. D. Rogers Jr., KDUB-TV; Henry W. Slavick, WMCT; Geo. B. Storer Jr., Storer stations.

**Network Accounts:** ABC-TV's rise as major competitive network (Vol. 10:25), with nearly all prime nighttime availabilities sold out, means audience ratings "are bound to toboggan" this fall as top-notch shows compete against each other in same time segments, reports Aug. 4 *Variety*. And when this occurs, says writer George Rosen, networks will have to reconcile clients to "living with lower Niensens at same high cost. And how the sponsor reacts to it will have a great bearing on whether or not 3 bigtime network operations can survive in the present TV economy." . . . Philco to sponsor coronation of Miss America from Atlantic City on ABC-TV Sept. 11, Sat. 10:30-midnight, thru Hutchins Adv.; it's first time TV has been permitted at spectacle . . . Nash Motors buys four 10-min. segments of *Saturday Night Revue* on NBC-TV starting Aug. 28, thru Geyer . . . Dow Chemical to sponsor *Medic* on NBC-TV in fall, Mon. 9-9:30 p.m. 3 out of 4 weeks, thru McManus, John & Adams . . . Scrutan to be co-sponsor of *One Man's Family* on NBC-TV starting in fall. Mon.-thru-Fri. 3-3:15 p.m., thru Edward Kletter & Assoc. . . Anacin buys Mon. sponsorship of *Douglas Edwards and the News* on CBS-TV starting Aug. 16, 7:30-7:45 p.m., thru John Murray Adv. . . Pan-American Coffee Bureau of N. Y. buys 52 partic. on *Today* on NBC-TV, 7-9 a.m, thru Cunningham & Walsh; Florida Citrus Commission buys 26 partic., thru J. Walter Thompson . . . Atlantic Refining Co. and Miller Brewing Co. sponsor All-Star football game Aug. 13 on radio (MBS), thru N. W. Ayer and Mathisson & Assoc., as well as on DuMont (Vol. 10:30) . . . Vaughn Monroe to star in own untitled show on NBC-TV Tue. & Thu. 7:30-7:45 p.m. . . . Tide Water Associated Oil Co. to sponsor Wed. & Fri. segments of *John Daly and the News* on ABC-TV starting Aug. 6, Mon.-thru-Fri. 7:15-7:30 p.m., thru Buchanan & Co.

Edward Petry & Co. has closed down Dallas office, with mgr. Richard Drummy due to be shifted to Los Angeles and Buell Hermann resigning. In N. Y. office, Wm. Maillefert has been promoted to succeed Larry Field, resigned, as radio chief, and Mike McGuire has retired.

British commercial TV network will be headed by 9-member group chosen from industry, education and labor—but without a single member with previous TV or radio experience. Govt. this week announced membership of Independent TV Authority, which will build and operate commercial TV stations—competitor of non-commercial BBC—and supervise program content. Heading new ITA is Sir Kenneth Clark, art educator and chairman of British Arts Council, semi-official body which approves govt. art purchases. After ITA's first meeting Aug. 4, Sir Kenneth said first station would begin operation in about a year, possibly in Lancashire. Programs will be produced by 2 or 3 commercial "program contractors," who would buy air time from ITA and in turn sell advertising. He estimated a program contractor would have to have capital of \$8,000,000 or more. Advertisers are banned from preparing programs, and ITA will have absolute censorship power over program and advertising content. Sir Kenneth said he has seen American TV, and thinks "we should do better than their worst, and I hope we can do as well as their best." Other ITA members: deputy chairman, Sir Charles Colsten, mgr., Hoover Ltd. (vacuum cleaners); Miss Margaret Popham, ex-principal, Cheltenham Ladies College; Miss Dilys Powell, *London Sunday Times* film critic; Lord Aberdare of Duffryn, attorney; Col. Arthur Chichester, textile manufacturer; Sir Henry Hinchcliffe, bank director; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycraft, ex-gen. secy., Transport Salaried Staff Assn.

June advertising volume was up 7% from June 1953, reports monthly *Printers' Ink* index, while for first half of this year it was up 9%. Network radio for June was down 18%, for the 6 months 8%, but all other categories were up. June gain of network TV was 34% (see also PIB figures, Vol. 10:31), outdoor 10%, business papers 7%, newspapers & magazines 4%. Six-month gains were network TV 43%, outdoor 5%, business papers 4%, newspapers & magazines 3%.

Licensed TV sets in Britain totaled 3,379,366 May 31, increase of 78,528 during May.

OKLAHOMA CITY'S KWTW tower is now the "tallest structure ever built by man," reports enthusiastic gen. mgr. Edgar T. Bell, for on Aug. 5 it went to 1290 ft., which exceeds Empire State Bldg.'s 1250 ft. Remainder of Ch. 9 station's structure with antenna will hit 1572 ft. before end of month, with Oct. 1 as target date for full operation as world's tallest tower (Vol. 10:27).

Few shipments were reported by the transmitter manufacturers this week. RCA on Aug. 7 was to send 5-kw transmitter with 25-kw amplifier to WOAY-TV, Oak Hill, W. Va. (Ch. 4), tentatively scheduled for Sept. start. On Aug. 2 it shipped 12½-kw amplifier to WCOV-TV, Montgomery, Ala. (Ch. 20). KPTV, Portland, Ore. (Ch. 27), due to get 12½-kw also, reported it has received driver and certain components, expects rest in time to put out 204-kw ERP by Aug. 31.

Federal has shipped complete 25-kw transmitter, including color equipment, to KREM-TV, Spokane (Ch. 2), planning early fall start. Federal also reports 25-kw transmitter due to go about Aug. 15 to WLOS-TV, Asheville, N. C. (Ch. 13), now installing 8-bay Federal antenna and planning Aug. tests, Sept. 18 programming.

DuMont's only report this week was order for complete new 25-kw transmitter from WNEM-TV, Bay City, Mich. (Ch. 5), which will retain old 5-kw as standby. GE's only report was Aug. 3 shipment of 10-kw transmitter to KBMT, Beaumont, Tex. (Ch. 31), to replace GE 1-kw.

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

WCBI-TV, Columbus, Miss. (Ch. 4), granted July 28, hasn't ordered equipment yet, but plans "early 1955" start, according to owner Birney Imes Jr., who last May turned in Ch. 28 CP there. He also controls Mississippi radios WCBI, Columbus; WELO, Tupelo; WNAG, Grenada; WMOX, Meridian. With his mother he's also licensee of WROX, Clarksdale, and with gen. mgr. Bob McRaney, licensee of WROB, West Point, Miss. WCBI-TV building is planned for downtown location and tower will be 425-ft. self-supporting Blaw-Knox or Truscon, with 6-bay antenna. McGillvra will be rep.

WSAU-TV, Wausau, Wis. (Ch. 7), shooting for Oct. test pattern and programming targets, has 12-bay RCA superturnstile antenna scheduled for installation on WSAU radio's 400-ft. Blaw-Knox tower early in Sept., and 10-kw RCA transmitter due to be ready by mid-Sept., reports v.p.-gen. mgr. George T. Frechette. Owners are Charles Lemke (25%), former stockholder in WSAU, which was sold to TV grantee (Vol. 10:23), and publishers of these Wisconsin dailies: *Wausau Record-Herald*, *Wisconsin Rapids Tribune* (WFHR), *Marshfield News-Herald*, *Antigo Daily Journal* (WATK), *Rhineland Daily News*, *Merrill Daily Herald*. Base rate of \$200 is planned. Rep will be Meeker.

KRCG, Jefferson City, Mo. (Ch. 13), has 10-kw RCA transmitter scheduled for Aug. delivery, plans Nov. 1 programming, but hasn't set test pattern target yet, according to pres.-gen. mgr. Betty G. Handy, whose family also controls *Jefferson City Capital News & Post Tribune*. It will use 500-ft. tower with 12-section superturnstile RCA antenna. Meeker will be rep.

WLEX-TV, Lexington, Ky. (Ch. 18), construction started, plans Sept. 15 test patterns, Nov. 1 programming, reports exec. v.p.-gen. mgr. Earl L. Boyles. It will use 600-ft. tower, has ordered Continental transmitter from GPL for Sept. 1 delivery. Forjoe will be rep.

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Frank Nelson, Los Angeles, elected pres. of American Federation of TV-radio Artists (AFTRA), succeeding Alan Bunce; George Heller re-elected exec. secy.

Jack Wrather, Los Angeles oilman and producer who is one of owners of KFMB-TV & KFMB, San Diego, and who recently sold his interest in KOTV, Tulsa (Vol. 10:14,20), this week bought out Lone Ranger Inc. for reported \$3,000,000 cash from owners George W. Trendle, H. Allen Campbell & Raymond J. Maurer. His mother, Mrs. Mazie Wrather, is also one of the purchasers, but Mrs. Helen Alvarez, associated with them in the stations, is not a participant. The Campbell-Trendle interests, who once owned WXYZ, Detroit, sold it to ABC and then devoted entire attention to *Lone Ranger* and other TV-radio program properties; not included in *Lone Ranger* deal were its *Green Hornet*, *Sergeant Preston of the Yukon* & *American Agent* shows. This week, Campbell-Trendle also sold their radio WTAC, Flint, Mich. (1-kw day, 500-w night on 600 kc, ABC) to Radio Hawaii Inc. for \$287,000 after last week turning in CP for WTAC-TV (Ch. 16) which quit the air April 16 (Vol. 10:31). Purchasing firm is 100% subsidiary of Tele-Trip Policy Co. Inc., 420 Lexington Ave., N. Y. (aviation insurance, vending machines), is headed by John M. Shaheen and also owns KPOA, Honolulu. Exec. v.p. is veteran broadcaster Finlay Hollinger, but John R. McKinley will continue as mgr. of WTAC. Station sale was handled by Allen Kander.

Tampa Tribune's WFLA, which this week got final grant of (Ch. 8 (see p. 2), plans 50-kw transmitter, 1000-ft. tower, will begin construction as soon as possible, will be represented by Blair, reports mgr. George W. Harvey. Publisher J. C. Council said "probably some 6 months" will be required to complete job, even as losing applicant Nelson Poynter, publisher of *St. Petersburg Times* (WTSP) disputed FCC decision, pointing to winner's "outside ownership" and indicated plans to appeal. So that service can start without delay, Poynter proposed joint interim operation under plan similar to one FCC authorized in Shreveport, where litigants got together to finance and build station pending litigation, losers to sell to winner; he said this means Ch. 8 can be on air in 60 days.

"Low cost TV is practical and possible," says consulting engineer and TV repairman Gary O. Sandstedt, 3837 Harrison Blvd., Kansas City—and to prove it he's asking FCC to let him build and operate a station for "less than \$10,000." He applied this week for experimental Ch. 11 station in Kansas City, with 500-kw transmitter power, 1.5-kw ERP, antenna 55-ft. above ground. He proposes to spend \$4500 for transmitter, \$3350 for studio equipment, \$150 for antenna, \$500 for measuring equipment, etc. He figures maintenance and technical operation costs should total about \$1000 a year. He said he has virtually completed construction of transmitter, flying spot film scanner and associated equipment.

Big plans for closed-circuit TV: New York Philharmonic's opening concert Oct. 7 will be presented from Carnegie Hall via theatre TV in 31 cities, as first project of Edmund Dorfmann's Dor Theatre TV (formerly Stadium TV Network), at average admission price of \$2 per seat. DuMont will do camera work. Exec. v.p. Wm. Rosensohn of Box Office TV Inc. this week announced "million-dollar closed-circuit TV network to service restaurants and night clubs across the country with large-screen floor shows" beginning early next year.

More channels for TV remote pickup were added this week by FCC, which finalized—with certain changes—its proposal of last December (Vol. 9:49). Made available for TV use on case-to-case basis are 10 channels in 6875-7050 mc & 2450-2500 mc bands, seven in 6875-7050 mc, eight in 10,500-10,700 mc, twenty in 12,700-13,200 mc band. Commission deferred action on proposal to assign channels in 7050-7125 mc band to TV licensees pending further study. Details are in FCC Public Notice 9511.



**Color Trends & Briefs:** Olympic's projection color set (Vol. 10:31), due to be demonstrated this month, gives 24-in. picture and "can be produced to sell for about \$500," according to a high company official. Principle of new set is a surprise—it's based on the whirling-disc "color converter" developed by young engineer Robert P. Benjamin of Airtronic Research Inc., Bethesda, Md., and pushed by FCC Comr. Sterling (Vol. 10:6-7). Olympic is said to be negotiating with Airtronic for license to use basic device in its projection receiver.

Projection system was developed at Olympic Development Co., Stamford, Conn. under optical scientist Dr. R. Bowling Barnes. It uses small projection tube with 8-in. disc rotating between it and translucent screen. Incoming color signal is decoded into 3 colors. The 3 color signals are keyed so that only red is fed to projection tube when red segment of disc is in front of tube, and so on for other 2 colors. Drawback to basic decoding system when we saw it demonstrated as "color converter" was the flicker, which many engineers feel is inherent in system.

Two persons who have seen the Olympic projection picture—both connected with developers of the device—remarked on general quality of the color image, stressing that it was far better than the old black-&-white projections. System employs new tube, screen and optical system, said to be "100% improved over anything ever used in black-&-white projections."

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Emerson has priced 15-in. color set at \$695, lowest of any manufacturer, simultaneously discontinuing its color set leasing plan which found little response (Vol. 10:10,12, 20). In letter to distributors, pres. Benjamin Abrams said Emerson would continue limited production of current model using RCA tube until satisfactory 21-in. tube is available, won't produce any 19-in. sets. He said "all experiments with tubes larger than 15-in. have so far proved unsatisfactory," and added that large-scale production of color sets won't begin until good 21-in. tube is available in quantity—probably not until "middle of 1955."

First 3 color shows in CBS's Thursday 8:30-9:30 p.m. series from Hollywood sponsored by Chrysler (Vol. 10:31): Sept. 30, *Shower of Stars*, featuring Betty Grable, Mario Lanza, Harry James in original musical score conducted by Gordon Jenkins; Oct. 7, *The Long Goodbye* by Raymond Chandler, with Dick Powell & Teresa Wright; Oct. 14, *The 13th Chair*, with Ethel Barrymore & Dennis O'Keefe.

CBS-TV will shoot 13 films in Gene Autry series on 16mm specially treated Kodachrome stock. Decision to use 16mm, which is to be processed by CBS, was made on basis of its low cost and the success of sample screenings of 2 previous Gene Autry episodes using DuMont 16mm film scanner.

Color TV film series on sewing has been produced in Hollywood by Gordon Zahler, owner of Zahler Music Library, and has already been sold to dept. stores in Washington and Hartford. Zahler is a paraplegic, paralyzed from neck down since he was 14, works from wheelchair.

DuMont color school for its distributors' servicemen will be held week of Aug. 23 at Paterson, N. J. headquarters, offering course in color fundamentals under service director Joseph A. Hatchwell. Distributors are due to start color clinics for dealers in fall.

This week's network color schedules: NBC-TV—Aug. 11, *TV on the Battle Front*, special pickup by mobile unit from Ft. Meade, Md., 11-11:30 a.m.; Aug. 12, *The Marriage*, 10-10:30 p.m. CBS-TV—WCBS-TV, New York only, Aug. 9, *Time for Color*, 5-5:30 p.m.

Some 8394 color sets were produced during first 6 months of 1954—347 of them in June—according to newly released RETMA figures.

COLOR OUTLOOK, long range, is "exceedingly bright," according to Philco chairman Wm. Balderston, reporting this week to distributors' convention. "Within the next 8 or 10 years there will be more color TV sets in this country than there are black-&-white sets today—there is no doubt of this. However, we should not confuse the long-range prospects for color TV with our planning for the immediate future." This was the official policy statement enunciated by Mr. Balderston:

"You will recall that color TV was forced out of the research laboratories prematurely by political pressure from Washington, and with a tremendous amount of publicity, hearings, ballyhoo, etc., the incompatible, CBS field sequential system was adopted by the FCC as standard for the industry. As you well know, that system never got off the ground, and again it was demonstrated that you cannot force scientific development and invention.

"After the splendid work of the National Television System Committee and the adoption of the compatible color TV system, an orderly period of research and development work should have ensued to give the industry time to simplify and perfect the color TV tube and circuitry before it was announced and ballyhooed to the public. However, for reasons of their own, certain of our competitors saw fit to promote the 'color now' idea and subjected the industry and the public alike to another barrage of color TV propaganda. Extravagant plans were announced with elaborate manufacturing and merchandising programs to back them up. None of these programs has been successful and only a trickle of sets has been purchased by the public.

"I have reported to you from this platform during the past several years that Philco was conducting an immense amount of research and development work in the color TV field. That work continues in full force, and we are more confident than ever before that we are on the right track of a practical, commercial color TV system—that can be sold to the public in volume at the right price. There has been a great deal of speculation in the trade papers regarding our color TV activities. We do not propose at this time to add to the present confusion by making premature announcements. However, I can again assure you that when the time comes to part the curtains on Philco color TV, you will be thrilled by the achievements of our scientists which will give us undisputed leadership in this field.

"In the meantime, I can only restate and re-emphasize Philco's consistent policy as regards color TV—namely, that when the time is right, we will place a set on the market that will flow on to the consumer and create profits for our distributors and dealers . . . not one that will breed obsolete inventories and costly losses!"

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Picture tube sales in first 6 months totaled 3,957,238 units valued at \$82,985,981, compared to 5,197,071 units worth \$122,493,745 sold in first 6 months of 1953, reports RETMA. June shipments totaled 681,937, highest for any month this year, worth \$13,933,845. They compared with 584,782 at \$12,062,269 in May and 746,822 at \$17,480,475 in June 1953. Receiving tube sales for 6 months totaled 165,709,060 valued at \$120,720,391, compared to 243,160,348 at \$165,403,696 in first half of 1953. June shipments were 31,031,315 worth \$21,694,500 vs. 28,650,825 at \$20,465,451 in May and 42,505,685 at \$29,634,656 in June 1953.

Illustrating firmness of unit sales, Electrical Assn. of Philadelphia reports 5309 TV sets (17 brands) were sold in area in June vs. 4915 in June 1953; but for first 6 months, total was 54,354 vs. 66,390.

TV-radio retail business failures are on the rise, as shown by Dun & Bradstreet report listing 274 failures in first 6 months, compared to 160 for same period of 1953.

**JULY UP, TRADE NOW 'COMPETITIVE AS HELL':** "Era of fierce competition," is best way we can describe present and upcoming fall-winter trade season as patterns begin to emerge with this week's belated introduction of Philco's new lines. Philco was last of big-name lines to show (for details, see Topics & Trends), having been delayed by 6-week strike during which its inventories fell to all-time low.

July proved surprisingly good month, generally -- described by one major set maker as "damned good, but competitive as hell." He didn't know whether to attribute it to lower prices currently prevailing or to improvement in general business conditions, said "it probably was a bit of both." Distributor-to-dealer movements in TV continue good, he said, anticipating a "very good third and fourth quarter."

Trade statistics bear out his appraisal of month just ended, preliminary data showing factory sales at about 350,000, as against 425,000 in June and 375,000 in July 1953. Distributor sales are estimated at about 300,000, or about equivalent to preceding month and to July 1953. Retail sales figures aren't available. They were 350,000 in June (regarded as "normal") and 340,000 in July 1953.

With July production estimated at 290,000, lowest month of year because of annual plant vacations, month's end saw inventories declining to about 1,930,000 at all levels -- reduction of about 70,000 from June 30. TV production for week ended July 30 was 109,106, compared to 104,252 preceding week and 47,539 week ended July 23. For 30 weeks, production was 3,100,000 vs. 4,200,000 in same 1953 period.

Radios had comparatively poor movement in July, after a nice pickup in June. For July, factory sales were estimated at about 525,000, as against 750,000 in June and 700,000 in July 1953. Distributor sales were 550,000 vs. 900,000 in June and 750,000 in July 1953. Production was about 425,000. Radio output week ended July 30 was 144,706 (49,028 auto), compared to 129,234 preceding week and 91,008 units week before. Output in 30 weeks was 5,230,000 vs. 7,265,000 in same 1953 period.

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Biggest trade news of the week, of course, came out of Philco's N.Y. parley (see pp. 1 & 9). Because it was delayed, it lacked extravaganza aspects of other years, was strictly business -- often soaring to high economic plane.

Distributors were exhorted by new pres. James H. Carmine to sell monochrome hard, to win more of the market, to "sell for the future." Accenting black-&-white market, he urged recapture of dept. store and furniture store business. Such stores represent high dollar volume, are good dealers, good credits and very standard-brand conscious, he said. He urged top executives to contact big stores personally.

"There isn't anything wrong with Philco -- or with America -- or with anything else that I know of -- that a good selling job won't help," said Carmine.

Basic conditions are sound and Philco's best days are ahead, he said, quoting Econometrics Institute's forecasts of rapid population growth, increasing number of school-age children, greater consumption of consumer goods, replacement demand for consumer durables, expanded housing, continued high wages. (As if to underscore the economic underpinning of nation, Commerce Dept. this week issued report showing that personal income in first 6 months was at annual rate of \$286.5 billion -- just about \$800,000,000 ahead of 1953, biggest business year in U.S. history.)

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Philco also took swipe at discount house operations by disfranchising each distributor and then asking him to sign new contract with factory and his dealers to assure that merchandise is not resold by discounters. Important aspect of new plan, outlined to distributors by new exec. v.p. John M. Otter, strikes at practice of trans-shipping, forcing distributor to buy back goods trans-shipped from his own territory at cost plus freight.

Distributors must control merchandise in their territory -- and that means keeping closer tabs on dealers who sell to discount houses, warned Otter. He said: "You control the dealer, not the reverse." He indicated some distributors tacitly approved re-sale of merchandise by dealers to discount houses in effort to impress factory that they are moving merchandise.

Philco pledged it wouldn't overload distributors, which Otter admitted was at root of much of trans-shipping and also was a big factor in indiscriminate price cutting and liquidations. Under new stock control system, which is companion to new franchise agreements, factory designates how much inventory of each model should be on hand in order for distributor to do specified amount of business.

Factory will stop shipments immediately on any model when distributor has more than 10% of "required inventory" of that model on hand. But if he has quite a bit less than the "required inventory" over a long period of time, that will be subject of investigation by factory for suspected trans-shipping.

Philco said plan was designed to make franchise "more valuable," denied any intent to "get tough" with distributors. Otter himself said company was trying to "keep the merchandise clean" and hoped other manufacturers would do likewise.

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RETMA recapitulated 6-month TV-radio production in release this week, showing output of 2,845,147 TVs, 4,886,559 radios. TV production compared with 3,834,236 in first half of 1953 and 2,318,236 in first 6 months of 1952. Of total, 636,456 were uhf-equipped at factory. Production in June (5 weeks) was 544,142 (99,404 uhf), as compared with 396,287 in May (4 weeks) and 524,479 turned out in June 1953.

Radio output was way down from the 7,266,542 turned out in first half of 1953 but not as far removed from the 5,456,035 in first 6 months of 1952. Radio output in June was 837,655 vs. 722,104 in May and 1,163,831 in June 1953. Revised tables:

	PRODUCTION		RADIO PRODUCTION BY TYPES			
	Total TV	Total Radio	Home Sets	Portables	Clock	Auto
January.....	420,571	871,981	271,036	46,571	159,932	394,442
February.....	426,933	769,232	233,063	98,275	105,933	331,961
March (5 wks)	599,606	940,352	244,110	206,130	119,863	370,249
April.....	457,608	745,235	165,232	175,424	73,590	330,989
May.....	396,287	722,104	173,480	174,735	57,370	316,519
June (5 wks).	<u>544,142</u>	<u>837,655</u>	<u>226,350</u>	<u>141,904</u>	<u>132,668</u>	<u>336,733</u>
TOTAL.....	2,845,147	4,886,559	1,313,271	843,039	649,356	2,080,893

**Trade Personals:** James H. Carmine, Philco exec. v.p., at age 52 becomes pres., while Wm. Balderston, 58, steps up to chairman, and consumer products v.p. John M. Otter becomes new exec. v.p., in elections announced at this week's distributors convention; James T. Buckley declined reelection as chairman after 42 years with the company . . . C. K. Huxtable named Montgomery Ward national TV-radio mgr., replacing Peter J. Faber, resigned . . . Victor Emanuel, chairman of Avco, among 17 guests at President Eisenhower's stag dinner in White House Aug. 4 . . . Dan D. Halpin, DuMont, reappointed chairman of RETMA sales mgr. committee; A. A. Currie, Sylvania, renamed eastern vice-chairman, E. L. Taylor, Stewart-Warner, western vice-chairman . . . Joseph F. Miller promoted to asst. managing director of National Electrical Mfrs. Assn.; Wm. J. Donald, managing director, reportedly will retire next April . . . Wm. J. Hopkins named supervisor of national accounts for Sylvania electronic products, succeeded as mid-Atlantic district sales mgr. by Robert C. Hoffman, who is replaced as mid-Eastern sales mgr. by J. B. Pomeroy; M. C. Roseto replaces Pomeroy as northern California sales rep; Norman B. Scott named southeastern regional mgr.; Alfred S. Ross metropolitan N. Y.-N. J. mgr.; John S. Dews, Cincinnati; John O. Painter, Washington-Baltimore-Philadelphia; Ted Napp, Chicago; W. G. Ripley, Des Moines . . . Dave Kaye resigns as v.p. of

Kaye-Halbert, now operating under Chapter XI of Bankruptcy Act . . . Everett S. Calhoun, mgr. of electronic data processing research, Stanford Research Institute, left July 31 for 3-month inspection tour of European electronic research centers . . . Joseph C. Profita, ex-Methods Engineering Council, Pittsburgh, named asst. to Raytheon marketing mgr. Daniel J. Webster . . . Raymond W. Herrick, onetime Admiral national radio sales mgr., named Emerson north central district mgr. . . Herman L. Weckler, Clevite Corp. operations v.p. in charge of manufacturing & sales subsidiaries, named corporate gen. mgr. with responsibility for all Clevite activities . . . Henry T. Roberts, gen. mgr. of Magnecord commercial music div., promoted to v.p. . . M. A. Koetke named adv. & sales promotion mgr., Gramer-Halldorson Transformer Corp.

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Dr. Cornelius G. Brennecke, 47, dean of N. C. State College electrical engineering dept. and nationally known for his electronics research, died Aug. 2 in Raleigh. A onetime RCA engineer, he helped organize and was pres. in 1948 of IRE's N. C.-Va. section.

Emerson's Ben Abrams presented \$10,000 checks this week to educational stations KQED, San Francisco, and WHA-TV, Madison, in line with his plan to give such donations to first 10 educational stations on air.

**Topics & Trends of TV Trade:** Philco's new line of 52 models utilizes 3 entirely new chassis—called the 300, 350 & 400—all with 41-mc IF and designed to incorporate all-channel uhf tuner that can be inserted by layman in few minutes. It works from one dial with channel numbers illuminated when uhf channel selector is set. Tuner costs \$45, obviates need, as TV v.p. Fred Ogilby explained to distributors convention this week, of carrying more than one inventory of sets. "It takes the guesswork out of how many uhf or vhf sets will be required for any territory," said Ogilby. "Every manufacturer in the business of making vhf-uhf combinations is old hat," said Ogilby.

"Finger-tip tuning" will be one of the main promotion themes this fall, referring to horizontal but hidden uhf controls. The line starts with 21-in. table at \$160, ranging up to \$300, which compares with \$250 to \$430 in same size just year ago. The 21-in. consoles range from \$230 to \$420, comparing with \$300 to \$530 year ago. There are no 17-in., which Ogilby said was a dead number "because 21-in. is too close," and line embraces three 24-in. table models and four 24-in. consoles. Full line:

*Table Models:* 21-in. ebony textured \$160, blonde \$200; 21-in. mahogany \$200; 21-in. mahogany \$230; 21-in. mahogany \$260, blonde \$280; 21-in. mahogany \$300; 24-in. maroon \$300; 24-in. mahogany consolette, with legs, \$340, blonde \$360.

*Consoles:* 21-in. open-face maroon \$230; 21-in. open-face mahogany \$260, blonde \$280; 21-in. open-face mahogany \$280; 21-in. open-face mahogany \$300, blonde \$320; 21-in. full-door mahogany \$330, blonde \$350; 21-in. open-face mahogany \$340, blonde \$360; 24-in. open-face mahogany \$370, blonde \$390; 21-in. open-face mahogany or white oak \$400; 21-in. half-door mahogany \$400, blonde \$420; 24-in. open-face mahogany \$400; 24-in. open mahogany \$500.

*Combinations:* 21-in. full-door mahogany \$400; 21-in. full-door mahogany \$600; 21-in. full-door mahogany with high-fidelity sound system \$1000.

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Philco's first printed-circuit radio line was also introduced, radio v.p. Wm. H. Chaffee explaining that copper is etched from base panel of chassis to create electrical conductors for more than 140 circuit points. Philco also disclosed new dip soldering process is now in operation on its radio production lines, enabling 95% of all radio circuits to be soldered almost simultaneously.

Radio line comprises 7 table models ranging from 3-tube brown polystyrene at \$18 to mahogany-finished phenolic 6-tube AM-FM at \$80; 7 clock radios from 3-tube brown at \$25 to 4-tube radio equipped with buzzer alarm and "delayed off-sleep switch" at \$40; 2 portables—maroon flashlight-equipped at \$60 & \$70.

First separate phonograph line comprises 7 portables ranging from 3-speed ginger leatherette at \$30 to automatic 3-speed changer in "suntan leatherette" at \$100; a high-fidelity table model, with 6-watt amplifier, in mahogany at \$150, blonde \$160; 2 high-fidelity consoles, in mahogany at \$250, blonde \$260; mahogany or blonde, with AM-FM radio & tape recorder jack, at \$750. New electrostatic speaker, incorporated in phonograph table models and consoles, is said to reproduce frequencies up to 20,000 cycles with little distortion and consists of 16 slender units disposed as facets on half cylinder.

\* \* \* \*

Federal Trade Commission this week appointed P. B. Morehouse, asst. gen. counsel, to head 4-man "task force" of attorneys to check up on compliance by business with FTC orders, stipulations and trade practice rules relating to advertising. It was explained that attorneys can initiate legal action against those violating regulations, which wasn't possible under old setup of inspection by staff examiners.

**Distributor Notes:** Philco Distributors Inc.-Newark div., new organization replacing T. A. O'Laughlin & Co., Newark (Vol. 10:31), appoints Wm. Parnell, from N. Y. factory branch, as gen. mgr., and S. R. Slater, ex-Olympic Appliances of N. J., as sales mgr. . . . Hallicrafters appoints General Radio & Electronic Co., 396 S. Main St., Wilkes-Barre (Ben Gerstein, gen. mgr.) . . . Bercraft Corp., Chicago (CBS-Columbia) appoints Joseph E. Zulwin v.p. & gen. mgr.; Marshall Keroff promoted to TV sales mgr. . . . Rudisco Inc., Albany, N. Y. (DuMont) appoints John J. McDonnell gen. sales mgr., replacing Richard J. Fay, resigned . . . G. M. Nutter Co., Cleveland (DuMont) appoints E. L. Stainecker sales mgr., replacing G. P. MacFarlan, resigned . . . Emerson Radio of Pennsylvania, Philadelphia, announces resignation of gen. sales mgr. Charles F. Boice; his duties to be assumed by v.p. Samuel B. Jacobs . . . Ray Thomas Co., Los Angeles (CBS-Columbia) appoints R. S. Sloan, ex-Westinghouse, as appliance sales mgr. . . . Refrigeration Sales Corp., Cleveland (Stromberg-Carlson) appoints Robert Marks adv. & sales promotion mgr., replacing Edward Martynak, resigned . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Marvin Haas adv. mgr. . . . Stuart F. Louchheim Co., Philadelphia (Zenith) announces resignation of v.p. & merchandise mgr. Harry A. Doull . . . Westinghouse Electric Supply Co. moves west coast headquarters from Los Angeles to Western Merchandise Mart, San Francisco . . . Raytheon appoints Western Supply Co., 357 W. 2nd S., Salt Lake City (H. W. Eskuche, pres.) and Southern Indiana Wholesalers, 25 Pennsylvania Ave., Evansville, Ind. (C. W. Allen, pres.).

TV-radio excise tax proposals (Vol. 10:31) are due for momentary consideration by Senate. They're proposed amendments added last week to tax bill HR-6440 by Senate Finance Committee. Text of amended bill, together with Committee report, was made available this week. It reveals that the proposed \$7 tax credit for uhf-equipped receivers applies only to sets with "all-channel uhf tuner as distinguished from the so-called strip tuners capable of receiving certain of the uhf channels." Another section of bill specifically exempts from manufacturers' excise tax such parts as speakers, phono mechanisms, built-in antennas when sold separately from set; only cabinets and tubes are taxable. Also exempted from tax is all non-entertainment TV-radio equipment.

When a N. Y. labor union this week tried to organize C.R.T. Electronics Corp., Mt. Vernon, N. Y., maker of TV tubes, pres. Stephen Weston and v.p. Wm. Genz fired their 20 employes, locked doors, said they would liquidate. Amalgamated Local 160 of the Playthings, Jewelry & Novelty Workers Division of the Retail, Wholesale & Dept. Store Union, CIO, notified company that 18 of its employes had joined, but when David Kapilow, secy.-treas. of the local, walked into the plant Aug. 5 to call a meeting, he was escorted out by policemen. He said C.R.T. was first of various electronics firm in N. Y. area the union plans to organize.

Sparton introduced new line of 11 sets at convention of its district merchandisers this week in Jackson, Mich. Line ranges from 17-in. mahogany tables at \$200 to 24-in. full-door French provincial console at \$535. Also shown was 19-in. color set using CBS-Hytron tube, with no list price. Gen. sales mgr. B. G. Hickman said no decision had been reached on color production, pending clarification of tube controversy.

New lightweight 17-in. picture tube was disclosed this week by Westinghouse tube sales mgr. John A. Curtis, who said it "greatly hastens an era of high-quality portable TV." New tube weighs 5½ lbs., is 16½-in. long, has 90-degree deflection angle to permit production of narrower cabinets.

**Electronics Reports:** Raytheon's 1,000,000th transistor was announced this week, even as GE was proclaiming that it is tooling up for mass output—"in the millions"—of low cost, high frequency transistors ideally suited for completely transistorized TVs and radios.

GE's production plans are based on development of "rate-grown" method of mass-producing germanium ingots at low price, invented by GE's Dr. Robert N. Hall (Vol. 9:17). Electronics v.p. Dr. W. R. G. Baker said wide-scale sampling of electronics industry should begin late this year and transistors at competitive prices "should be available as soon as electronic equipment manufacturers have had sufficiently circuitry development time to order them on a large quantity basis."

Production, limited only by volume of sales, is scheduled to begin next year at Syracuse plant—and GE will be turning out "many millions a year" of low-cost extremely high frequency transistors within next 2 years, said Dr. Baker, depending only on when industry is ready to convert to them.

Raytheon's 1,000,000th transistor was presented to Mass. Gov. Herter at ceremonies at Waltham, Mass. plant, at which these facts were brought out: Raytheon has made "3 times as many transistors as all other manufacturers combined." Field failures in actual service are running at less than 2% a year, with well over a billion transistor operating hours to date. Great majority of Raytheon transistor output has gone to hearing aid industry, with nearly 300,000 of nation's 1,250,000 hearing aid wearers now using transistorized aids.

Transistor-equipped portable radio was demonstrated, using new power output and radio frequency transistors "now in production design stage" and due for small production before end of 1954. Small quantities of transistorized radios may be on market next year at premium prices, said Raytheon pres. Charles F. Adams.

\* \* \* \*

Farnsworth Electronics Co., Ft. Wayne, Ind., was created this week as new IT&T div. to concentrate on and expand research and production functions in industrial and defense electronics formerly handled by Capehart-Farnsworth, which now concentrates on TVs, radios, phonographs and allied consumer products. IT&T said new div. establishes "another source of supply in the rapidly growing fields of advanced electronics and the application of atomic energy to industry." Dr. Harvard L. Hull, Capehart-Farnsworth v.p. & gen. mgr. of research & development, becomes pres. of new div.; Philo T. Farnsworth, electronics pioneer, is v.p. & technical director; W. F. Hoepfner, ex-asst. to pres., is appointed v.p. At Capehart-Farnsworth, L. G. Haggerty, technical products v.p., is elevated to presidency, succeeding Fred T. Wilson, who becomes IT&T v.p. in charge of industrial relations. In addition, gen. sales mgr. E. W. Gaughan and comptroller Paul H. Hartmann are both promoted to Capehart-Farnsworth v.p.'s.

Combat uses of TV will be demonstrated Aug. 11 at Ft. Meade, Md., with field exercise conducted by 3rd Cavalry Regiment. Featured will be water-crossing operation and assault on "enemy-held" position, with televised information from battlefield relayed to command post by experimental combat TV equipment—portable cameras and transmitters being carried by Signal Corps personnel accompanying assault troops. Demonstration will be carried by NBC-TV in color, 11-11:30 a.m. Participating will be Chief of Staff Gen. Matthew B. Ridgway, Second Army Commander Lt. Gen. Floyd L. Parks, Chief Signal Officer Maj. Gen. G. I. Back, RCA chairman David Sarnoff.

List of 775 govt.-owned inventions in field of instrumentation, most of them available on royalty-free basis, is available for \$2 from Office of Technical Services, Commerce Dept. (Order No. 111464).

**Financial & Trade Notes:** Louis E. Wolfson, the Miami financier whose expanding activities and holdings in construction, shipbuilding, transit and other industries are becoming legendary, is supposed to be behind current efforts to purchase control of Olympic Radio, its research subsidiary Olympic Development Co. and its 95%-owned Multra Machine Co., Stamford, Conn. (automation & automatic machinery).

Sol M. Zweifach, believed to be working on Wolfson's behalf and claiming to own or control 50,000 shares, has had conferences with Heywood Fox, of Fox, Wells & Co., private N. Y. investment firm which owns about 123,000 shares, looking to purchase of that entire block at offers reported to range from \$6 to \$8 a share. One report has Mr. Wells willing to consider latter price, but deal is said to have snagged over Fox's unwillingness to part with Olympic Development. Shares outstanding total 432,000.

If Wolfson is real principal, it's possible that this is part of an effort to diversify into lighter industries. On basis of his record and in view of secondary position Olympic holds in the TV-radio industry, it may be first move toward absorbing and merging various other companies in electronics fields. Wolfson reputedly is heavily interested in Utah Radio Products Inc. (speakers, transformers, cabinets).

\* \* \* \*

Motorola second quarter sales were \$44,458,410, down only slightly from record \$44,673,101 for same 1953 period. Earnings were \$1,214,217 (63¢ a share), down from \$1,466,471 (76¢). For 6 months ended June 30, sales were \$92,465,210, earnings \$2,858,301 (\$1.48), compared to \$109,532,968 & \$4,640,679 (\$2.40). Pres. Paul Galvin said communications volume is equal to last year and military business better.

Webster-Chicago sales for 6 months ended June 30 were \$12,738,814, net earnings \$162,428, compared to \$13,301,570 & \$354,973 for same 1953 period. New plant at New Ulm, Minn. is nearing completion, chairman R. F. Blash reports, as well as modernization of laminations div. Working capital has been reduced to \$3,760,731, which obviated dividends under terms of V-loan agreement requiring not less than \$4,000,000 before dividends can be paid.

Philco had poor second quarter, as did its distributors—but new pres. James H. Carmine noted at this week's convention that they're all in "excellent financial shape." Net worth of all Philco distributors, he said, has risen to an all-time high of \$70,000,000. Since 1948, the net worth of 83 of them rose from \$34,000,000 to \$53,000,000.

Television-Electronic Fund's resources have gone up to \$50,109,143 from \$28,825,000 last Jan. 1, reports exec. v.p. Paul A. Just. Its assets were \$290,399 when it started in 1948 as an open end investment fund specializing in electronics.

P. R. Mallory & Co. profit of \$313,383 (24¢ a common share) in first 6 months was sharp drop from \$1,713,496 (\$2.59) earned in first half of 1953. Sales declined to \$26,819,875 from \$38,810,371 in first 6 months year ago.

Tung-Sol earned \$1,001,537 (\$1.73 per common share) on sales of \$19,102,826 in 26 weeks ended July 3, compared to profit of \$1,015,355 (\$1.77) on \$20,727,245 in corresponding period year ago.

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Kaye-Halbert filed Chapter XI petition in Los Angeles Federal Court July 30, offering to pay some 240 unsecured creditors in full, starting 180 days after confirmation of plan. No schedules were filed. Consolidated balance sheet as of June 30 showed assets of \$480,327, liabilities of \$667,224. Loss from operations for year ended June 30 was listed at \$575,834.

**Telecasting Notes:** Trend away from late-evening feature film in favor of live shows by all networks is regarded as certain if Steve Allen's 11:30-1 a.m. *Tonight* on NBC-TV starting this fall (Vol. 10:31) proves as successful as a lot of people expect, notes Aug. 4 *Variety*, hinting CBS-TV will be next with live show. At stake is investment of millions of dollars by companies "dedicated to grinding out chopped-up-for-TV" feature films, story says . . . CBS-TV Film Sales, pitching for No. 1 position as film syndicator, expects to enter 1955 with 22 properties, representing potential gross of \$10,000,000, or double its expected 1954 take, reports Aug. 7 *Billboard*. Among new shows will be *Life With Father*, *Lineup*, *You Are There*—all currently sponsored on network but available for local sponsorship in cities not used by network advertisers and as re-runs . . . Supreme Court will be asked to decide whether Republic Pictures can release Gene Autry and Roy Rogers movies to TV; both reportedly have decided to appeal San Francisco appeals court rulings, which okayed TV showings (Vol. 10:24) . . . RKO is doing 2 pilot films of *The Big Idea*, about new inventions, as its first entry into TV syndication . . . Sam Goldwyn Jr., who trained at CBS-TV, then started own TV film production in Hollywood, has decided to pull out of the field . . . Ambitious summer original on WLWT, Cincinnati, July 26-Sept. 27, is *Let There Be Life*, including heart operation, brain surgery, polio treatments, on-spot remotes, film & studio treatment of such subjects as blood, antibiotics, strokes, geriatrics, alcoholism—written by Frank Hart, produced by Nort Locke with supervision of Cincinnati Academy of Medicine . . . John Stone, asst. art director of WOR-TV & WOR, scored one of those story-book scoops this week when a Thunderjet crashed Aug. 3 in his hometown of Wantagh, Long Island, where he was vacationing; he was driving only block away, rushed to scene, phoned stations the story . . . New York Times has followed lead of *Herald Tribune* in eliminating daily logs of all AM stations except the 4 network keys, but tabloid *Mirror* is considering adding more TV-radio space . . . Rate Increases: KVAR, Phoenix and KVOA-TV, Tucson, released first combination rate card with \$607.50 Class A hour, \$121.50 min.; simultaneously KVOA-TV raises base hour from \$200 to \$225, with KVAR hour remaining \$450; WTAR-TV, Norfolk, hour from \$700 to \$800, min. \$140 to \$160; WDAY-TV, Fargo, N. D., \$200 to \$300 & \$40 to \$60.

Most of the 152 TV-radio editors polled by Sen. Hendrickson (R-N.J.), chairman of special subcommittee probing effects of TV-radio on juvenile delinquency, defended the TV industry, opposed regulatory reforms, and some opined that TV crime shows are as bad for "weak-minded adults" as for impressionable children. Sen. Hendrickson drew no conclusions from opinions of these "experts" but did issue statement saying industry and parents must share responsibility for "shielding impressionable youngsters from crime and horror programs," and got good headlines out of statement that problem won't be solved as long as parents use TV set as "a sort of electronic baby sitter" and don't exercise supervision over what the children watch. Further hearings of subcommittee aren't due before Congress adjourns.

NARTB got nowhere this week in its efforts to get record manufacturers to modify recent order switching from 78rpm to 45rpm in promotion shipments to radio stations (Vol. 10:30-31). NARTB radio v.p. John Meagher, after meetings with 5 major record manufacturers in N. Y. Aug. 5-6, said they felt concentration on production of less expensive 45s would enable them to serve more stations on a "no-fee" basis. Manufacturers represented were Capitol, Columbia, Decca, MGM, RCA Victor.

WSIX-TV, Nashville (Ch. 8), along with WSIX (5-kw on 980 kc, ABC), has been sold for \$800,000 by the Draughon family, with Louis R. Draughon continuing as gen. mgr. and one-third owner of newly formed WSIX Inc. W. H. Crisswell and R. D. Stanford Jr., local shopping center developers, will own one-third each, and each of the 3 stockholders will invest \$100,000 in new capital for WSIX Inc. Pro forma statement filed with FCC this week with application for transfer of ownership shows WSIX-TV had time sales of \$349,397 in the 5 months to June 1 (\$160,270 from network, \$102,267 national, \$86,859 local) which with other income totaled \$369,348. Expenses were \$144,725 (\$45,650 direct, \$33,443 program, \$23,902 technical, \$22,179 general & administrative, \$19,548 sales), so that profit before taxes ran \$224,623. Station lost CBS-TV affiliation in July when WLAC-TV (Ch. 5) began operating. Assets on June 1 are stated as \$555,339, including \$354,973 fixed, \$103,190 cash, \$95,330 receivables. Liabilities include working capital \$140,758, reserve for depreciation \$32,511, notes payable \$148,320, accrued \$9125, profit & loss \$224,623. Note: WSIX radio balance sheet for same 5-month period showed \$75,902 total income (\$66,661 from time sales) and \$62,831 expenses, for profit of \$13,071. Radio assets are shown as \$441,373, including \$202,014 fixed, \$114,990 invested in WSIX-TV; liabilities include \$253,592 working capital, \$172,757 reserve for depreciation.

WTBO, Cumberland, Md., holding CP for WTBO-TV (Ch. 17), has been sold for \$110,000 to newly formed Tennessee Valley Bestg. Corp. whose pres. and 6% stockholder is Arthur W. German, ex-Republic Pictures eastern sales mgr. for TV. Wm. J. German, pres. of W. J. German Inc., distributor of unexposed film, is director; Edward G. Murray, film buyer with WPTZ, Philadelphia, v.p. & 30% stockholder; Morris H. Bergreen, attorney, secy.-treas., 10%. Reason for sale, stated in transfer application filed with FCC, is that Charles E. Smith, 10% owner, has moved from city and is no longer available as mgr. Others selling are Howard Chernoff, 32.5%, now a San Diego TV-radio consultant; Ben K. Baer and family, 32.5%; George H. Clinton, 10%, and smaller holders. Chernoff & Baer control WTAP, Parkersburg, W. Va. (Ch. 15), and Chernoff is 5% stockholder in Ch. 2 applicant for Oakland, Cal. WTBO's May 31 balance sheet filed with FCC shows \$86,890 total assets, \$50,726 chargeable to "goodwill." Liabilities include \$32,514 surplus, \$50,000 capital stock.

KTXL-TV San Angelo, Tex. (Ch. 8), on air since June 1953, seeking to obtain more operating capital, this week asked FCC for permission to sell 68 shares at \$100 per share to Marshall Formby and Lowell Smith, who would then hold 10% each. Stock comes from holdings of equal owners A. D. Rust and B. P. Bludworth, each retaining 40%. Formby operates radio KPAN, Hereford, Tex., and owns 40% of radios KFLD, Floydada and ½ of new KTUE, Tulia, both Texas. Smith, rancher & banker, is Bludworth's brother-in-law. KTXL-TV had \$60,089 net deficit for quarter ending March 31, 1954, according to balance sheet filed with application. Total liabilities were \$245,269 compared with assets of \$185,180—\$153,044 fixed, \$31,528 current.

Fox, Wells & Co., N. Y. investment firm, is disclosed as purchasing principal in negotiations expected to be closed shortly for \$2,800,000 purchase of KFSD-TV & KFSD, San Diego (Vol. 10:31). It's headed by Heywood Fox, whose family was once major factor in American Optical Co. and whose firm now owns about 28% of Olympic Radio and 26.74% of uhf WWOR-TV, Worcester, Mass. (Ch. 14). Taking part in San Diego negotiations is James Rogers, ex-Benton & Bowles, who helped set up WWOR-TV; he's slated to become the San Diego stations' executive officer, although a new manager will be selected.

MARTIN CODEL'S

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

# Television Digest

with ELECTRONICS REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 10: No. 33

August 14, 1954

ARTS LIBRARY  
AUG 16 1954

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**SUCCESSFUL UHF'S TAKE LOOK AT FUTURE:** Uhf can be beautiful -- under the right set of circumstances. Though it's been virtually ignored in the publicity attending recent Senate uhf hearings, many successful uhf stations are doing a top-notch job of serving the people of their community -- and at a profit.

Most of these stations have little or no direct vhf competition -- hence virtually no conversion problems. We asked a dozen reputedly successful uhf telecasters to give us their views on the problems and future of uhf -- both in general and in their own home situations -- and we received 9 detailed replies.

Similarity of the replies is striking, in many respects. Most of the 9 are in the black -- some have been profitable almost from the very start of operations. Nearly all say Senate uhf probe publicity has had no noticeable effect on business.

Most see rosy future in uhf in their particular locations. Showing through the optimism, however, is undercurrent of feeling that intermixture of vhf and uhf stations in same markets was a mistake -- but there's difference of opinion whether anything can or should be done about it now.

We've digested the replies from uhf operators -- except those who asked not to be quoted -- and they are excerpted on pages 8-9.

**'OPERATION THRESHOLD' AN EYE-OPENER:** We saw military -- and electronics -- history made at Fort Meade, Md. last Wed. (Aug. 11) when, seated in a big tent simulating a command post and signal center, we watched a mock battle via TV while it was going on a short distance away. On a bank of 8 TV monitors, on two 21-in. monochrome sets, then on a half dozen 15-in. color sets, we saw the Second Army's crack 3rd Armored Regiment go through battle tactics under direction of a battle commander who could see everything as it happened and even command his troops by remote control.

Thanks to fixed and portable cameras, even long range lenses, we could follow aerial reconnaissance, amphibious landings, assaults on fortifications, hits on tanks, evacuations via helicopter -- even the capture and interrogation of prisoners. All of the time the commander could talk to any one of the camera chiefs, tell TV control where to pan next, see exactly what was transpiring, relay orders to the field officers, receive radio reports from them.

It was an idealized setup, of course (for details, see p. 16) -- but it had Army's top brass and newsmen alike gasping at its execution and implications. This was so especially when, after an hour of it in black-&-white via closed circuit, it was picked up and broadcast in color over NBC-TV. The black-&-white was Army Signal Corps' job, in collaboration with RCA Service Co. and NBC personnel. Color job was all RCA-NBC. Apparatus was called an "interim tactical TV system" -- but obviously it's the forerunner of a big future item of Army procurement, training and usage.

Gen. Matthew B. Ridgway, chief of staff, was so impressed that he called it "a new battle weapon as revolutionary as gunpowder and the atomic cannon." Chief

Signal Officer Maj. Gen. George I. Back pronounced it a huge success, but cautioned that it won't replace other modes of communication and needs more experimentation.

The black-&-white pictures, while suffering occasionally from vibration, were generally sharp and clear, even those from the L-20 plane aloft. The color pictures were fantastically real--whether of terrain, equipment, shell bursts, flames, blue-prints, personnel -- even on little 15-in. screens. RCA and the Army brass were so proud of job that they made a color kine recording to show to President Eisenhower.

Smooth running of the show was a tribute to Barry Wood, NBC color production chief, who coordinated it. Narration on closed circuit was a highly professional TV as well as military job by Capt. Robert Berry, a onetime Baltimore announcer. Colorcast's narration was by the always competent Ben Grauer.

\* \* \* \*

Culmination of proposal he first made 20 years ago to employ TV in military tactics -- as it actually was by the Navy, which flew robot TV planes over Jap-held Pacific islands during the latter stages of the war -- the event was a prideful one for RCA's Brig. Gen. David Sarnoff. Basking in the kudos heaped upon him and his company by Gen. Ridgway and the others, he took occasion to engage in his favorite pastime of philosophizing and predicting.

Gen. Sarnoff recalled how sound was added to sight by a reluctant motion picture industry, then sight to sound by radio ("TV is now the dog, radio the tail"). Now TV is added to radio and all the other signal apparatus of the military "to provide increased combat efficiency and make possible a substantial saving of lives."

"I foresee," he went on, "the extensive use of military TV not only as a tactical system for use in combat, but also for communication between the center of command in Washington or elsewhere and theatres of operation across the seas." In other words, not just the field command, but maybe the high command many hundreds or thousands of miles distant, might actually watch a real battle in progress!

**MILLION-WATT UHF STATIONS THIS YEAR?** General Electric this week announced ingenious method of delivering FCC-authorized maximum power of one megawatt (1,000,000 watts) from a uhf station -- and promises to have it ready for use late this year.

The trick: Take three 12-kw amplifiers, modify them so there are 4 visual amplifiers, 2 aural, and hook them up in parallel, using 1-kw transmitter as driver. This gives 45-kw transmitter power, which will yield 1000-kw ERP when used with a 25-gain antenna, based on 90% waveguide efficiency.

The beauty of this equipment, say GE engineers, is that it's completely tried and tested -- proven in the field in GE's 12-kw and 1-kw transmitters -- and won't have to go through the "de-bugging" period usually associated with radically new products. It uses six 12-kw klystrons, 2 filterplexers of same type used in 12-kw transmitters. Electrical power consumption is about 3 times that of GE 12-kw.

Price of complete 45-kw transmitter has been set at \$225,000 plus klystron rental, as compared with \$133,000 for single GE 12-kw transmitter. To convert GE 12-kw transmitter to 45-kw will cost \$165,000. Changing 1-kw transmitter to 45-kw will cost station \$175,000, GE says.

New transmitter doesn't alter GE's plans to produce 60-kw transmitter powered by Eimac klystron and due late in 1955 (Vol. 10:18). New 45-kw will be made for those uhf telecasters who want high power in a hurry. RCA has announced 60-kw uhf unit, to sell at about \$329,000, available in third quarter 1955 (Vol. 10:28).

**NOTRE DAME'S COMMERCIAL, 2 MORE STARTERS:** FCC finalized Ch. 46 grant to Notre Dame U at South Bend, where it recently purchased an AM local (WHOT) and plans to operate both TV-radio on commercial basis under supervision of Father Edmund P. Joyce, exec. v.p. of the university. He's now planning TV equipment, mustering staff. Area has sizeable "uhf population" already, due to Tribune's pioneer WSBT-TV (Ch. 34), which started in Dec. 1952. It's around 90 mi. from nearest vhf's in Chicago & Kalamazoo.

That was FCC's only new station action of week in which 2 new vhf stations began testing -- to bring on-air total to 393 (122 of them uhf). Week's starters:



WTVD, Durham, N.C. (Ch. 11) began testing Aug. 12, plans programming in Sept., awaiting interconnection as NBC primary. It's city's first, 20 mi. from Raleigh, where WNAO-TV (Ch. 28) began year ago. It uses 5-kw DuMont transmitter and 700-ft. tower with 12-bay antenna at Lebanon Peak, 1000-ft. above av. terrain. Owners are pres.-gen. mgr. Harmon L. Duncan, 25%; v.p. J. Floyd Fletcher, 25%; Durham Herald's WDNC, 25%; 60 others each less than 1%. Ernie Group is program mgr.; Mike Thomason, sales mgr.; Henry Cronin, chief engineer. Base rate is \$300. Rep is Headley-Reed.

WMBV-TV, Marinette, Wis. (Ch. 11), advertising as the "Green Bay Packerland" outlet, began Aug. 9 tests, plans early Sept. commercial debut as NBC affiliate. It's 45 mi. from Green Bay, where WBAY-TV (Ch. 2) began in March, 1953 and where Ch. 5 WFRV-TV got grant last March but hasn't yet reported target date. Principals in WMBV-TV are Wm. E. Walker, pres., 50%; Joseph Mackin, gen. mgr., 23.3%; with WDUZ holding option for 20%. Ownership interlocks with radios WIBA, Madison, and WBEV, Beaver Dam, both Wis., and KXGI, Ft. Madison, Ia. Wm. R. Walker is station mgr.; Alister Alexander, chief engineer. Base rate is \$250. Rep is George W. Clark.

**FURORE OVER FCC'S 'SATELLITE' POLICY:** Hot controversy blazed this week over Commission's announcement that it would consider waiving duopoly rules for telecasters who want to set up uhf "repeater" stations in nearby areas (Vol. 10:32).

In 2 related actions this week, meanwhile: (1) a RETMA engineering committee urged specific FCC rules and standards for the various types of repeater stations; (2) one of the leaders of a uhf telecasters' organization petitioned for authorization of directional antennas to squeeze in additional vhf channels where allocation plan doesn't permit them now. RETMA group, incidentally, tossed out old definitions of "booster" and "satellite" -- changed nomenclature to "satellite" and "special services TV station," respectively.

No clarification of last week's Public Notice 9036 was forthcoming from FCC this week, despite unusually large number of inquiries. Commission's position is: "File an application and we'll consider it." Public Notice merely said FCC will consider, on case-to-case basis, applications to run uhf stations without local programming, and to waive rules against overlap of coverage by commonly owned stations where a uhf "merely provides an extension of the service of the originating station."

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Though stated aim of new policy is to help uhf, the uhf stations and their representatives gave it anything but a warm welcome -- keyed by Comr. Hennock's stinging dissent. Wording of Notice would appear to encourage vhf stations to apply for uhf satellites -- and uhf telecasters maintain this could permanently kill uhf as an independent, local TV service.

They envision these possibilities: (1) Non-network uhf stations in small markets would face competition of big-city network stations' satellites. (2) Most uhf stations can't afford to have their own satellites, while big vhf stations can. (3) Big city stations with satellites in smaller surrounding areas would deprive local merchants of TV advertising time and deprive communities of local expression. (4) Small-city uhf outlets may be forced to become satellites of big-city stations or else face competition from big-city satellites. (5) New policy would "waste" uhf channels now available for a new allocation plan devised to cut down intermixture.

FCC's position is: "Frankly, we don't know the answers. Our Notice is merely an invitation to file applications. We'll cross those bridges when we come to them. The purpose of our new policy is to help uhf by making stations cheaper to build and encouraging uhf conversion by helping to get good programs on uhf."

UHF TV Assn.'s board of directors has authorized "proceedings before the FCC and in court, if required," to fight the new policy, gen. counsel Wm. A. Roberts said in letter to uhf stations -- which also urged them to write Chairman Bricker (R-Ohio) of Senate Commerce Committee, now preparing for TV probe (Vol. 10:32).

UHF Industry Coordinating Committee at week's end was preparing letter to FCC to call its attention to "some of the dangers in the Notice" -- particularly warning of the "serious implications of letting vhf stations own satellites."

RETMA's all-industry committee on satellites, headed by Ben Adler (Adler Com-

munications Laboratories) next week will file interim report with FCC urging "rule-making proceedings looking toward early commercial operation of stations designed to [obtain] extended coverage both of vhf & uhf, but particularly in the uhf band." The RETMA report gives these new definitions for the 2 types of repeater stations:

Satellite -- Transmitting station "operated unattended by an operator, on the same TV channel as the primary, or controlling station, upon which it depends for all its programs and identification." This was formerly called "booster."

Special services TV station -- "Station assigned by the FCC on a normally allocated TV channel, but with certain relaxed rules and regulations permitting a favorable economic operation." This includes stations formerly called "satellites."

RETMA group's report was prepared before FCC's Public Notice appeared. As to same-channel satellites ("boosters"), committee recommends they be "tailored to a specific location or area where it is not economically or technically feasible to provide TV broadcast service directly from the primary station."

Committee is having trouble making up mind about special services stations (formerly "satellites"). The big question: How much should FCC relax its regular rules in authorizing this type of operation? This, says committee, is "now under intense study," and will be subject of its final report. It does suggest that such stations be permitted to operate with reduced powers and heights (not envisioned in FCC's Notice) and depend solely or in part on other stations for programming -- but with the reservation that after audience has been built up under the relaxed rules, the outlet may take on local expression and become full-fledged local TV station.

Economic problems are so intertwined with engineering in whole question of repeaters, that RETMA committee has asked aid of NARTB in furnishing answers to some questions about TV broadcasting economics. Next meeting is Sept. 14 in Washington.

Chairman Adler expressed disappointment that FCC chose to go ahead with its Public Notice before getting report from RETMA committee -- which was set up at the request of Comr. Sterling and has worked closely with Commission staffers. Like some others, RETMA is expected to petition formally for rule-making on whole issue.

Equipment makers, now in doldrums, were delighted with FCC's new policy on repeater stations. GE got out press release pointing to 6 basic "packages" -- from 100-watt transmitter at \$50,000 to 12-kw at \$150,000 and up. Gates Radio Co. announced 50-watt vhf transmitter suitable for satellite or special services operation (though FCC Notice applies only to uhf repeaters).

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Application for rule-making on directional vhf antennas was filed by Neptune Broadcasting Co., Atlantic City, whose WFFG-TV was uhf casualty. Neptune president Fred Weber is v.p. of UHF Industry Coordinating Committee.

Petition asks FCC to fit vhf stations where minimum spacing rules don't permit them now -- by using directional antennas to eliminate co-channel and adjacent-channel interference. Neptune doesn't ask new allocation plan, just requests FCC to authorize low-power directionals on case-to-case basis. Weber indicated he is interested in filing for Ch. 8 in Atlantic City.

**TV's SHARE OF THE ADVERTISING BUDGET:** It's still good guesstimate that TV time sales alone this year will top \$600,000,000, that total advertising expenditures on TV (including time, talent, production, all other charges) will jump this year to well over \$800,000,000, that CBS's Frank Stanton was conservative in forecasting that we can "look forward to TV advertising expenditures of the order of \$1.25 billion by 1957 or 1958" (Vol. 10:14,23). We repeat these figures despite fact that McCann-Erickson's final estimates show TV's portion of the nation's \$7,809,200,000 ad bill for 1953 was \$610,500,000, or 7.8% -- and not as high as the \$688,700,000 estimated in its preliminary report for Printers' Ink.

The new Printers' Ink figures, final for 1953 and generally recognized in the trade as standard for the advertising business as a whole, shows TV's portion of the national advertising budget last year broken down as follows: network, \$322,800,000; spot, \$128,700,000; local, \$159,000,000 -- making total of \$610,500,000 as against \$453,900,000 (6.3%) in 1952.

Radio's 1953 advertising take was in reverse order: local, \$344,700,000; spot, \$163,800,000; network, \$141,000,000 -- total of \$649,500,000 (8.3%) as compared with \$624,100,000 (8.7%) in 1952.

Top medium was newspapers, with \$2,644,800,000, or 33.9% of total; next was direct mail, \$1,099,100,000, or 14.1%; then magazines, \$667,400,000, or 8.5%; then radio and TV. Nobody expects radio figure for 1954 will exceed TV, and it's very likely TV will have jumped ahead of magazines in the final 1954 count.

(For detailed tables on foregoing and other media for 1952-53, see p. 23, *Printers' Ink*, Aug. 13; for 1946-51 figures, see p. 9, *TV Factbook No. 19*.)

**Personal Notes:** Sig Mickelson, director of CBS-TV news & public affairs, appointed v.p. of CBS Inc. in charge of all news & public affairs as part of reorganization whereby TV and radio news depts. will operate as single units . . . Edward J. Noble, chairman of AB-PT finance committee and a director, formerly chairman of ABC, and onetime chairman of Civil Aeronautics Authority, named by President Eisenhower as a Republican member of St. Lawrence Seaway Development Corp. . . . FCC Comr. John Doerfer booked for talk before Georgia Assn. of Broadcasters convention at St. Simon's Island, Ga., Aug. 22-24 . . . George J. Zachary, ex-exec. v.p. of Platt, Zachary & Sutton Inc., named TV-radio production mgr., Lever Bros. Co. . . . Theodore C. Streibert, director of U. S. Information Agency (Voice of America), back from tour of foreign offices, reported to President Eisenhower Aug. 10 . . . Raymond F. Guy, NBC mgr. of radio & allocations engineering, named member of U. S. Information Agency's broadcast advisory committee, and designated as chairman of engineering subcommittee, succeeding J. H. DeWitt, WSM-TV & WSM, Nashville, resigned . . . Frederick S. Houwink, who has conducted surveys for Booz, Allen & Hamilton at NBC and Storer Broadcasting Co., becomes gen. mgr. of WMAL-TV & WMAL, Washington, following resignation of Kenneth H. Berkeley, effective Sept. 1 . . . Tom Barnes, TV mgr., promoted to gen. mgr. of WDAY-TV & WDAY, Fargo, N. D. . . . Lt. Col. Albert McCleery, NBC-TV exec. producer (*Hallmark Hall of Fame*), to conduct special seminar for Army directors in new TV studios at Signal Corps Pictorial Center, Astoria, L. I. . . . Wm. Phillipson, ex-ABC Hollywood, named exec. asst. to David O. Selznick in charge of producing electrical industry's 4-network TV program Oct. 24, sponsored by Light Diamond Jubilee Committee . . . Jerry Danziger, ex-program director, WTSK-TV, Knoxville, appointed production mgr. of WTTV, Bloomington, Ind., succeeding Dave Lewis, now news director . . . Roger M. Coelos has resigned as mgr. of KONA, Honolulu, co-owner Jack Keating taking over; Trent Christman, ex-NBC Hollywood, and Gillham Adv., Salt Lake City, named program mgr. of KONA, and Miss Gene Terrell, ex-KNBH, Hollywood, promotion-publicity mgr. . . . Mrs. Vonne Monsell, ex-WSAI, Cincinnati, appointed publicity director for all Storer stations . . . George L. Snyder named merchandising mgr. of WJBK-TV & WJBK, Detroit, replacing Peter Storer, now devoting full-time to TV sales . . . Richard A. R. Pinkham, veteran producer, named director of new NBC-TV participating programs dept., concentrating on *Today*, *Home* and Steve Allen's upcoming *Tonight*; Mort Werner named exec. producer, Matthew J. Culligan sales director, Richard Jackson senior unit mgr. . . . Richard P. Hogue promoted to sales mgr. of Headley-Reed TV, succeeding Barry Keit, now on radio sales staff, and Austin Smithers, ex-NBC, joins TV sales . . . Jim Randolph promoted to program director, KOTV, Tulsa . . . C. M. Conner, one of founders of KTVA, Anchorage, resigns as commercial mgr., plans U. S. ad agency connection . . . Robertson White, ex-Hollywood screenwriter, named program development supervisor for WBTW, Charlotte . . . Walter L. Tillman, ex-

RCA Victor, named mgr. of Philadelphia edition, *TV Guide* . . . Marvin Corwin, ex-Benton & Bowles v.p., named head of TV and plans depts., Doyle Dane Bernbach Inc., N. Y. . . . Douglas MacNamee named Ruthrauff & Ryan TV-radio copy chief . . . Charles L. Kelly resigns as mgr. of WMAL-TV, Washington, to become gen. mgr. of WSUN-TV & WSUN, St. Petersburg, Fla. . . . Bertram Lebhar Jr., director of Loew's WGMG, N. Y., will be succeeded by Arthur Tolchin when his contract ends Aug. 31.

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NARTB has scheduled 17 district meetings this fall, starting with District 1 at Somerset Hotel, Boston, Sept. 9-10; 2, Lake Placid Club, Lake Placid, N. Y., Sept. 13-14; 3, Wm. Penn Hotel, Pittsburgh, Sept. 16-17; 4, Cavalier Hotel, Va. Beach, Va., Sept. 20-21; 5, Daytona Plaza, Daytona Beach, Fla., Sept. 23-24; 6, Lafayette Hotel, Little Rock, Sept. 27-28; 7, Kentucky Hotel, Louisville, Sept. 30-Oct. 1; 8, Sheraton-Cadillac, Detroit, Oct. 4-5; 10, Fontenelle Hotel, Omaha, Oct. 7-8; 9, Lake Lawn Hotel, Lake Delavan, Wis., Oct. 11-12; 11, Radisson Hotel, Minneapolis, Oct. 14-15; 17, Davenport Hotel, Spokane, Oct. 18-19; 15, Clift Hotel, San Francisco, Oct. 21-22; 16, Camelback Inn, Phoenix, Oct. 25-26; 14, Brown Palace, Denver, Oct. 28-29; 12, Jens-Marie Hotel, Ponca City, Okla., Nov. 4-5; 13, Rice Hotel, Houston, Nov. 9-10.

Three of the industry's old-timers retiring from present posts: H. K. Carpenter, v.p. of *Cleveland Plain Dealer's* WHK, at age 60, after 29 years in radio; Martin B. Campbell, supervisor of *Dallas News'* WFAA-TV & WFAA, taking indefinite leave of absence; Kenneth H. Berkeley, gen. mgr. of *Washington Star's* WMAL-TV & WMAL, since latter's purchase in 1938, planning to purchase radio station in Knoxville.

J. B. Epperson, chief engineer of Scripps-Howard Radio (WEWS, Cleveland) was named chairman of AIEE's TV & aural broadcasting systems committee, succeeding Dr. C. E. Dean, Hazeltine. C. M. Braum, Joint Committee on Educational TV, is new vice chairman; Dr. R. K. Hellman, Hazeltine, secy.

Hart S. Coperthwaite, who joined FCC as an engineer in 1941, this week succeeded attorney Arthur Scheiner, now in private practice with ex-FCC gen. counsel Ben Cottone, as chief of Rules & Standards Div. Herbert M. Schulkind was promoted to asst. chief.

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Fred F. Chitty, 56, gen. mgr. of Sheldon Sackett's KVAN Inc., Vancouver, Wash., also v.p. of KOOS, Coos Bay, Ore. and KROW, Oakland, Cal., died suddenly Aug. 6 after a heart attack. He was onetime gen. mgr. of *Olympia* (Wash.) *Daily Olympian* and editor & publisher of *Eugene* (Ore.) *News*. He is survived by his widow, a son and 2 daughters.

Floyd R. Holm, 43, v.p. & associate TV-radio director, Compton Adv., died Aug. 7 after brief illness. He once was member of *Breakfast Club* quartet, is survived by widow and 3 daughters.

**Station Accounts:** "We underestimated the draw of TV by a country mile." So writes one satisfied sponsor—laundryman I. D. Fink, pres. of Gross Bros.-Kronicks, Minneapolis-St. Paul, in unusual "how" story in Aug. 14 *Billboard*, declaring sponsorship of *Masterpiece Theatre* on WCCO-TV, Sun. 9:30-11 p.m., "has given our company a 'new personality'." In last 18 months covered by sponsorship, he writes, business has increased tremendously and company has boosted its payroll from 500 to 900 . . . "Ideal for any advertiser of any size with national distribution," is the way Product Services Inc. regards uhf, according to Aug. 14 *Tide*, which relates how Les L. Persky, 28-year-old head of this small agency has used uhf stations for Roto-Broil, for Sona (blemish hider) and for Pro-Kleen (furniture cleaner) with good results, plans campaign also for unnamed new housewares account. It's the only answer, he's quoted as saying, for the advertiser who wants to reach the bulk of the small markets (100-200,000) and it has "desirable rate structure" . . . H. J. Heinz Co. (57 Varieties) reported spending most of ad budget on new MCA-TV half-hour film show *Studio 57* which it is placing in 33 markets, thru Maxon; this is in addition to its 3 weekly spots on NBC-TV's *Today* . . . California Cling Peach Advisory Board joins Pet Milk in 5th joint campaign in Oct.-Nov., this time promoting All-Star Cling Peach Whip, new dessert, using all media including TV; BBDO, San Francisco, is former's agency, Gardner Adv., St. Louis, latter's . . . DuPont will place *Football Forecast*, 15-min. film, in about 100 markets for 10 weeks this fall to promote Zerone & Zerex anti-freeze, thru BBDO . . . Bank of America will buy time on all California stations in Oct. for one-hour institutional film, featuring name stars, to commemorate 50th anniversary; BBDO is agency . . . Wine Advisory Board (Edmund A. Rossi, mgr.) spending more than \$500,000, including some on TV, to promote National Wine Week, Oct. 9-16, with theme "California wine helps you live better"; agency is J. Walter Thompson Co., San Francisco . . . Gallo Wine placing Screen Gems' *All Star Theatre* in 17 markets, thru BBDO, San Francisco; this re-run of *Ford Theatre* is now being shown in 157 markets . . . Among other advertisers reported using or preparing to use TV: Boyle-Midway Inc., div. of American Home Products Corp., N. Y. (Aero-Shave shaving cream), thru Geyer Adv., N. Y.; Houbigant Sales Corp., N. Y. (Body Tone cosmetic), thru J. M. Mathes, N. Y.; Shasta Water Co., San Francisco (beverages), thru Barnes Chase Co., Los Angeles; Albers Milling Co., subsidiary of Carnation Co., Los Angeles (Friskies dog food), thru Erwin, Wasey & Co., Los Angeles; Simplicity Pattern Co., N. Y. (patterns), thru Grey Adv., N. Y.; Honey Harbour Co., Washington, Conn. (Woolite wool soap), thru Charles W. Hoyt, N. Y.; Lee Pharmacal Co., Beverly Hills, Cal. (Sof-Set No-Lac hair spray), thru Milton Weinberg Adv., Los Angeles; Norris-Thermador Corp., Los Angeles (copper-bottom cooking utensils), thru West-Marquis, Los Angeles; Lewyt Corp., Brooklyn (square-canister vacuum cleaner), thru Hicks & Greist, N. Y.; Revell Inc., Venice, Cal. (hobby models), thru Sudler Co., Los Angeles.

NARTB adopted resolution this week opposing use "by governmental bodies or tax-supported institutions (such as state universities) of any part of the spectrum for commercial broadcasting operations." Referendum had been conducted among members on resolution, offered at Chicago convention in May (Vol. 10:30).

Richard F. Walsh was elected to his 14th year as pres. of International Alliance of Theatrical & Stage Employees (IATSE) at Cincinnati convention this week, leading administration slate which won complete victory over "insurgent" group.

HOAG-BLAIR CO., new TV representative firm organized to handle national sales for stations located outside major markets, starts Sept. 1 as offshoot of Blair-TV Inc. in partnership with Robert Hoag, recently sales mgr. of San Diego's KFMB-TV and formerly with CBS-TV Spot Sales and old KTSB, Los Angeles (now KNXT). Initial stations are KFYZ-TV, Bismarck, N. D.; KIDO-TV, Boise, Ida.; KBES-TV, Medford, Ore.; KIEM-TV, Eureka, Cal. All are currently on the Blair-TV list. Hoag-Blair board of governors will comprise operators of stations represented, starting with KFYZ-TV's Frank Fitzsimonds, KIDO-TV's Walter Wagstaff, California stations' Wm. Smullin.

In announcing new setup, Blair-TV chairman John Blair stated: "We have long recognized that there is a basic difference in the sales strategy necessary for effective representation of competitive stations in major markets, and TV stations located outside of major markets. Our successful experience with the separation of radio and TV sales, which dates back to the formation of Blair-TV Inc. in 1948, clearly indicates to us that a separation of responsibility between those who sell the major market stations and those who sell the smaller market stations will react to the advantage of both."

Said Mr. Hoag: "It should not be difficult to prove to the national advertisers that many such stations are outstanding advertising vehicles because they face less intense competition for audience from other TV stations, radio and other media than is the case with many major market stations."

Own New York & Chicago offices will be in operation by Sept. 1, with Hoag in charge in N. Y. and an as yet unnamed manager in Chicago. Los Angeles & San Francisco representation of the Hoag-Blair list will be handled by the Blair-TV Inc. offices in those cities which will appoint Hoag-Blair list specialists.

Note: John Blair & Co., radio rep, this week announced "expansion" of personnel as "an expression of our continuing confidence in the spot radio business and in the business future of well-operated radio stations." Wells H. Barnett, sales development mgr., has been named asst. to pres. Blair; Tucker Scott, recently a BBDO timebuyer, sales development mgr.; Robert Dwyer, ex-WABD, New York, account exec. covering Philadelphia, Baltimore & Washington agencies.

Million-dollar TV show to plug movies, sponsored by film industry and presented 15-min. a week, 52 weeks a year, is proposed by TV-wise Indiana exhibitor Trueman T. Rembusch, ex-pres. of Allied States Assn. of Motion Picture Exhibitors, in interview in Aug. 9 *Film Daily*. Word-of-mouth advertising, once film industry's promotional mainstay, is now boosting TV, not movies, he says, adding: "People used to talk about the motion picture industry; not any more—it is what TV program they have seen. Admittedly, communications between the motion picture industry and the public have broken down because production has not used TV advertising fully and aggressively." Meanwhile, 17 Detroit theatres, all second-run and all showing same picture, cooperate to buy 5-min. segment of *Detroit Deadline* on WXYZ-TV, Mon.-thru-Fri. 6 p.m., using film clips, personal appearances of visiting movie personalities, etc.

Edward Petry & Co., already representing ABC-owned West Coast stations, named West Coast rep for both ABC-TV & Radio networks . . . New station reps: WITV, Ft. Lauderdale, Fla., to Bolling; WTVI, St. Louis, to Radio-TV Representatives Inc. (Peggy Stone).

CBS radio affiliates hold meeting with network executives Sept. 1-2 at Chicago's Edgewater Beach Hotel, at which time new rate structure may be divulged.

**Network Accounts:** Astounding success of NBC-TV's *Today* (7-9 a.m.), pooh-pooed by some critics—and even some station managers — when it made its debut Jan. 14, 1952, is pointedly illustrated by gross of more than \$7,000,000 in first 9 months of 1954, with every indication it's headed for record-breaking \$11,000,000 for year. That makes it not only the top grossing show in history of broadcasting—but probably largest for any single year in any branch of show business. Aug. 14 *Billboard* says it's doubtful that even such shows as *Birth of a Nation*, *Gone with the Wind*, *Greatest Show on Earth* and *Oklahoma* grossed as much in a single year. Tracing its growth, NBC-TV says *Today* lost \$1,500,000 in 1952; last year, it grossed about \$5,300,000 and broke even. Featuring Dave Garroway, it started on 27 stations, cost \$1900 per one-min. participation. On Sept. 27, when it goes to west coast off line via kine, 52 stations will carry it, with one-min. partic. at \$4500. NBC-TV estimates program has gross annual potential of \$20,000,000 . . . National Biscuit Co. to be alt. sponsor (with International Harvester) of *Halls of Ivy* on CBS-TV starting Oct. 19, Tue. 8:30-9 p.m., thru McCann-Erickson . . . Chevrolet Dealers Assn. buys *Treasury Men in Action* on ABC-TV starting in fall, Thu. 8:30-9 p.m., thru Campbell-Ewald . . . Pontiac to sponsor *Red Buttons Show* on NBC-TV starting Oct. 1, 3 out of 4 Fri. 8-8:30 p.m., thru MacManus, John & Adams . . . Campbell Soup Co. to sponsor *Dear Phoebe* on NBC-TV starting Sept. 10, Fri. 9:30-10 p.m., thru BBDO . . . Toni to sponsor *People Are Funny* on NBC-TV starting Sept. 19, Sun. 7-7:30 p.m., thru Leo Burnett Co. . . Miles Labs to sponsor *Morgan Beatty and the News* on DuMont starting Sept. 27, Mon.-thru-Fri. 7:15-7:30 p.m., thru Geoffrey

Wade Adv. . . Pepsodent to sponsor *Uncle Johnny Coons* on CBS-TV starting Sept. 4, Sat. 1:30-2 p.m., thru McCann-Erickson . . . Bristol-Myers to sponsor *Honestly, Celeste* on CBS-TV starting Oct. 10, Sun. 9:30-10 p.m., thru Young & Rubicam . . . Warner-Hudnut (home permanents) to be alt. sponsor (with Lucky Strike) of *Your Hit Parade* on NBC-TV starting Sept. 11, Sat. 10:30-11 p.m., thru BBDO . . . Lenthieric Inc. (perfumes) to be alt. sponsor (with Old Golds) of *Chance of a Lifetime* on DuMont starting in fall, Fri. 10-10:30 p.m., thru Cunningham & Walsh . . . Sweets Co. of America (Tootsie Rolls) buys 13 partic. on *Pinky Lee Show* on NBC-TV starting Sept. 7, Mon.-thru-Fri. 5-5:30 p.m. . . Colgate-Palmolive buys 15 min. of Fri. segment of *Howdy Doody* on NBC-TV starting Oct. 4, Mon.-thru-Fri. 5:30-6 p.m. . . Serutan buys *One Man's Family* on NBC-TV starting Sept. 27, 3:30-3:45 p.m., taking Mon.-Wed.-Fri. one week, Tues. & Thu. next week, thru Edward Kletter & Assoc. . . Schick to sponsor 10 out of 40 pro football games Sat. night and Sun. afternoon on DuMont starting Sept. 26, thru Kudner.

Deserving of sponsorship, says *Tide Magazine* Leadership Panel, are these 10 sustaining shows: *Marriage* (NBC-TV); *Adventure* (CBS-TV); *Shakespeare on TV* (CBS-TV); *Johns Hopkins Science Review* (DuMont); *What in the World?* (CBS-TV); *American Week* (CBS-TV); *Author Meets the Critics* (DuMont); *Mr. Wizard* (NBC-TV); *World of Mr. Sweeney* (NBC-TV); *Princeton '54* (local).

Air Force's \$1,000,000 advertising contract for recruitment, covering year ending June 30, 1955, was awarded this week to Ruthrauff & Ryan.

Edward Lamb took his case to Senate Commerce Committee once again when his attorney, J. Howard McGrath, sent letter to Chairman Bricker (R-Ohio) and all committee members protesting inadequacy of list of allegations furnished Lamb last week by Broadcast Bureau (Vol. 10:32). McGrath pointed out that Committee had requested Lamb be sent "bill of particulars, specifying the charges to be presented and naming the witnesses to be called." He said no witnesses had been named and charges were just rehash of what Lamb had been told before by FCC—except that Commission dropped its earlier charge that Lamb was member of Communist Party. "Presumably," said McGrath, "the omission of the charge in the resume means the Commission, after all the publicity, now admits it has no evidence that Lamb was a member of the Communist Party." He accused FCC of "open defiance of the rules of fair play" in making charges available to press and refusing to name witnesses. McGrath wrote similar letter to Chairman Hyde. Meanwhile, FCC Broadcast Bureau asked Examiner Herbert Sharfman to order Lamb to supply more information on his charges that FCC investigators tried to get false testimony against Lamb, offering at least one bribe. Broadcast Bureau urged that Lamb be ordered to bear "the burden of proof." Hearing on renewal of license for Lamb's WICU, Erie, is scheduled Sept. 15.

Defending use of 45rpm records, WFIL's Roger Clipp writes he'd prefer to have his station operate 100% with 45s, rather than 50-50 with 78s, as at present. He contends any competent engineer can be trained in very short time to handle 45s properly. And, he adds, fidelity of 45s is generally better than 78s, there's less breakage and storage problems are simplified. He suspects radio station operators who oppose 45s require disc jockeys to change and cue records on air—"a job that rightfully belongs with the technicians."

KOIN-TV, Portland, Ore. (Ch. 6) went to 100-kw ERP Aug. 13, using new 708-ft. Ideco tower.

American TV programs are supplied to 25 stations in 19 foreign countries by Voice of America's TV branch, with material used 15-90 minutes a week, VOA director Jack Poppele said this week in statement accompanying report on TV in west Europe and Latin America. "Our goal, in addition to telling the American story in terms of our foreign policy," he added, "is to create a desire for American kinescopes and films wherever a new TV need arises, so that when these pioneer efforts reach the status of fullscale operations, we will be an accepted and established part of their national TV planning."

Station-owned intercity microwave facilities should be permitted where they can provide network service far cheaper than AT&T. So said North Dakota Bcstg. Co. (KCJB-TV, Minot & KXJB-TV, Valley City) in petition to FCC for rule-making to permit grants of private intercity relay facilities on case-by-case basis. Company said it could construct its own relay between Minneapolis and Valley City "at a cost approximately one-half that of common carrier service," added that amendment of rules would "stimulate the development of live TV network service in the less densely populated areas of the country."

TV in the news: *South Bend Tribune's* WSBT-TV, offering Studebaker officials and union free time to answer questions from audience about financial troubles of big car company, winding up with big TV-radio simulcast night before final meeting Aug. 11, was credited as major influence in final vote to go back to work at reduced wages. And when 5 convicts broke out of Norfolk, Mass., prison colony Aug. 12, state police put their pictures before TV cameras in hope they would be recognized by public with warning they were dangerous characters.

ABC Radio's new rate card is due Oct. 1, offering single gross rate for all times but different discounts for morning, afternoon & evening times; night reductions, in line with those expected from other networks, will run about 20%.

**Telecasting Notes:** Two very palatable educational shows on CBS-TV, both featuring U of So. California professor of literature Dr. Frank C. Baxter, moved *New York Times'* Val Adams to remark on "a rare blend of education and entertainment" and to see "heartening precedent" in this "fine example of the tremendous good that can flow from cooperative efforts of commercial TV and educational interests." Dr. Baxter's *Shakespeare on TV* (Sat., 2:15-2:45 p.m.), he tells us, was originally the idea of Wm. Whitley, CBS-KNXT producer in Hollywood. It's a projection of his popular classroom style, clicked when tried out on TV in summer of 1953, then as a full-blown course last fall-winter, now as a network feature. His second show, *Now and Then* (Sun. 6-6:30 p.m.), also in the manner of a college lecture, resumes live Aug. 15 following his hospitalization for minor surgery . . . Dr. Baxter aims at "the great middle class [of] good, sensible, solid citizens who haven't read enough and know it" and he suggests "the intellectuals, my peers, my betters, are advised to stay away." Like Bishop Sheen, he's proof, as Val Adams says, that "some of the best TV 'talent' is neither in Hollywood nor along Broadway" . . . The California professor is not, as we originally reported, the first "hit" to come out of an educational TV station. We erred in reporting that he had started on the campus' own uhf KTHE . . . Soap opera audience on TV is now greater than that on radio, say Procter & Gamble researchers, who make it their business to know; P&G will spend about \$15,000,000 on TV soapers next season, as against \$12-

000,000 on radio . . . Harold See's BMI Clinic speech in Los Angeles Aug. 9, urging TV film distributors to standardize practices, has led to tentative plans for formation of trade assn. by such distributors. Preliminary to post-Labor Day call for organization meeting, top executives of Ziv, Screen Gems, Guild Films, MPT, ABC Film met in offices of John Sinn, pres. of Ziv, to lay groundwork . . . Petrillo's AFM has rejected proposal by group of TV film producers for new royalty formula, Petrillo insisting on retaining 5%-of-gross formula in effect last 3 years . . . Television Programs of America reports film sales above \$6,000,000 so far this year, \$9,000,000 indicated for year, with *Ellery Queen* series alone topping \$750,000 to date . . . General Teleradio's film div. reports it has recaptured most of its \$1,350,000 investment in 30 feature films bought from Bank of America; the General Tire subsidiary, which operates MBS and 5 TV stations, including WOR-TV, also reports 13 *Gangbuster* films ready for sale . . . Fred Coe, recently hired as consultant for new *Lux Video Theatre*, will produce only 6 of the Philco-Goodyear TV *Playhouse* Sun. series this fall, Gordon Duff handling others . . . Rate increases: KNBH, Los Angeles, raises Class AA hour from \$2000 to \$2500, min. \$480 to \$575 and Class A hour from \$1215 to \$1400, min. \$350 to \$375; WCCO-TV, Minneapolis, Class AA min. rate from \$220 to \$275 . . . Upcoming WJRT, Flint, Mich. (Ch. 12) has leased studios & offices of defunct WTAC-TV (Ch. 16), the Campbell-Trendle uhf which quit the air April 20 (Vol. 10:19).

**L**OOKING AT UHF through the eyes of some successful uhf operators—most of them located in non-vhf areas—here are excerpts from replies we received to our queries on uhf's problems and its future (see story, p. 1):

WBRE-TV, Wilkes-Barre (David Baltimore, gen. mgr.): "We have been in the profit column essentially since the second month of operation [see story on WBRE-TV balance sheet, Vol. 10:31, p. 14.] This year our TV station will show a profit greater than anything we ever made out of radio . . . Networkwise we have about 26 hours of sponsored shows weekly for the summer. In fall it should be 33-35 hours.

"The problem [of uhf] seems to us to be the same as that which hit vhf at the very beginning—that of developing the best possible equipment and the best possible receivers. As a result, as the art develops, there is little question that uhf will be no different from vhf and once again TV will be TV. Of course, this takes time and with the tremendous head start of vhf and the competition which it gives in intermixed areas, it makes the problem practically impossible, since it is obvious that the U's cannot get network service and therefore financial support until such time as their equipment can be brought up to the proper competitive level . . .

"It seems evident now that intermixture was a mistake and that correcting that mistake will take years, if it can be done at all. I also believe that in a great many markets, even if de-intermixture were to be accomplished, the economic situation still might preclude the successful operation of the number of stations which have been allocated to them . . . [With 5 uhf stations in our market], the situation is extremely competitive and the problems of competition far exceed those we ever faced in radio. Despite this competitive situation, most of the stations are planning to go ahead with improvements until they can obtain the highest power available, and they are all girding for battle to stay in business and to render the maximum service to the public . . ."

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WEEK-TV, Peoria, Ill. (Fred C. Mueller, gen. mgr.): "This is a market that is completely uhf to date. Because

we were first and will be 2 years old this coming Feb., we have the same position that an early vhf station had . . . So—from Peoria, where I sit, and speaking for our own property, the future of uhf is the future of TV. No one at any time is going to cover this market any better than the uhf stations that are in it, and if a vhf station does come, it will simply be another station . . .

"Our network schedule is just about as solid a schedule as a station can carry . . . Based on our relationship with NBC (and with CBS, too, for that matter), I am puzzled when I hear that networks will not affiliate with uhf stations. This isn't the whole truth and we are the perfect example of that. NBC never, to my knowledge, hesitated about making us their representative in TV and I know that we certainly deliver for them as much as any station can give its network regardless of where it is . . . Given an opportunity to get an even start or a headstart, any uhf station can do what we did.

"We were in the black the second month of operation and have been ever since. Our average operating cost over the past 6 months has been \$55,500 and we are making money—so would you say uhf is kaput? It makes no difference whether TV is uhf or vhf—it's TV! If circumstances beyond the control of some uhf operators make the going impossible, it is my hope that such tremendous obstacles will be removed if that is at all possible. We are glad we went into uhf when we did and feel we have given our viewers a top product. We receive nothing but compliments from them . . ."

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WTVO, Rockford, Ill. (Harold Froelich, station mgr.): "Our experience for the past year with Ch. 39 has been a good one. In metropolitan Rockford, 98% of the TV homes watch WTVO 60% of the time. Both percentages fall way off after a distance of 15 miles. Locally, this fact has not hindered advertiser acceptance, but on regional and national spot business, we are losing ground to our vhf competitor . . .

"The national agency prejudice toward uhf is becoming more critical as the days pass on. Let me quote a letter from our national representative, advising of the

fall plans of 4-Way Cold Tablets. [It] points out that Rockford is included in a spot campaign to start the early part of Oct. and to run for 26 weeks. To quote the letter: 'The account has placed the restriction on the agency that they cannot buy any uhf station in a market where a vhf station exists.'

"I have had the displeasure of counting 10 national spot advertisers that have openly taken this stand in the last few months. The only answer, as I see it, to the uhf problem—which incidentally I insist is a serviceable system—is to in some manner de-mix uhf & vhf in the same market. Please note in the above quotation that the 4-Way Cold account does not say, 'do not buy uhf stations'—the restriction is that the agency cannot buy uhf in a market where a vhf exists. The only answer, of course, is not to give the advertisers a chance . . .

"WTVO has operated on a profitable basis since its inception May 1953. A 5-month lead on the vhf station, NBC affiliation, early interconnection and strong emphasis on local and syndicated programming have been the reasons for our holding our own . . . Local merchants are interested in the metropolitan market and will buy the station that delivers the strong local audience with a rate commensurate with that audience . . ."

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WFIE, Evansville, Ind. (Ted Nelson, gen. mgr.): "We have been operating in the black for several months, though we have only been on the air since Nov. 15, 1953. [But] there is a spectre on the horizon. It is the same problem of intermixture which has received so much attention lately. There is a vhf channel allocated to Evansville, and in the very near future we expect a grant to be made. If the networks follow the pattern and affiliate with the vhf station, one or both of the uhf stations will probably be forced to close . . .

"I feel that the only intelligent solution to the current allocations problem is to do away with intermixture. Certainly we have established the fact that in Evansville uhf works, that we can deliver a perfect picture 100% of the time, and the station, advertiser and public can be happy with TV service on either uhf or vhf. Yet the uhf stations now serving the market will certainly suffer seriously in the face of vhf competition, not because of competition, but because of *vhf* competition. I feel that if the intermixture problem is solved, uhf will take its place in the United States as a TV service which will be adequate for all persons concerned, and that the phrases uhf and vhf will be meaningless just a few years from now . . ."

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WLBC-TV, Muncie, Ind. (W. F. Craig, v.p.): "Our station is on a profitable basis [and has been] since the second month of our operation a year ago last month . . . We have received 5 additional network commercial shows this last month—3 from NBC and one each from CBS & DuMont. In addition we have received renewal contracts for all of the network shows that have been on summer hiatus. In the national spot field, we have added 6 accounts, and we have received renewal contracts for all of the accounts [with] expiration dates the last 60 days.

"Your question, 'what should be done to help uhf,' is a difficult one. Undoubtedly it would help if all sets were all-channel equipped . . . I believe it would help uhf if the many, many successful uhf stations would get together on a sales campaign directed to the national advertisers and their agencies . . . I believe that in most cases the problem of uhf is an individual one. There is no touchstone that assures success in any business. In some instances it will be difficult for any TV station—V or U—to succeed. Generally speaking, a TV station that has developed local audience, works hard to maintain it, should have a successful future."

WTVP, Decatur, Ill. (Stephen W. Pozgay, mgr.): "We believe that a serious error was made in the first place in allocation of uhf channels in established vhf territory. But since this is a *fait accompli*, nothing should be done now to further confuse the pattern. A possible exception might be to establish a freeze on granting permits for stations to be built in uhf territory until such time as those uhf stations which are sandwiched in between vhf stations have had a chance to establish themselves. Another thing which most certainly should be done, in our opinion, is to stop all this ballyhoo about uhf being a different breed of animal from vhf stations. [Uhf stations] should be, if anything, given a slightly more sympathetic ear by network station relations managers than vhf, [because] eventually the networks will need all TV outlets they can get, whether V's or U's . . .

"We are fortunate indeed in having sufficient capital available without borrowing to not only build a good TV station but also to stand monthly deficits ranging into sizeable sums [and] we must be frank to admit that the losses have been considerably greater than we had anticipated . . . We have new business signed up and ready to go on the air which, operating on a tight expense budget which we are sure of, should put us in the black cash-wise within 30-60 days and should also put us in the black including non-cash reserve items within 90 days. We believe this happy day might come to us even sooner than that, based on the fact that we have just raised out Class A hour rate from \$200 to \$250 and expect another raise to \$300 as soon as we go to higher power . . ."

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WMTV, Madison, Wis. (Gerald A. Bartell, pres.): "There are many unfortunate aspects about the timing of uhf, which can be placed directly at the door of the FCC. Yet many operators who now look for govt. intervention were guilty of a faulty appraisal of the chances for their success. Others having all available data at their command were defeated by events outside their control . . .

"Wherever a uhf audience has sprung up—whether in a uhf-exclusive or a mixed market—it's management and salesmanship that will tell the story. Used to be that an independent station didn't have a chance—couldn't operate without a strong audience-building network. That concept of the necessity of support by an outside agency has proved false in many an instance . . . Whatever the outcome of the [Senate uhf inquiry]—and I don't look for any world-shaking decisions—the future of uhf will be written as a direct corollary to an evaluation of the people who are operating uhf."

Mr. Bartell enclosed a memorandum, showing station's monthly profit figures from start of operations in July 1953 (\$2800), with steady increases through Feb. 1954 (\$10,800), last month listed.

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KBMT, Beaumont, Tex. (Ch. 31), on air since last April 9, in report to FCC in connection with application for change of facilities (see *TV Addenda 19-E*) reveals total losses to June 30 of \$36,439, net loss for June alone \$2887. Income for the less than 3 months it was on air as first and only station in city, with no AM affiliation, was \$17,230, expenses \$20,117. Income came mainly (about \$15,000) from local programs and spots, only \$1537 from national spot, \$388 from networks. Biggest expense items were salaries \$7469, talent \$3894, transcriptions & films \$1740, depreciation \$1813, agency commissions \$1643. Organizational expense item in assets accounts run \$9206, with transmitter equipment listed as \$102,556, tower equipment \$40,525, studio equipment \$33,820, office equipment \$10,000—all after depreciation.

Interconnected to AT&T network facilities this week: WNAM-TV, Neenah, Wis.; WLAC-TV, Nashville.

CONSTRUCTION plans of uhf grantees continue to be reported—but, except for power increases, they're fewer and farther between these days. Not many new ones are expected to take to the air during rest of this year, though quite a few are due to get higher power equipment, notably GE's 12-kw and RCA's new 12½-kw, of which latter has 7 on Aug. delivery schedule (Vol. 10:31). Some uhf CP holders continue to report DuMont uhf deliveries scheduled, but there's no verification from that company that any more of its transmitters are yet available.

This week's transmitter shipments by the major manufacturers were few. Only one reported by DuMont was visual section of 5-kw formerly used by KFBC-TV, Cheyenne, Wyo. (Ch. 5) which was modified and sent to upcoming KUTV, Salt Lake City (Ch. 2), due in Sept. GE reports Aug. 10 shipment of 20-kw amplifier to KHOL-TV, Kearney, Neb. (Ch. 13) to go with its 5-kw. Week of Aug. 16 GE ships 5-kw replacement transmitter to KPRC-TV, Houston (Ch. 2).

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

WTHT, Wilmington, N. C. (Ch. 3), has held up construction while negotiating for network, reports 25% owner Milton Hammer, who also produces TV show titled *Washington Spotlight*. It has ordered 5-kw DuMont transmitter and RCA 3-section superturnstile antenna for 143-ft. tower atop downtown TV Bldg., 104-ft. above street. Rep not yet chosen.

KTIV, Sioux City, Ia. (Ch. 4), with 25-kw DuMont transmitter installed and 633-ft. Wincharger tower with 6-bay RCA antenna scheduled to be ready in 2 weeks, now plans Aug. 27 test patterns, reports pres. Dietrich Dirks, operator of radio KCOM there. It expects to begin on Sept. 15 as NBC interconnected. It will be city's second outlet, KVTV (Ch. 9) having begun in March, 1953. Base hour will be \$250. Hollingbery will be rep.

KEYD-TV, Minneapolis (Ch. 9), now plans late fall start, according to newly-appointed TV sales rep H-R Television Inc. It will join WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV (Ch. 11) in using Foshay Tower antenna. Other area station is pre-freeze KSTP-TV, St. Paul (Ch. 5). It was planning to order 50-kw RCA transmitter, but date of shipment hasn't been reported yet.

WOSA-TV, Wausau, Wis. (Ch. 16), is negotiating for used equipment from a defunct midwest uhf station, now plans tests next Jan. 1, reports owner Congressman Alvin E. O'Konski (R-Wis.). It's also negotiating for new site on Rib Mt. Other projected outlet there, WSAU-TV (Ch. 7), plans Oct. start (Vol. 10:32). Rep will be Rambeau.

WOBS-TV, Jacksonville, Fla. (Ch. 30), which recently got FCC approval for new transmitter site at Linder & Jernigan Sts., near WJHP-TV (Ch. 36), now won't start until March, 1955, reports gen. mgr. Jim Macri. Its 400-ft. tower is due to be ready next Sept., but delivery date of 24-gain RCA antenna hasn't been set. GPL transmitter is due for delivery next winter. Stars National will be rep.

WQXI-TV, Atlanta, Ga. (Ch. 36), is installing Continental 1-kw transmitter, now plans Sept. test patterns, Oct. programming with local shows and films, reports owner R. W. Rounsaville. He also holds CPs for WQXL-TV, Louisville (Ch. 41) and WQXN-TV, Cincinnati (Ch. 54), for which complete station packages, including 1-kw Continental transmitters, have been ordered from GPL (Vol. 10:7) but deliveries not yet reported. WQXI-TV will use Truscon 450-ft. tower with RCA antenna. Rep will be Hollingbery.

KBIE-TV, Sacramento, Cal. (Ch. 46), recently granted CP extension to Feb. 15, 1955, has applied for new Pine Hill transmitter site, "the only suitable mountain location available," reports owner John Poole. He also owns KBIC-TV, Los Angeles (Ch. 22), operating experimentally since last April 21, and KBID-TV, Fresno. (Ch. 53), which left the air July 15, 1954 (Vol. 10:29). KBIE-TV's new site is state-owned and a condition of lease is that the first tenant build 600-ft. tower able to accommodate 5 TV antennas. Unwilling to undertake construction alone, Mr. Poole will wait until CP is awarded either of the two Ch. 10 applicants for Sacramento, each having designated Pine Hill site.

WTVS, Detroit, Mich. (Ch. 56, educational), granted July 14 to Detroit Educational Television Foundation, plans to be operating by end of year, according to finance committee exec. secy. Dr. Francis A. Arlinghaus. Aided by \$125,000 award from a Ford Motor Co. fund and another \$100,000 from Ford Foundation, it has \$400,000 of \$1,250,000 goal, now plans "to begin on a more modest scale than previously planned." Later it hopes to step up fund drive after "people see that the station is a reality." Tower & transmitter will be at 9345 Lawton Ave., on grounds of Detroit Board of Education offices; studios will be at Lawton Ave. and at U of Detroit and Wayne U.

WFMZ-TV, Allentown, Pa. (Ch. 67), delayed by 8-week construction strike, now plans Oct. 1 test patterns, Nov. 1 programming, reports pres. Raymond F. Kohn. Kimco 460-ft. tower with Gabriel antenna is ready, transmitter house is scheduled to be ready in 60 days and 5-kw DuMont transmitter is due for delivery about Sept. 1. It will be first outlet in Allentown, which has been getting uhf service from WLEV-TV (Ch. 51) in neighboring Bethlehem; also it's only about 10 mi. away from Easton, 30-35 mi. from Reading, both with uhf outlets. Other Allentown grantee, WQCY (Ch. 39), plans late Nov. start. Avery-Knodel will be rep.

CP for new radio WINI, Murphysboro, Ill. (500-watts day, 1420 kc) is being sold to Cecil W. Roberts, owner of WBLN, Bloomington, Ill. (Ch. 15), also operator of radio's KREI, Farmington, Mo.; KCHI, Chillicothe, Mo.; KCLO, Leavenworth, Kan.; KCRB, Chanute, Kan.; and applicant for new AM in Columbia, Mo. (250-watts, 1580 kc). CP holders Evers Mick and Donald Lee Ritter give "fear of economic conditions" as reason for selling before station gets on the air, according to application filed with FCC. Sale price of \$22,000 includes assumption of approximately \$10,000 due on equipment. Balance sheet filed with application lists Roberts' net worth as \$340,279. His total assets are \$540,613 (\$200,000 of which is investment in WBLN), and liabilities are \$200,334.

Some TV-radio programs will be affected by bill (S-3679) passed this week by Congress, making it illegal to use name or initials of FBI in any way to convey impression of FBI endorsement without written permission of FBI director J. Edgar Hoover.

WGMA, Hollywood, Fla. (500 watts daytime, 1320 kc) is being sold to Ranulf Compton and family, owners of WKDN, Camden, N. J., which is grantee of Ch. 17, for \$25,000 plus assumption of about \$9000 in obligations, subject to FCC approval.

Portland (Ore.) Coach Co. blames TV for decline in intra-city bus travel because, it claims people go to movies, bars and clubs less. It says company started losing money when city got second TV station.

CBS pres. Frank Stanton's testimony before Senate Commerce subcommittee on communications in recent uhf hearings (Vol. 10:25) has been reprinted in booklet form, available from CBS.



**TRADE IN UPSWING, TV OUTPUT AT YEAR'S HIGH:** Trade's pace is quickening perceptibly this month, illustrated by production of 135,135 TVs in week ended Aug. 6, highest for any week since last Nov. 20, and well up from 109,106 preceding week and 104,252 week ended July 23. It was year's 31st week and brought production for year to date to about 3,235,000, compared to 4,250,000 in same period of 1953.

Radios also shot up to 2-month high of 185,475 (65,307 auto), from 144,706 preceding week and 129,234 week ended July 23. Production for 31 weeks was placed at about 5,415,000, compared to 7,500,000 in corresponding period year ago.

Manufacturers thus appear to be launching big production effort for last 5 months, confident the traffic can bear it -- despite warning of one major set maker that current market is "competitive as hell" (Vol. 10:32). It's evidence also that manufacturers aren't too worried about trade's inventories (about 1,930,000 TVs at end of July), confident that any production boost will be gobbled up.

Trade can be heartened, too, by fact that retail sales in July did not show normal downturn from June, being estimated at 350,000, or about equal to June and even slightly higher than the 340,000 in July of super-boom 1953. Add to that the fact that retail sales of 2,805,760 TVs in first 6 months of 1954 set a record for first-half sales, exceeding even the 2,775,900 sold in first half year ago.

Radios aren't faring as well, though June retail sales of 537,494 units (excluding auto radios) represented pickup from levels of first 5 months and helped bring 6-month retail sales to 2,410,893, compared to 3,017,196 in first half of 1953. July retail radio sales statistics aren't available yet.

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Though high TV unit sales are intensely gratifying, there's still grumbling about trade's price structure, which finds undue emphasis on low-end leader models at the expense of profit margins. A major set maker, who asked not to be identified, deplored ads offering leader models at "come-on" prices when such sets were available only in very limited quantity. As a spokesman for company which prides itself for maintaining quality, he also sharply criticized fellow manufacturers for sacrificing quality for the sake of lowering price. He declared:

"We can't let TV be bastardized like radio was, with poor quality products. But there's one thing that's sure: Any set must have a good picture, for the eye is more critical than the ear." Short cuts in circuitry are being made, he said, because station powers are going up. In some areas, he conceded, they're justified.

Trade's preparations for good black-&-white market this fall don't envision great inroads from color, though here and there some misgivings are expressed about possible effects of increased color publicity as networks step up color schedules. But one set maker this week offered us this perceptive observation on subject:

"Any harm that talk about color can do to business has already been done. The consumer won't be affected by anything short of a product he can buy at a price within reach, and plenty of programs that he really wants. I think the industry can indulge in a lot more color talk, as it will, without affecting the market too much. But it's bound to take some toll, of course."

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Considering healthy level of sales, TV-radio trade really didn't need lift which the President's midyear economic report provided this week as much as did many other old-line industries basic to national economy. TV trade's record this year would seem to go beyond the President's declaration that "the paramount fact about the economy at mid-year is that the recent decline in economic activity has come to a halt." For TV industry, at least, there never was any recent decline in unit sales -- though, of course, margins went way down.

**Topics & Trends of TV Trade:** Crosley introduced new line of 4 open-face 21-in. consoles, all with vertical chassis and 90-degree deflection tubes, at distributors convention this week at Chicago's Conrad Hilton Hotel. In addition, a slightly new version of the fast-selling 17-in. "Super V" table model was brought out—weighing 45 lbs., 8 lbs. less than original model (Vol. 10:7), containing 90-degree tube, but at same prices of \$140 in walnut, \$150 mahogany, \$160 blonde. The 90-degree tube was also placed in 21-in. "Super V Plus" table model, at same prices of \$170, \$180, \$190.

New consoles are in walnut at \$190, mahogany \$200, blonde \$210; mahogany, with "Cinemasound" system \$200, blonde \$230; walnut "low boy," with high-fidelity sound system \$250, blonde \$260; walnut "low boy," with high-fidelity and phonograph attached \$300, blonde \$310. Optional uhf tuners are \$20 extra.

Leonard F. Cramer, v.p. & TV-radio gen. mgr., said Crosley TV now appears in twice as many markets and is handled by 3 times as many dealers as on Jan. 1, thanks to success of "Super V." He said another progress report on its performance would be made at series of regional dealer meetings later in Aug.

James D. Shouse, Avco v.p. & gen. mgr. of home appliances, hailed "Super V" as "an example of the fruits of enterprise and initiative in merchandising concepts," saying it was "new in design and engineering and new in its merchandising approach."

Shouse stoutly defended Crosley's policy of introducing short lines, declaring: "Too many manufacturers have continued to increase the number and variety of models to the point where they require dealers to play a guessing game about which models and in what quantities they should buy. As a result, when the dealer discovers his mistake, sacrifice-selling results. It's time the industry started giving the dealers a break with carefully tailored short lines which will enable them to lower their inventory and capital investment requirements and serve the public at the same time."

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CBS-Columbia introduces line of color sets using 19-in. CBS-Hytron "205 Colortron" tubes at national distributor convention Aug. 30 in Chicago's Drake Hotel. Sales v.p. Harry Schecter, in letter to distributors, said CBS-Columbia will also present a detailed color merchandising program, "which is the result of the combined efforts of several divisions of CBS," and an explanation of "how black-&-white and color can live together profitably for many years to come."

Stewart-Warner's new line, introduced this week to regional mgrs. in Genoa City, Wis., ranges from \$150 for 17-in. leatherette table model to 27-in. mahogany console at \$430. Top end of line contains 90-degree tubes and built-in power boosters. Also introduced was Stewart-Warner's first phonograph models in several years, ranging from \$25 to \$200.

RETMA's radio fall meeting Oct. 18-20 at Syracuse (N. Y.) Hotel will feature sessions on color TV, new applications of transistors and development in reliability controls, among electronics items. Some 22 technical papers are scheduled. Virgil M. Graham, assoc. director of RETMA engineering dept., is chairman of meeting, in which RTMA of Canada and IRE will also participate.

Bill containing excise tax relief for uhf-equipped sets and certain TV components (HR-6440) was passed over in Senate Aug. 11, when it came up on unanimous-consent calendar, because of objections by several Senators. It's expected to come up for debate before Senate recesses.

Magnavox plans new factory on 22-acre site in Urbana, Ill., probably as color production center.

Federal Judge Michael L. Igoe, in 59-p. brief, this week urged U. S. Court of Appeals in Chicago to permit Zenith to proceed with pre-trial examinations in its \$16,000,000 triple-damage counterclaim against RCA, GE & Western Electric, charging conspiracy as outgrowth of patent wrangle (Vol. 10:25,31). Judge Igoe in June had ordered pre-trial examinations to proceed, but this order was stayed last month on appeal by RCA, pending outcome of earlier patent suit filed by Zenith in Delaware courts. Judge Igoe now contends Court of Appeals should uphold his June ruling and order pre-trial examinations. He said his earlier order denying such a stay is not reviewable by mandamus and that no "abuse of discretion" was shown in such denial.

C.R.T. Electronics Corp., Mt. Vernon, N. Y., small CR tubemaking plant which was closed down by owners when a union official walked in and tried to hold meeting of the 18 (out of 20) of its employes said to have joined (Vol. 10:32), reopened its doors Aug. 10 with a notice to employes that it would be shut again if any union tried to "walk in and dictate how to run the business." Owners Stephen Weston & Wm. Genz and the union agreed to let NLRB settle disputed question whether 18 employes had joined Amalgamated Local 160 of the Playthings, Jewelry & Novelty Workers Division of the CIO's Retail, Wholesale & Dept. Store Union, which has announced it plans to organize other electronics firms in areas.

National Assn. of Better Business Bureau had 3 miniature antennas tested by independent laboratory for performance, found none was any more useful or effective than an equal length of plain stranded copper wire in eliminating "snow" and "ghosts" or otherwise improving reception. BBB accordingly recommends to manufacturers, in special bulletin, that they limit their advertising claims to "the provable facts" and suggested to media that "scientific proof of performance claims be required of advertisers prior to the acceptance of such copy."

TV set sales by Canadian factories totaled 181,233 at average price of \$359 in first 6 months of 1954, when production was 211,480, reports Canadian RTMA. Projected production estimate is 104,343 more sets in third quarter. Inventory at end of June was 99,080, compared to 89,115 at end of May. Quebec led in sales with 61,977; Toronto second, 39,596; British Columbia, 18,600; other Ontario, 16,250; Ottawa & eastern Ontario, 12,155; Hamilton-Niagara, 10,429; Prairies, 10,109; Windsor, 6378; Maritime Provinces, 5739. In June alone, sales were 22,343, production 32,308.

NARDA's simplified accounting system for TV-radio dealers with annual volume of \$50,000-\$200,000 will be published Oct. 1 by Tallman, Robbins & Co., Chicago, NARDA's economic consultants. System combines 3 basic books—cash receipts & sales, expense journal, general journal—with provision for departmentalizing transactions for new appliances, TV-radio, traffic merchandise, parts & services, and used appliances.

DuMont quality control mgr. Nicholas DeFalco proudly showed newsmen a punishing test this week, frankly for publicity purposes. He had a standard DuMont receiver taken directly off production line, dropped from bridge into Passaic River near plant, allowed to drift awhile, then hauled out, taken to plant, dried out, tested. When current was turned on, picture was still perfect.

RCA Service Co. has set up 3 new offices on West Coast to handle Antenaplex TV systems: Seattle, 718 Dearborn St., Edward Long, rep; San Francisco, 2640 Bayshore Blvd., Edward Norton; Hollywood, 911 N. Orange Dr., Warren Burr.

Stromberg-Carlson plans its biggest ad campaign starting in fall, using all media, to back new TV-radio line.

**Trade Personals:** Arthur B. Goetze, Western Electric eastern mfg. v.p., elected financial v.p., succeeding Frederick W. Bierwirth, who retires Aug. 31 . . . Rudolf Feldt, ex-DuMont, named director of Federal's new instrument div. for U. S. manufacture & distribution of electronic precision measuring & testing equipment developed by IT&T's domestic & foreign associates . . . LeRoy J. Kallmeyer promoted to export sales mgr., International Standard Electric Corp. (IT&T) under Patrick J. McCann, v.p. & export mgr. . . . Frank Folsom, RCA pres., subs for Ed Fitzgerald Aug. 18 on Pegeen Fitzgerald's morning radio show on WABC, N. Y. . . . Robert A. Seidel elected RCA executive v.p., consumer products, succeeding J. B. Elliott, recently resigned to become pres. of Schick Inc.; Seidel joined RCA Victor as v.p. in 1949, coming from W. T. Grant Co., where he was v.p. & controller . . . Harry R. Hemmings promoted to new post of manufacturing mgr. of GE picture tube sub-dept., succeeded as Buffalo CR tube plant mgr. by Willard L. Male . . . Jack Siegrist, ex-Motorola adv. mgr., named DuMont TV-radio merchandise mgr., reporting to marketing v.p. Wm. H. Kelley, also ex-Motorola . . . Fred F. Stewart, DuMont credit mgr., elected chairman of TV-radio section of N. Y. Credit Group Service Inc. . . . Lawrence J. Straw, ex-Bendix Radio, named gen. sales mgr. of Standard Piezo Co., Carlisle, Pa. . . . Robert S. Burros, ex-Gross Distributors, N. Y. (Stromberg-Carlson), named Olympic adv. & sales promotion mgr., replacing George F. Bart, resigned . . . David Doss promoted to Hoffman Radio sales promotion mgr. . . . Wm. B. Doyle promoted to sales mgr. for Admiral's freezers and room air conditioners, replacing Ted Nemes, resigned . . . M. Harvey Gernsback elected v.p. of Gernsback Publications Inc., succeeding his father Hugo Gernsback who continues as editor-in-chief of *Radio-Electronics* . . . Kenneth Cooper named TV-radio buyer of Abraham & Straus dept. store, Brooklyn, replacing Wm. F. Smith, now sales v.p. of Gross Distributors, N. Y. (Stromberg-Carlson); Marvin Gamza appointed major appliance buyer.

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**Distributor Notes:** CBS-Columbia appoints newly-formed Tracy-Mitchell Inc., Buffalo, headed by Richard J. Levi, ex-gen. mgr. of Fay-San Distributors Inc., Buffalo (Admiral); firm succeeds Lee Distributors, now Motorola outlet . . . Hoffman Radio establishes new factory branch, Hoffman Sales Corp. of St. Louis, 3117 Locust St. (Warren Rymer, sales mgr.) . . . Olympic of New Jersey appoints Richard B. Dreazen, ex-Zenith N. Y., as gen. mgr. replacing S. R. Slater, now gen. sales mgr. of Philco Distributors' Newark div. . . . Philco Distributors, Philadelphia, promotes Joseph E. Sands to adv. mgr., replacing John Lyons, resigned; Philco Distributors, N. Y., names Leonard Kanter radio sales mgr. . . . Graybar appoints E. N. Cundiff mgr. of Toledo branch, replacing A. W. Hallett, assigned to special duties in Cleveland . . . Pilot Radio appoints Sol Levin & Assoc., Chicago, for Ill., Mich. & eastern Wis., Robert T. Brown, Chicago, for Indiana.

Raymond Rosen Engineering Products Co., subsidiary of RCA Philadelphia distributor Raymond Rosen Co. (Thomas F. Joyce, pres.) plans common stock offer shortly to finance expansion. Outgrowth of govt. electronic work during World War II, it now makes telemetering equipment for guided missiles, had sales last year of \$3,700,000, has orders on hand for more than \$3,000,000. E. E. Lewis is v.p. & gen. mgr.

Theodore Rossman, Pentron Corp., Chicago, elected chairman of Assn. of Electronic Parts & Equipment Mfrs., succeeding Karl W. Jensen, Jensen Industries; Wilfred L. Larson, Switchcraft Inc., succeeds Rossman as vice-chairman; Kenneth C. Prince re-elected exec. secy.; Helen Staniland Quam, Quam-Nichols, re-elected treas.

Electronics Corp. of America, newly formed as consolidation of Photoswitch Inc. and latter's subsidiaries Fireye Corp. and Combustion Control Corp., will shortly offer 200,000 shares of \$1 par common at \$12 a share through Paine, Webber, Jackson & Curtis, F. S. Moseley & Co., Stone & Webster and Shearson, Hammill & Co. After stock offering, there will be 700,000 shares of common outstanding plus 4586 shares of \$100 par preferred. Company expanded electronics activity last year when sales totaled \$4,600,000. Its photoconductor-transistor div. is said to be sole facility in country for producing precision infra-red sensitive semi-conductors. With principal offices at 77 Broadway, Cambridge, Mass., company's pres. is Arthur G. B. Metcalf, who with v.p.-treas. John A. Long founded it. Other officers & directors: Alfred H. Avery, v.p.; Tom Slick, Texas oilman and air executive; Wm. H. Danforth, Boston financier; Albert Pratt, of Paine, Webber, Jackson & Curtis; M. M. Millikan, Boston financial consultant.

Want to invent something needed for national defense? Commerce Dept.'s National Inventors Council has issued its annual list of *Technical Problems Affecting National Defense*, wants to hear from people who think they've got solutions. Among electronic and related items which are aching to be invented: (1) Device or technique capable of detecting buried explosives. (2) Microwave oscillator suitable for continuous or pulsed applications of 1-kw power output or higher. (3) Recorder for frequency range of 5-1000 mc. (4) Means of presenting 3-dimensional radar information without using stereoscopic techniques. (5) Semi-conductor material suitable for use in transistors, which can be color-coded—one color for N-type material, another for P-type. (6) Electronic telegraph printer. (7) Shorter, much lighter and more rugged 12-in. CR tube. For copy of list and instructions, write National Inventors Council, Commerce Dept., Washington.

"Use of FM for TV Transmission" is one of hundreds of reports on govt.-sponsored research listed in current *Bibliography of Technical Reports* now available from Commerce Dept.'s Business & Defense Services Administration (60¢). FM-TV paper is report on work by MIT. Also included in current list are papers on neon lamps as circuit elements (Navy), subminiature high-temperature capacitors (Air Force), magnetic amplifier (Polytechnic Institute of Brooklyn).

GE plans new microwave tube lab on Stanford U property adjoining campus in Palo Alto, Cal., construction to begin shortly. Dr. W. R. G. Baker, GE v.p. & gen. mgr. of electronic div., appointed H. R. Oldfield Jr., mgr. of plans & product applications in laboratories dept., as mgr. of new lab.

Allen D. Cardwell Electronics Production Corp., subsidiary of Chesapeake Industries Inc., announces it will begin producing facsimile equipment of radically new design for business uses in about 6 weeks under license of Hogan Laboratories Inc.

New Link Radio Corp., 125 W. 17th St., N. Y., has been organized under N. Y. laws to take over rights, title & assets of Link mobile radio communications firm that was a Delaware corporation, now defunct; Murray Platt heads new firm.

Proceedings of Symposium on Automatic Production of Electronic Equipment, held last April in San Francisco, are now available at \$4 from Public Relations Office, Stanford Research Institute, Stanford, Cal.

Toy electronic organ which plays through radio without wire connection has been developed by El-Tronics Inc., Pittsburgh, to retail for \$19.95.

RCA has cut prices 11-17% on its 4 types of "Special Red" reliable tubes for industrial uses.

**Financial & Trade Notes:** Television-Electronics Fund Inc., its net assets up to \$49,039,606 as of July 31, added the following to its portfolio during the quarter ended that date: 2200 shares of Addressograph-Multigraph, market value \$182,050; 2000 Chance-Vought Aircraft, \$58,250; 1000 Corning Glass, \$121,250; 11,500 Curtiss-Wright, \$139,437; 5000 Hoffman Radio, \$75,000; 3000 Magnavox, \$60,375; 6000 W. L. Maxson Corp., \$166,500; 8000 Paramount Pictures, \$259,000; 9000 Sangamo Electric, \$228,375; 6000 Stewart-Warner, \$133,500; 4500 Stromberg-Carlson, \$172,125; 75 G. M. Gianini conv. pfd., \$11,700.

Eliminated were 20,000 Consolidated Vultee (exchanged for General Dynamics Corp.), 1400 Owens-Illinois, 32,000 Weston Electrical Instrument Corp.

Fund added to its holdings of these stocks during quarter: Allis-Chalmers, American Bosch, AB-PT, American Phenolic, AT&T, Arvin, Boeing, Borg Corp., Borg-Warner, Carborundum, CBS "A," Consolidated Engineering, Cornell-Dubilier, Cutler-Hammer, DuMont, Eastman Kodak, Electro Data Corp., Electronic Associates Inc., General Controls, General Dynamics, GE, Globe-Union, Hammond Organ, Hazeltine, IBM, P. R. Mallory, Minneapolis-Honeywell, Motorola, Oak Mfg., Otis Elevator, Photon Inc., Reliance Electric, Sperry, Square "D," Vitro Corp., Westinghouse Electric.

Some of holdings in following were disposed of during quarter: Admiral, Aircraft Radio, Bendix Aviation, Burroughs, Douglas Aircraft, Erie Resistor, General Railway Signal, Indiana Steel Products, IT&T, Minnesota Mining, National Cash Register, Northrop Aircraft, Philco, RCA, Sprague Electric, Thompson Products, Tung-Sol, United Aircraft.

(For portfolio as of July 31, write Television-Electronics Fund Inc., 125 So. LaSalle St., Chicago 3, Ill.).

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Philco had net loss of \$703,000 in second quarter on sales of \$60,899,000, compared to profit of \$3,532,000 (91¢ a share, plus \$1.40 a share in non-recurring income from sale of WPTZ in Feb. 1953) on sales of \$109,464,000 in second quarter of 1953 and \$1,948,000 (52¢) on \$80,917,000 in same 1952 period. For first 6 months of 1954, earnings were \$1,735,000 (41¢) on sales of \$174,676,000, compared to \$12,028,500 (\$3.19), including \$5,316,000 (\$1.51) in non-recurring income, on sales of \$238,522,000 in same 1953 period and \$4,289,000 (\$1.16) on \$165,156,000 in first half of 1952. New pres. James H. Carmine, commenting on last week's big distributor parley (Vol. 10:32), said "we have just concluded one of our greatest national distributor conventions . . . and a high level of production will be required to fill the orders received from our distributors and dealers." He said that "on the basis of the orders we have received for all civilian products, and a continued high level of Government business. Philco is looking forward to a busy and profitable second half."

CBS Inc. reports consolidated net income of \$5,177,449 (\$2.21 per share) for first half of 1954 compared with \$4,793,377 (\$2.05) for same 1953 period. Gross income was \$176,016,777 vs. \$151,253,680 for same 1953 period. During all of 1953, CBS Inc.'s consolidated net income was \$8,894,642 (\$3.80) on gross revenues of \$313,908,800, which compared with \$6,445,506 (\$2.75) on sales of \$251,594,500 in 1952.

Storer Broadcasting Co. earned \$1,564,836 (\$1.41 per common share) after taxes during first half of 1954, \$787,850 (71¢) during second quarter and \$776,985 (70¢) during first. Last year's 6-month profit was \$1,086,645 (98¢).

Cornell-Dubilier, for 9 months ended June 30, earned \$1,012,000 (\$1.88 per common share) on sales of \$29,824,000, compared to profit of \$1,285,000 (\$2.35) on sales of \$34,081,000 in corresponding period year ago.

Zenith Radio earned \$1,288,246 (\$2.62 per common share) after taxes of \$1,602,666 on sales of \$56,681,409 in first half of 1954, compared to profit of \$2,766,190 (\$5.64) after taxes of \$4,127,720 on sales of \$82,207,174 in corresponding 1953 period and profit of \$1,336,357 (\$2.71) after taxes of \$1,585,943 on sales of \$46,925,511 in first half of 1952. For 3 months ended June 30, earnings were \$460,725 (94¢) after taxes of \$592,113 on sales of \$27,346,219 vs. profit of \$666,729 (\$1.35) after taxes of \$1,398,962 on sales of \$34,308,401 in second quarter year ago and \$253,115 (51¢) after taxes of \$304,974 on \$21,170,179 in corresponding 1952 period. Pres. E. F. McDonald Jr. said declines "reflected the general pattern of factory sales in the radio and TV industry during this period and the reduced rate of production of military contracts. Earnings were also affected by the current competitive situation which required the production of a large percentage of lower-priced merchandise on which the margins are very narrow." He said present low prices on some TV sets "cannot be maintained into the fall because of labor rate increases and increases in the cost of components and parts." He added that Zenith had boosted second-half production over level of first half in anticipation of stronger market.

Muter Co. earned \$130,879 on sales of \$5,926,825 in first 6 months of 1954, compared to \$261,447 earned on sales of \$8,573,510 in same 1953 period. Pres. Leslie F. Muter told stockholders "lower industry volume and highly competitive prices have caused this result" but said "entire industry anticipates a substantial fall volume, which is normally our best season, and we expect to fully participate in this progress." He also reported stockholders have approved purchase of 75% of E. L. Oliver Co.'s interest in Ebert oil lease of 160 acres in Lincoln County, Okla. (Vol. 10:30).

International Resistance Co. earned \$123,080 after taxes of \$141,494 on sales of \$5,701,000 in first 6 months of 1954, vs. profit of \$318,620 after taxes of \$6,795,911 on \$6,776,971 same period of 1953. Pres. Charles Weyl blamed declines on lower TV production, high TV inventories in first quarter, plus starting costs of 2 new plants in Asheville and Boone, N. C., but said that "our customers' commitments for the fall are most favorable for both sales and profits for the last half of 1954."

National Co. earned \$267,379 (\$1.03 per share) on sales of \$4,640,119 in first half of 1954, compared to \$92,133 (35¢) on sales of \$3,011,043 in corresponding 1953 period. Govt. billings were \$2,812,484 vs. \$1,264,675 in first half of 1953.

Globe-Union Co. earned \$208,120 (29¢ a share) on sales of \$17,097,170 in first 6 months, way down from profit of \$911,628 (\$1.27) on \$21,067,888 in corresponding period year ago.

Oak Mfg. Co. earned \$500,243 (95¢ per common share) on sales of \$8,096,471 in first 6 months of 1954, compared to \$738,681 (\$1.41) on \$10,727,195 in first half of 1953.

Olympic Radio board meets Aug. 17 to consider proposal of Sol M. Zweifach to acquire controlling stock for unnamed principal (Vol. 10:32).

**Dividends:** Television-Electronics Fund, 8¢ payable Aug. 31 to holders of record Aug. 16; Tung Sol, 25¢ Sept. 2 to holders Aug. 18; Belden, 40¢ Sept. 1 to holders Aug. 18; Philco, 40¢ Sept. 13 to holders Aug. 27; Zenith, 50¢ Sept. 30 to holders Sept. 10; I-T-E Circuit Breaker, 31¼¢ Sept. 1 to holders Aug. 20; Cornell-Dubilier, 30¢ quarterly plus 20¢ extra Sept. 23 to holders Sept. 9; CBS "A" & "B," 40¢ Sept. 10 to holders Aug. 27; Magnavox, 37½¢ Sept. 15 to holders Aug. 25; Erie Resistor, 20¢ Sept. 15 to holders Sept. 4.

**Color Trends & Briefs:** RCA's retort to Philco's claim that it has a one-gun color tube of its own on the way (Vol. 10:32) is simply, "Wait and see." Meanwhile, RCA pres. Frank Folsom addresses N. Y. Board of Trade on subject of color TV Sept. 14, day before his company reveals promised new 21-in. tube (Vol. 10:29-30), which it will demonstrate to newsmen and licensees Sept. 15-16. Tube and circuit are still top secret at RCA, except that it's curved-mask, 3-gun, in metal-coned round envelope, with phosphors on face of 205-sq. in. faceplate. Only other gleaming: Circuit to be shown with tube will be simplified from the 41-tube 15-in., will require "very few" more tubes than ordinary black-&-white, meaning perhaps 25 or 26; also, regardless what other set manufacturers decide, RCA definitely plans to have some 21-in. color sets on market before end of this year.

RCA Chairman Sarnoff's answer to Philco pres. James H. Carmine's apparent depreciation of RCA's 3-gun tube (Vol. 10:32) was to relate the reply which consultant Dr. Alfred N. Goldsmith gave to Lt. Gen. Albert C. Wedemeyer, an ex-Avco director, who had asked the difference between one gun and 3 guns. Rather than go into a long technical description, Dr. Goldsmith replied: "Let's put it this way, general: If you went into battle, which would you prefer—one gun or 3 guns?" The reply satisfied Wedemeyer, though Sarnoff adds it's a facetious oversimplification and admits freely that even his new 21-in. is by no means the "last word" in color tube developments.

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RCA's price slash on its 15-in. color sets—from \$1000 to \$495—is admittedly an attempt to unload an item which has been obsolete by rapid progress toward larger-screen receivers. RCA turned out about 5000 of them, sold very few to public—and reportedly has been under heavy pressure from retailers and distributors to take sets back.

Company announced it would make rebates on all sets sold to date, with distributors readjusting price to dealers, and retailers refunding \$505 to each consumer who bought set at old \$1000 price. In announcing cut, RCA Victor TV div. v.p.-gen. mgr. Henry G. Baker said: "By repricing the current 15-in. sets, we anticipate that distributor and dealer inventories will be cleared before the introduction of the 21-in. color receivers now being developed by RCA."

New 21-in. sets will be demonstrated Sept. 15, with "receiver chassis having greatly simplified circuitry which results in a significant reduction in costs." While RCA hasn't predicted price of 21-in. set, Motorola has announced it will have 19-in. sets using CBS-Hytron tube at \$895 & \$995, and Admiral says it will have set by Christmas using RCA 21-in. tube and selling for "less than today's 19-in." (Vol. 10:29-39). Emerson last week put \$695 tag on its 15-in. sets (Vol. 10:31). Only other manufacturer to make color sets in any quantity, Westinghouse, hasn't yet announced whether it will continue to retail its 15-in. at the \$1100 list, but it's expected to follow RCA lead.

Trade reports hint that RCA's price reduction stemmed from rejection by Ford Motor Co. of proposed deal whereby RCA would have installed remaining color sets in Ford dealers' showrooms at cut price (Vol. 10:26). Dealers reportedly refused to pay for sets.

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Another color "first" for Oklahoma City's WKY-TV: first network color origination from a local station, Aug. 17, when NBC-TV picks up 8-15 min. of Indian dances, games and tribal activities from live WKY-TV telecast of American Indian Exposition. Color pickups will be part of 7-9 a.m. *Today* and 11-noon *Home* show.

AT&T's rates for color transmission were postponed this week for 3rd time, phone company filing with FCC to extend present experimental rates to Feb. 1, 1955.

**COLOR-CORRECTED** network lines will connect nearly 100 cities by end of this year, AT&T told FCC this week. It listed these 47 cities as having been connected up to Aug. 1:

Atlanta, Baltimore, Binghamton, Bloomington, Ind., Boston, Chicago, Cincinnati, Cleveland, Columbus, O., Dallas, Davenport, Ia., Detroit, Fort Worth, Fresno, Grand Rapids, Houston, Huntington, W. Va., Jackson, Miss., Johnstown, Pa., Kansas City, Lancaster, Pa., Los Angeles, Louisville, Memphis, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Providence, St. Louis, St. Paul, Salt Lake City, San Antonio, San Francisco, Schenectady, Syracuse, Toledo, Tulsa, Utica, N. Y., Washington, Wilmington, Del., Winston-Salem, Youngstown.

AT&T's "present plans" contemplate extension of color networking to these 46 additional cities by Dec. 31:

Ames, Ia., Austin, Tex., Bangor, Me., Bethlehem, Pa., Buffalo, Champaign, Ill., Charleston, W. Va., Charlotte N. C., Columbia, S. C., Des Moines, Erie, Pa., Fort Wayne, Ind., Galveston, Hampton, Va., Hannibal, Mo., Hutchinson, Kan., Indianapolis, Jacksonville, Knoxville, Lansing, Mich., Little Rock, Lynchburg, Va., Macon, Ga., Meridian, Miss., Miami, Monroe, La., Norfolk, Peoria, Phoenix, Portland, Me., Portland, Ore., Reading, Pa., Richmond, Roanoke, Va., Rochester, N. Y., Rock Island, Ill., St. Joseph, Mo., San Diego, Cal., Seattle, Sioux City, Ia., South Bend, Ind., Springfield, Mass., Springfield, Mo., Tacoma, Wash., Topeka, Wheeling. Some of these cities have already gotten service since Aug. 1—such as Norfolk and Seattle, which carried first color programs this week.

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This week's network color schedules: NBC-TV—Aug. 16, segments of 11-noon *Home* show, display of tiles, trays, fashions, shoes from New York; Aug. 17, *Today & Home*, inserts of Indian Exposition from Oklahoma City; Aug. 19, *Home*, good grooming tips & flower arrangements from New York; Aug. 19, *The Marriage*, 10-10:30 p.m.; Aug. 16, WNBT, New York only, *My Favorite Story*, 10:30-11 p.m. CBS-TV—Aug. 22, *Toast of the Town*, 8-9 p.m.; Aug. 16, WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m.

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Among officers' and directors' stock transactions reported by SEC for June: Dee S. Lenfesty bought 1000 Arvin, holds 2000; Edmund Ludlow bought 100 Arvin, holds 1900; Raymond P. Lansing bought 600 Bendix, holds 1242; W. H. Houghton bought 300 Bendix, holds 835; Bruce A. Coffin sold 1000 CBS "A" (Dec.-Feb.), holds 10,160; Benjamin Abrams bought 1000 Emerson, 3000 through trusts and foundations, holds 219,800 directly and 69,300 through trusts and foundations; Max Abrams bought 1000 Emerson, holds 80,400 directly and 69,820 through trusts and foundations; George E. Burens bought 1350 GE, holds 1350; Charles D. Dickey bought 250 GE (April), holds 2250; G. Peabody Gardner trusts sold 300 GE, he holds 900 directly and 60,000 through trusts; Francis L. Higginson bought 200 GE, holds 800 directly and 3000 through trusts; Roy W. Johnson bought 3225 GE, holds 3501; Clarence H. Linder bought 1000 GE, holds 1570; Paul V. Galvin sold 300 Motorola, holds 104,410; Robert W. Galvin sold 300 Motorola, holds 157,132 directly and 186,696 through trusts; Edward R. Taylor bought 600 Motorola, holds 1860; Carl J. Gilbert bought 1000 Raytheon, holds 1000; Harold R. Larsen sold 300 Servomechanisms, holds none; William W. Shannon sold 30,000 Servomechanisms (April-May), holds 163,000 directly and 40,000 through trusts; E. Finley Carter sold 624 Sylvania, holds 300; Don G. Mitchell sold 100 Sylvania, holds 3135; J. H. Ashbaugh bought 1200 Westinghouse, sold 681, holds 2810; Dale McFeatters sold 351 Westinghouse, holds none; C. S. Weber bought 400 Westinghouse, sold 371, holds 882.

American Phenolic Corp. earned \$252,277 (63¢ a share) on sales of \$12,465,721 during 6 months ended June 30 vs. \$573,651 (\$1.72) on \$17,563,992 for same 1953 period. In June 30 quarter, net was \$131,261 (33¢) on \$6,204,686.

Clevite Corp. profit for first 6 months was \$1,646,758 (84¢ a common share) on sales of \$32,002,074, compared to \$2,015,419 (\$1.04) on \$32,002,074 in first half of 1953.

RCA now using station breaks on all NBC-owned stations, referring to the station as "a service of RCA."

COMBAT AREA in the "TV war games" at Ft. Meade this week called "Operation Threshold" (see p. 1), was covered by 3 RCA Vidicon cameras, each carried by a single cameraman and feeding back to a transmitter built into a  $\frac{3}{4}$ -ton truck. From each truck, the image was transmitted by microwave relay to a larger monitoring truck located near headquarters—the "command post of the future"—in a large field tent, where the commander sat with his control aides before 8 monitors. He could talk by radio to any of the field cameras.

Airborne system had 2 larger RCA cameras mounted in an L-20 reconnaissance plane—one being fixed to cover terrain directly below and the other set on a movable mounting to permit oblique views of the surrounding areas. The airborne units transmitted directly to the mobile monitoring unit. Two-way radio permitted instructions from HQ or the monitoring truck to the camera location.

The combat TV unit was developed by the Signal Corps from experience gained with an earlier non-tactical unit designed for training purposes, was first used in "Exercise Flash Burn"—the big Army maneuvers in North Carolina early this year.

The NBC color mobile unit is the only one of its kind—the same that covered the Pasadena Tournament of Roses and other big events. It comprises 2 trucks, equipped with RCA color cameras and a transmitter capable of relaying color signals for rebroadcast over the network.

The colorcast was necessarily more circumscribed than the black-&-white, for no portable color camera is yet available. But RCA's Gen. Sarnoff told the newsmen it won't be long in coming.

Next demonstration of TV's use by military is expected to be an Air Force show, as yet unannounced. And it can be assumed the Navy will want to strut its TV stuff soon, too.

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TV station "merging" with AM is KTVH, Hutchinson, Kan. (Ch. 12), only 14 months old, whose stockholders agreed to form common company with radio KFBI, Wichita, Kan. (10-kw day, 1-kw night, 1070 kc, ABC). By exchange of one share of TV company's stock for 2 $\frac{3}{4}$  shares of radio company's, new Hutchinson TV Inc. is being formed, and at same time KTVH is occupying new studios in Wichita's Hotel Lassen. Of 12,500 shares of stock in KTVH, 1400 each are held by John P. & Sidney Harris, 1500 by Bess Wyse, 1000 by mgr. Howard O. Peterson, 968 by pres. W. D. P. Carey, 872 by Howard J. Carey, 810 by Charles E. Carey. John P. Harris is publisher of *Hutchinson News-Herald*. Owners of 50,000 shares of KFBI include Howard Lane, mgr. of Portland's KOIN-TV, 11,875 shares; Horace L. Lohnes, Washington attorney, 11,875; John P. & Sidney Harris, 5938 each; R. J. Laubengayer, owner of KSAL, Salina, 5000; KFBI mgr. Hale Bondurant, 2500; chief engr. K. W. Pyle, 1900.

WNEM-TV, Bay City, Mich. (Ch. 5), in applying to FCC this week for changes in facilities (see *TV Addenda 19-D*), disclosed that from beginning of its commercial operations last Feb. 16 to June 30, or about 4 $\frac{1}{2}$  months, cash income exceeded cash expenditures by \$16,730 and operating profit was \$5791 after allowance of \$16,167 for depreciation, \$5228 for interest. Included also in outgo was \$37,806 as portion of expenses incurred prior to beginning operation and \$13,200 for amortization of temporary relay facilities. Detailed profit-&-loss statements weren't filed, but improving financial condition of the operation is shown in June figures. During that month alone, cash income exceeded expenditures by \$10,491, with operating profit running \$6085 and \$4079 charged to depreciation. Month's portion of expenses incurred prior to beginning operation was \$9476, amortization of temporary relay facilities \$3000, interest \$674.

New storm of protest was aroused by Senate's Select Committee to Study Censure of Sen. McCarthy, when it banned TV-radio-newsreel coverage of its forthcoming public sessions. Writing or wiring Chairman Watkins (R-Utah) and other committee members to demand equal access for all media were NARTB pres, Harold Fellows; NARTB Freedom of Information Committee Chairman Edgar Kobak; NARTB TV & Radio Board Chairmen Clair R. McCullough & Henry B. Clay; ABC exec. v.p. Robert H. O'Brien, TV news v.p. John Daly & radio news v.p. Thomas Velotta; CBS pres. Frank Stanton; pres. Arthur Lerner of Radio-Newsreel-TV Working Press Assn. of N. Y. Inc.; American Civil Liberties Union. Meanwhile, 2 principals in recent McCarthy-Army hearings told Senate Rules Committee they opposed legislation to ban TV-radio coverage of Senate hearings. Former special committee counsel Ray H. Jenkins proposed that TV-radio be admitted to hearings by majority vote of Senate, two-thirds vote of committee or on demand of the parties. He called TV "the perfect medium for bringing to the public the true facts." Chairman of Army-McCarthy investigation, Sen. Mundt (R-N. D.), recommended the decision on TV-radio be left to individual committees and termed TV "a great and mighty conscience for the press."

With FCC Comrs. Hyde and Sterling absent until after Labor Day at least, there is no plan at FCC to take up any important policy matters during next few weeks—definitely not the change in rules to permit ownership of 7 TV stations (of which 2 or more must be uhf) by a single entity in lieu of present 5 limit. Comr. Webster is authority for this. He's in charge while Hyde, acting chairman, is out West. Sterling, now in second month of 2-month leave of absence on doctor's orders, resting in his native Maine, is still subject of persistent rumors he may quit soon (Vol. 10:32) to make way for a new GOP appointee, to be chairman. He is saying nothing.

FCC approved 2 TV station sales this week—one involving purchase of about 70% stockholdings in KCRI-TV, Cedar Rapids, Ia. (Ch. 9), with radio KCRI, by *Cedar Rapids Gazette* for \$101,500 (Vol. 10:29); the other, Sheldon Anderson's sale of KVVG, Tulare, Cal. (Ch. 27), with radio KCOK to Los Angeles group for \$175,000 plus assumption of indebtedness not exceeding \$478,000 (Vol. 10:27). Also approved was sale of radio WGUY, Bangor, Me. (1230 kc, 250 watts) by Murray Carpenter, who holds CP for WTWO there (Ch. 2); Sherwood Tarlow, owner of WHIL, Medford, Mass., is paying him \$35,000 for the AM local (Vol. 10:26).

Manila's first TV station, DZAQ-TV (Ch. 3), owned by Bolinao Electronics Corp. and managed by James B. Lindenberg, reports more than 50 advertisers despite fact there are as yet only about 3300 sets in the Islands; included are Colgate, Cashmere Bouquet, Palmolive, Ruma Cana, Emerson Radio, RCA, Coca Cola, Old Gold, Chelsea Cigarettes. Station started last Sept., is represented in U. S. by Pan American Broadcasting Co. Two more stations are projected in Manila—one by Robert Stewart's Republic Broadcasting Corp., to be known as DZBB-TV; other by Manila Bestg Corp., call & channel unannounced.

New 30-min. 16mm color film, *Report to the People*, featuring brief political talks by President Eisenhower, Vice President Nixon, Cabinet officers and legislative leaders, will be nucleus of TV campaigns by many Republican candidates this fall. Film is brainchild of Robert Coar, director of Joint Congressional TV-Radio Facility, and will be distributed by Republican National Committee.

Call letters of *Cedar Rapids Gazette's* KCRI-TV & KCRI will be changed Sept. 1 to KCRG-TV & KCRG.

TV sets-in-use went up to 30,719,000 as of July 1 from 30,411,000 June 1, reports NBC research dept.

# Television Digest

with ELECTRONICS REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 10: No. 34

August 21, 1954

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**EX-COMR. JONES HEADS NETWORK-UHF PROBE:** An ironic twist was injected into Senator Bricker's projected TV-radio inquiry this week when he appointed former FCC Comr. Robert F. Jones to head it. At same time the Democratic minority of his Committee on Interstate Commerce demanded and got authority to hire "minority counsel", who is expected to be onetime FCC asst. gen. counsel Harry M. Plotkin.

The irony is that industry leaders fear Jones, on the basis of his record, may turn the network phase into a witch hunt -- this despite fact that he's supposed to be a "Taft conservative" and served as GOP Congressman from Ohio for 8 years from 1938-47. The fears arise from his oft-expressed prejudices and predilections, to say nothing of Old Guard GOP Sen. Bricker's outspoken antagonism to the networks.

Plotkin would be persona grata to the networks, however -- though there are others they would probably prefer to the hard-hitting young New Dealer who so often cracked down on the industry and who helped master-mind the abortive FCC color decision. Therein lies the other bit of irony in the turn of investigative events, for Jones was the man who first insisted on color-in-a-hurry -- no matter how.

Senator Bricker named Jones "to study the feasibility and practicability of pending legislation to place radio and TV networks under jurisdiction of the FCC, as well as the whole vhf-uhf problem on which the committee's subcommittee on communications held extensive preliminary hearings in the past session under the chairmanship of Sen. Potter (R-Mich.)." So reads the official announcement, which makes it plain he's also expected to review the work of the Potter subcommittee, with which Sen. Bricker has expressed his displeasure (Vol. 10:31-32).

\* \* \* \*

Jones starts Sept. 1, taking leave of absence from law firm of Scharfeld, Jones & Baron, which he joined when he quit FCC in Sept. 1952 after serving from June 1947. Plotkin is on vacation, couldn't be reached, but presumably will likewise take leave of absence from Arnold, Fortas & Porter firm. He's choice of Sen. Edwin Johnson (D-Colo.), supported by Democratic minority leader Sen. Lyndon Johnson (D-Tex.); former is retiring from Senate, latter has keen interest in TV-radio, knows a lot about it since his wife is owner of TV & AM outlets in Austin, Tex.

How Jones and Plotkin will work together might be gauged by fact there was never any love lost between them when Jones was a commissioner and Plotkin was the FCC's most powerful behind-the-scenes "brain truster". But like his former chief, ex-FCC Chairman Coy, Plotkin has been working within the industry since quitting govt. service and finding out that businessmen aren't monsters. In any event, he was not objected to by industry interests when Sen. Ed Johnson asked opinion of him, whereas the Jones appointment was strongly opposed.

Sen. Bricker's peeve extends to the Eisenhower Administration as well as the networks -- to the first because it licked his constitutional amendment to curb the President's treaty-making power. During the heated debates, he claims the networks

were unfair both as to allocations of time and commentaries -- and he wants editorializing on TV and radio stopped.

He was so scornful of the Potter subcommittee's recent proposal to set up an ad hoc committee on uhf that he scuttled it, calling it "buck passing" (Vol. 10:32).

Nick Zapple, Senate committee communications counsel, will work with Jones, and Bricker said results of staff study will be presented to full committee at next session of Congress. Then, if GOP is still in power and he's still chairman, he intends to hold hearings. Meanwhile, the network executives and most of the station owners, facing a boom TV commercial & programming season and prodigious job of keeping radio on even keel, make no bones about disrelish of tasks the Jones committee, with its subpoena powers, will doubtless set before them during next few months.

Networks recall Jones as an implacable enemy of "bigness" during his FCC tenure -- and only a few weeks ago, arguing before FCC in the AM skywave hearings, he contemptuously referred to CBS chairman Wm. Paley and NBC chairman David Sarnoff as "sultans of squat" who are becoming "maharajahs" by "sitting on their frequencies".

He's the man who started the whole long color controversy, which held up TV for at least 2 of the 3 freeze years. It led to FCC adoption of the non-compatible system which the industry completely rejected and which was later dropped. His 80-p. opinion in color decision literally excoriated the electronic industry for allegedly conspiring for 10 years to hold back color TV -- never once mentioning that 6 were war years when civilian production was frozen stiff and all TV-radio productive effort was concentrated on what proved to be a distinguished wartime record.

**FAR-REACHING COURT RULING ON FCC HEARINGS:** Extremely significant decision by U.S. Court of Appeals for the District of Columbia this week has net effect of increasing power of examiners, making FCC much more hesitant about reversing examiners' decisions -- and probably encouraging more applicants defeated in hearings to appeal. It has FCC so disturbed that it very likely will seek appeal to U.S. Supreme Court.

Decision was in an AM case -- but it's equally applicable to TV. It was a 2-1 ruling by Judges Bazelon & Miller, with Judge Prettyman dissenting, in 9-year fight between Allentown Bestg. Corp. (Kirkland, Fleming, Green, Martin & Ellis, counsel) and Easton Publishing Co. (Eliot C. Lovett, counsel) for 1230 kc. Allentown won the original hearing, put WHOL on air with 250 watts, CBS affiliation.

Easton Publishing appealed, court sent case back to FCC which then reversed itself and gave grant to Easton, now holding CP for 1230 kc. Allentown Bestg. thereupon appealed, bringing this week's decision which again sends case back to FCC.

Significance of decision is that court injects itself further into FCC decisions than it has heretofore. Court said FCC erred in ignoring Easton's "(1) uncertainty as to programming plans, (2) reluctance, evasiveness and lack of candor, and (3) monopoly and concentration of communications media." Majority said examiner had given these proper weight in awarding grant to Allentown, and that FCC was remiss in not giving those factors considerable importance.

Dissenting Judge Prettyman warned: "I fear that the opinion advances some unwise new law in the administrative field." He contended that the record failed to show that Easton witnesses were uncertain about program plans or that they lacked candor. As for fact Easton owns a newspaper (the Express), he stated:

"The permissible amount of concentration of mass communications, involving broadcast stations and newspapers, is peculiarly a problem for the Commission. Here, indeed, is a regulatory problem. Ownership of a station by a newspaper can hardly be denounced per se. In the District of Columbia 2 of the 4 radio-TV stations are owned by newspapers. In the instant case the Commission weighed many factors in this connection and produced a judgment on the point. I think the court should let it alone." He buttoned up his opinion with these words:

"It seems to me that the court is merely substituting its judgment for the judgment of the Commission as to which of these applicants should have the license. It has no power to do that."

Note: In the intervening years, Easton Publishing Co. has acquired TV station WGLV (Ch. 57) and WEEX-FM.



**MORE THAN 400 ON AIR BY LABOR DAY:** Two new vhf stations began operating this week, both in towns having uhf antecedents -- Palm Beach, Fla. and Charleston, W.Va. They brought on-air total to 395 (122 of them uhf). List should exceed 400 by Labor Day, with these starters reported imminent: WCMB-TV, Harrisburg, Pa. (Ch. 27); KSWM-TV, Joplin, Mo. (Ch. 12); WMVT, Montpelier, Vt. (Ch. 3); WMTW, Poland Spring, Me. (Ch. 8); KTIV, Sioux City, Ia. (Ch. 4); KOVR, Stockton, Cal. (Ch. 13). Also imminent is CKLW-TV, Windsor, Ont. (Ch. 9), across the river from Detroit.

There are quite a few with Sept. 1 targets, and that month should see dozen or more take air. This week's new starters:

WJNO-TV, Palm Beach, Fla. (Ch. 5), which began test patterns Aug. 19 with partial power of 60-kw, reported "very good picture" as far as Coral Gables, 80 mi. to south and taking in Miami area, "excellent picture" received 102 mi. north at Melbourne Beach area -- with such good reception reports from intermediate points as to augur well when it goes to full 100-kw with commercial debut Aug. 22. It starts with NBC affiliation, has local bank as first sponsor (newscasts). Station is owned 50% by radio WJNO; 21% by Ted Granik, moderator of NBC's American Forum of the Air; 18% by Wm. H. Cook, exec. v.p. and a son-in-law of RCA pres. Frank Folsom. It uses 10-kw RCA transmitter, 377-ft. Ideco tower. Walter Dennis, ex-WILS-TV, Lansing, is gen. mgr. & sales director; Frederick Von Strange, production mgr.; Walter R. Brown, chief engineer. Base rate is \$175. Rep is Meeker.

WCHS-TV, Charleston, W.Va. (Ch. 8) went on air night of Aug. 16 as first competitor of WKNA-TV (Ch. 49) which started just 11 months ago. Nearest other vhf is pre-freeze WSAZ-TV, Huntington (Ch. 3), 45 mi. distant. It will be primary inter-connected CBS, taking some DuMont. It uses 50-kw RCA transmitter with 12-bay antenna on 576-ft. Ideco tower. Control is held by Tierney Co. (Lewis C. Tierney), 60%, with Capital Television (Sam Rahall group) holding 40%. John T. Gelder Jr. is v.p. & gen. mgr. Base rate is \$550. Rep is Branham.

**'SATELLITE' POLICY STILL A PUZZLER:** Exact meaning of FCC's uhf "satellite" ruling remains unclear -- and it's now evident that it will stay that way until Commission either begins making grants under new policy or decides to hold everything while it conducts rule-making proceedings to explore all ramifications.

Certain interpretations of FCC's policy are obvious -- e.g., Commission will unquestionably grant repeater to uhf station to fill hole in what should be normal coverage of the station. And Commission would undoubtedly go further than that to help a uhf operation.

But how close will it get to letting a strong vhf operator place uhf repeater with good network programs in same town with a uhf that cannot get affiliation?

No one knows. Each commissioner has his own philosophy, and each case is going to be different. There's just enough divergence of ideas among FCC members to make it impossible to predict how far they'll go.

There's some chance Commission may hold off implementing policy and go into rule-making instead. That course was urged this week by UHF Industry Coordinating Committee, which suggested that repeaters would do uhf more harm than good unless they were restricted as follows:

(1) Only uhf stations be allowed satellites. (2) Alternatively, let the vhf stations feed them only in areas where there is no present or potential service from independent uhf stations. (3) Permit repeater ownership only by local residents of communities served by repeaters.

\* \* \* \*

There's definite interest in satellites, not a land rush, but serious consideration is being given by quite a few stations. However, several booster and satellite proponents feel FCC's approach is wrong, or doesn't go far enough.

The principal experimenters to date -- Sylvania, Adler Communications Labs, RCA and Nashville's WSM-TV -- have been concentrating on installations with 10 to 1000 watts. Some of these may again suggest lower power and height.

Sarkes Tarzian, on the other hand, has in mind plenty of power for satellites

to his WTTV, Bloomington, Ind. In fact, he's now building 25-kw uhf transmitter, will apply for a station shortly.

Many big vhf operators feel uhf satellites aren't worth the trouble -- that possible gain in coverage isn't worth the price. At least one prominent law firm, with quite a few major vhf clients (no uhf) is advising them all to steer clear. Network overlap is another matter deterring many, particularly the big vhf's. In a lot of areas, it's difficult to find sizeable communities not already covered with network programs from other stations.

Some uhf operators like the idea. One newspaper-owned outlet, for example, is considering satellite in town about 50 mi. away, well served by the paper but out of station's range. Then, of course, there are hard-pressed uhf operators who visualize profitable deal with big vhf neighbor -- and there are uhf owners who see a good opportunity to sell stations instead of simply folding.

Most of the questions are economic. In the minds of many operators, cost of repeaters is simply too great under FCC's policy. If rules were changed to permit construction of outlets costing \$5-25,000, there'd be plenty of takers. And if FCC permitted unattended operation, that would sweeten potential even more. Of course, unattended operation of a TV transmitter is not yet technically feasible.

\* \* \* \*

Meanwhile, nearest thing to a satellite was granted by FCC this week when KFBC-TV, Cheyenne, Wyo., was given CP for Ch. 10 in Scottsbluff, Neb. Application was filed before new policy was announced, and station does propose local film originations in addition to repeating KFBC-TV's programs. Plant cost is estimated at \$67,000, operation \$48,000 first year. It will have 12.3-kw ERP, 117-ft. antenna. Plans call for merely 4 staff members. Population is only 12,858, and there are no big cities nearby. Operation will be well worth watching as bellwether.

**SCOTTSBLUFF CP & WICHITA INITIAL DECISION:** FCC granted Ch. 10 for new station this week to smallest town yet to get one -- Scottsbluff, Neb. (pop. 12,858), where Cheyenne publisher-broadcaster principals (Tracy McCracken) propose to operate it as a near-satellite to Cheyenne's KFBC-TV, about 79 mi. to southwest (see story above). It was the only new-station action in week which also brought one important initial decision by examiner.

A Ch. 11 grant in Ft. Worth is now in sight, with Ft. Worth TV Co. withdrawing, leaving KFJZ free for CP. Also in the clear is WGMS for Ch. 20 in Washington, after dismissal of WEAM, Arlington, Va. Another drop-out -- though hearing remains competitive -- is dismissal by KROW, Ch. 2, San Francisco.

\* \* \* \*

Examiner Hugh B. Hutchison chose Wichita TV Corp. Inc. for Ch. 3 over KFH and KANS there on grounds of local residence of principals, civic activities, integration of ownership-management, staff with greater experience in TV, superior program proposals, more "realistically planned studios", and diversification of ownership. Wichita has 126 shareholders, no radio or newspaper interests. Rejected KFH is owned by Marcellus Murdock family's Wichita Eagle, KANS 73½% owned by O.L. Taylor, who also owns KRGV-TV, Weslaco (Ch. 5). Hutchison also held that Taylor was disqualified because of inadequate funds.

In allocations actions this week, FCC added Ch. 79 to Toledo, substituted Ch. 70 for Ch. 15 in Port Chicago, Cal. and Ch. 35 for Ch. 28 in Salinas-Monterey. It also received petition from KANG-TV, Waco, Tex. (Ch. 34), asking that Ch. 66 be substituted for Ch. 10 in Waco. Station claims that KCEN-TV, Temple (Ch. 6) is a Waco station "for all practical purposes" and that it can't hope to compete with 2 vhf's, though it could survive with only one serving the area.

**'SENILE CELLULOIDS'—IS TIME RUNNING OUT?** "Old pictures never die, their audience slowly fades away." Even in an industry that loves its bon mots, there's a note of foreboding in this apparently scornful observation by NBC president Pat Weaver on TV's use of old theatrical feature films. He says they're losing their pull, and they were dubbed "senile celluloids" in a rather significant interview with Hollywood Variety's Jack Hellman in Los Angeles this week.

The cry for live entertainment, in Weaver's words, is growing louder and louder, and stations will take anything live that networks will offer. Indirectly, of course, he might have been plugging NBC-TV's upcoming 11:30 p.m.-to-1 a.m. show 'Tonight' which will relieve NBC's own stations and a lot of affiliates of late-night movies. But he also disclosed that an NBC-TV affiliates committee report indicates a "revolt" among local advertisers and viewers against oldies played over and over.

Even if the backlog of the big movie studios were unloaded now, he maintains, there would be no rush by TV to buy. In fact, he said, 2 major film studios have actually offered to open up their vaults -- but the network isn't interested.

All of which may simply be "show biz" talk, maybe even an effort to smoke out the major studios. But it's evident that, with the quality of TV's own film programs improving and their technical reproduction so vastly better than the oldies, there's much less enthusiasm for the latter than in TV's earlier days -- although many stations must still lean heavily on them. Time may well be running out on the big studios, which have refused to open up their vaults yet have placed fantastic TV valuations on run-out and written-off features (Vol. 9:46).

(For reports on current upsurge in Hollywood film production, both theatrical and TV, see Telecasting Notes, p. 6.)

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**Personal Notes:** Edward P. Shurick promoted to CBS-TV national director of station relations, succeeding Clarke A. (Fritz) Snyder, resigned . . . Sam Cook Digges, gen. mgr. of CBS-TV Spot sales, appointed gen. mgr. of WCBS-TV, New York, succeeded by Clark George, eastern sales mgr., as Craig Lawrence is promoted to newly-created post of CBS-TV director of station administration under Merle S. Jones, v.p. in charge of stations & services . . . Edward P. Morgan named news director under v.p. Sig Mickelson in new unified CBS-TV & radio news dept.; Irving Gitlin appointed public affairs director, Elmer Lower special projects director . . . Hugh S. Hole, ex-TV-radio director, Brooke, Smith, French & Dorrance, Detroit, joins Chrysler Corp. services dept. as supervisor of TV services; John L. Beers, ex-Young & Rubicam, to Chrysler to handle merchandising & promotion . . . C. P. Persons Jr., ex-v.p. & mgr. of WABT & WAPI, Birmingham, named v.p. & gen. mgr. of KOTV, Tulsa, by C. Wrede Petersmeyer, pres., representing new Whitney ownership; Charles P. Grisham named commercial mgr. of Birmingham stations under direction of pres. Henry P. Johnston . . . Romulo O'Farrill Sr., owner of XHTV, Mexico City, and publisher of the newspapers *Novedades* (Spanish) and *News* (English) there, was subject of encomium in Aug. 17 *Congressional Record* by Rep. McGregor (R-Ohio) who was delegate with him to recent Pan-American Highway Congress . . . S. Campbell Ritchie, CKLW program director, named director of operations of new CKLW-TV, Windsor, Ont. (Ch. 9), opposite Detroit, due to start shortly; Arthur McColl, ex-WJBK-TV, named film director; Bruce Chick, traffic director . . . Roger W. Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, named to committee on business statistics, U. S. Chamber of Commerce . . . Joseph Baudino, Westinghouse Radio Stations, elected chairman of NARTB copyright committee, succeeding Edward Brecn, KVFD, Ft. Dodge, Ia. . . Gregory Reeser resigns as midwestern field rep of NARTB station relations dept. . . . Mel Wheeler, gen. mgr. of WEAR-TV, Pensacola, Fla., and WJDM, Panama City, Fla., will be gen. mgr. of newly authorized WTVY, Dothan, Ala. (Ch. 9), due on air in Dec. . . . Allan T. Powley, operations supervisor, promoted to chief engineer of WMAL-TV & WMAL, Washington, succeeding Frank Harvey, resigned . . . Richard G. Huntley, ex-WWOR-TV, Worcester, Mass., joins upcoming WMVT, Montpelier, Vt. (Ch. 3) as production mgr. . . . Jerry A. Danzig, ex-CBS, recently with Worthington Miner Productions, joins ABC to work on pre-football series . . . Wm. McFadden, veteran theatrical producer, named DuMont studio operations su-

pervisor . . . Jack Dunn promoted to TV-radio mgr. of WDAY-TV & WDAY, Fargo, N. D., under new gen. mgr. Tom Barnes . . . Henry C. Cronin, ex-WHEN-TV, Syracuse, appointed technical director of new WTVD, Durham (Ch. 11) . . . Don Murdock named continuity chief, WTRF-TV, Wheeling, W. Va., replacing late Robert R. Ragase . . . John Henry, ex-KOA-TV, Denver, named sales mgr. of KCSJ-TV, Pueblo, replacing Robert Clinton, resigned . . . Robert Brown promoted to local sales mgr., KBTW, Denver, succeeding Mort Thorp, resigned to join I. A. Deline Paper Box Co. . . . Richard T. Connelly, NBC press director, returns Sept. 7 to Young & Rubicam's TV-radio dept. as asst. publicity mgr. . . . Howard Ketting named TV-radio and commercial film director, John W. Shaw Adv., Chicago . . . Al Cirillo named TV & public relations v.p., Mahoney & Howard Adv., N. Y. . . . Jerrold P. Merritt promoted to asst. chief engineer, WICS-TV, Springfield, Ill. . . . Colby Lewis, asst. program mgr. of WTMJ-TV, Milwaukee, reports Sept. 13 as production director of WGBH-TV, Boston (Ch. 2, educational) headed by Parker Wheatley, due on air shortly . . . Sherman Hilbreth named technical operations supervisor of WNBT, N. Y. . . . Charles E. Larkins designated sales promotion mgr. of WFAA-TV, Dallas, coming from KMBC-TV, Kansas City . . . Wm. Gorman promoted to asst. sales mgr., WOR-TV, N. Y., Wm. McCormick advanced to regional sales mgr. . . . Mike Thompson appointed sales mgr. of upcoming WTVD, Durham, N. C. . . . Richard J. Goggin resigns as mgr. of upcoming educational KETC, St. Louis (Ch. 9) to join Educational TV & Radio Center, Ann Arbor, Mich.; he's succeeded temporarily by Martin Quigley, on leave as v.p. of Fleishman-Hillard Inc., St. Louis public relations firm.

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J. Elroy McCaw, who owns 25% interest in KONA, Honolulu (Ch. 11), and recently purchased KMO-TV, Tacoma (Ch. 13), for \$300,000, subject to FCC approval (Vol. 10:28), informed FCC this week that he has complied with Commission's rule of 7-limit on radio station ownership. He has disposed of his interests in radios KLZ, Denver (and KLZ-TV); KPOA, Honolulu; KILA, Hilo, Hawaii. He now has holdings in KELA, Centralia, Wash.; KYAK, Yakima, Wash.; KALE, Richmond, Wash.; KYA, San Francisco; KORC, Mineral Wells, Tex.; WINS, New York City; his wife owns 25% of KAPA, Raymond, Wash.

Daniel Sherby, 46, co-owner of WINK-TV & WINK, Ft. Myers, Fla., one of founders of Cleveland Browns football club, head of Yellow Cab Co., Cleveland, died Aug. 15 after a long illness.

**Telecasting Notes:** Upsurge in theatrical film production, plus booming TV film activity, have created shortage of studio space in Hollywood—complete reversal of situation year ago when town was in doldrums. More than that, unemployment has eased, and an actual shortage of skilled labor and technicians is being felt in the theatrical studios because of the demands of TV . . . Republic Pictures is completing \$3,000,000 construction program, during which it added 4 sound stages; new office building will be headquarters for MCA's TV unit Revue Productions, and other studio space may be rented for TV . . . Hollywood *Daily Variety* reports "No Vacancy" signs on 2 rental studios already—California Studios (Gross-Krasne) and Motion Picture Center. Kling Studios is operating at 95% capacity, Hal Roach Studios 80%, with Goldwyn Studios, American National Studios (formerly Eagle Lion), General Service Studios all heavily booked—and even Walt Disney lot quartering one rentee as well as shooting own new ABC-TV series . . . "Dramatic example of what TV has done for the indie lots" is cited at General Service Studios, where "owners Jim and George Nasser have not only repaid their debts [they were on brink of being sold to creditors only a few years ago] but with the Las Palmas lot operating at a record 90% of capacity with 8 stages, they are in the midst of a \$350,000 remodeling program and plan to spend still another \$450,000 on 3 new stages. Jim Nasser unqualifiedly attributes the financial comeback of his lot to vidfilms" . . . Paramount's Barney Balaban, returning from Europe this week, remarked on motion picture industry's comeback, attributed upsurge to wider screens, wider angles and better production. Joseph Vogel, MGM v.p., coming off same ship, told reporters "a good picture today does a better business than ever before." Both observed that Americans are becoming more selective in their TV viewing . . . Robert Sherwood has completed 3 more plays under his NBC-TV contract—*Trial of Pontius Pilate*, a melodrama titled *Dear Diary*, and one titled *The Days Before the Revolution* which is about Benjamin Franklin in London trying to prevent the war . . .

**Network Accounts:** Edward R. Murrow is preparing new juvenile show, *Youngsters*, showcasing soon, Sat. or Sun. afternoon, using informal interview format of his *Person to Person* and directed at ages 6-16. Idea for show is said to have originated from large mail response to appearances of children on *Person to Person*. It will be his third show, aside from his daily radio newscasts . . . Lehn & Fink to build \$100,000 promotion campaign around sponsorship of *Ray Bolger Show* on ABC-TV starting Sept. 17, Fri. 8-8:30 p.m.; 10 days before start of show, company will launch 10-week tie-in campaign with druggists . . . Tums buys 10-min. partic. in all 39 programs of new *Imogene Coca Show* on NBC-TV starting Oct. 2, Sat. 9-9:30 p.m. 3 out of 4 weeks, thru Dancer-Fitzgerald-Sample. Show is now sold out, other sponsors previously signed being Griffin Shoe Polish, thru Birmingham, Castleman & Pierce; Johnson & Johnson, thru Young & Rubicam; S.O.S. (scouring pads) thru McCann-Erickson . . . Liggett & Myers (L&M filters) to sponsor *Stu Erwin Show* on ABC-TV starting Oct. 20, Wed. 8:30-9 p.m., thru Cunningham & Walsh . . . General Tire & Rubber Co. to sponsor *General Sports Time* on DuMont starting Sept. 26, preceding pro-football games, Sat. 7:45-8 p.m. and Sun. 1:45-2 p.m., thru D'Arcy Adv. . . Mogen David Wine Corp. to sponsor *Dollar a Second* on ABC-TV starting Oct. 1, Fri. 9-9:30 p.m., thru Weiss & Geller . . . Crane Co. (heating equipment) buys 13 partic. on *Morning Show* on CBS-TV starting Aug. 17, Mon.-thru-Fri. 7-9 a.m., thru Leo Burnett Co.; Lady Esther (cosmetics), 260 partic. starting Sept. 8, thru Biow; Swift & Co. (poultry), 6 partic. starting Nov. 11, thru McCann-Erickson . . . Gordon

Writing for TV, said the celebrated playwright to *Here to Tribune's* Art Buchwald, is more like writing for the stage than the movies. "Some people have complained that TV devours material at such a terrific rate that no matter what you write it will be forgotten the next year. I believe the opposite. If you write something really good, it will be produced year after year" . . . Saturday Evening Post calls DuMont's *Johns Hopkins Science Review* (Thu. 8:30-9 p.m.) "one of TV's longest hit runs," comments on its "shoestring cost" in enthusiastic Aug. 21 article; last week, *Tide* Leadership Panel nominated it also as one of 10 sustainers deserving of sponsorship (Vol. 10:33) . . . Latest major radio rate cut: WCAU, Philadelphia, reduces Class A (7:30-10 p.m.) from \$600 to \$500; Class B unchanged at \$450, except that it now includes old Class C time (Mon.-Fri. 10:30 a.m.-3 p.m.) so that in effect it's an increase of \$150 an hour for this period; new Class C (Mon.-thru-Fri. 7-10:30 p.m. & 3-6 p.m., Sun.-thru-Sat. 10-11:15 p.m., Sat. 2-6 p.m., Sun. 11 a.m.-2 p.m.) is upped from \$300 to \$330 . . . Omaha's KMTV has bought out entire capacity (18,000) for Omaha Cardinals-Sioux City Soos baseball game Sept. 2, inviting viewers to write in for free tickets . . . Rate increases: KPTV, Portland, Sept. 1 raises Class A hour from \$450 to \$550, min. \$90 to \$110, adds new Class AA station break rates of \$120 for min. or 20 sec., \$60 for 8-10 sec.; WSB-TV, Atlanta, Aug. 1 raised Class A hour from \$800 to \$900, min. \$130 to \$140, added Class D (sign-on to noon daily) \$300 hour, \$48 min.; WSAZ-TV, Huntington, starts new Class AA rate Sept. 1, hour \$700, min. \$140, old Class A remaining at \$600; WENS, Pittsburgh, new Class A (live) hour \$575, up from old film rate of \$450, min. from \$90 to \$105 . . . New reps: WTOC-TV, Savannah, & WMAZ-TV, Macon, to Avery-Knodel (both ex-Katz); KCBD-TV, Lubbock, Tex., to Raymer (ex-Pearson); WMBV-TV, Marinette, Wis., to Venard, Rintoul & McConnell.

ABC's WABC-TV, New York, appoints Weed Television as rep as of Sept. 1.

Baking Co. (Silver Cup bread) to sponsor *Kukla, Fran & Ollie* on WABC-TV, N. Y., and WBKB, Chicago, starting Sept. 6, Mon.-thru-Fri. 7-7:15 p.m., thru D'Arcy; it's expected to go on full ABC-TV network by end of year, with other sponsors . . . ABC-TV, with no sponsor yet for entire NCAA football schedule, plans to offer schedule for sponsorship on a per-game basis if regional sponsorship arrangement doesn't prove satisfactory . . . Despite death of m.c. Ed McConnell few weeks ago, filmed *Smilin' Ed's Gang* returns to ABC-TV Aug. 21, Sat. 10:30-11 a.m., sponsored for 5th straight year by Buster Brown Shoes.

Theatre Guild plans to make stage plays out of 3 recent U. S. Steel Hour hits: *Welcome Home*, by N. Richard Nash, comedy drama starring Helen Hayes; *Garden in the Sea*, which starred Dorothy McGuire, adapted by Michael Dyne from Henry James' *The Aspern Papers*; *Fearful Decision*, by Richard Maibaum & Cyril Hume, in which Ralph Bellamy, Meg Mundy & Sam Levene appeared. Slated for movies are U. S. Steel's *P.O.W.* and *The Last Notch*. TV's contribution to stage is called by Guild's Lawrence Langner "one of the most interesting that has happened to the theatre in many years." He expressed belief that "a dozen good, new writers would be coming to the theatre from TV in the next 2 years." As for popularity of TV performers with theatre audiences, he noted that the most successful productions at famed Westport (Conn.) Playhouse this summer starred such TV artists as Faye Emerson, Imogene Coca, Eva Gabor, Richard Kiley, John Baragray, Rita Gam.

**Station Accounts:** "Bargain basement" buys of one-min. partic. at \$383, low as some radio rates, are offered by WABC-TV to encourage sponsors to use its *Good Morning Show* (8-9 a.m.) as "tryout" for commercials for national markets. In addition, producer John Moses offers to cut kine of any one-min. commercial for only \$40. Current sponsors are Cal-Grove Frozen Lemonade, thru Foote, Cone & Belding, and Doehla Greeting Cards, thru Schwab & Beatty. Canada Dry will start within 2 weeks to test acceptance of new low-calorie drink, Glamor, thru J. M. Mathes . . . Case examples of spot sponsorships of children's programs and their commercial impact are cited in Edward Petry & Co.'s latest survey, titled *And a Little Child Shall Lead Them—To Your Product*. One case: Bauer & Black (first aid supplies) bought 2 one-min. spots in weekly Jimmy's *Junior Jamboree* on KSTP-TV, St. Paul, offered free coloring book with each Curity item in color contest; after 8 spots, 2249 entries were counted . . . Imperial Pearl Syndicate, Chicago, to use TV-radio with other media in \$250,000 campaign, including national contest with prizes (cash, trips, cultured pearls), thru Irving J. Rosenblum Adv., Chicago . . . 20th Century-Fox will use TV-radio heavily in big advance promotion for latest CienmaScope production *The Egyptian* . . . Ohio Oil Co. buys Official Films' *Secret File* series for 12 midwest markets, thru N. W. Ayer . . . Among other advertisers reported using or preparing to use TV: Autoette Inc., Long Beach, Cal. (Autoette electric vehicles), thru Richard N. Meltzer Adv., San Francisco; Bon Bon Corp., Beverly Hills, Cal. (De Cicco Cheekos ice cream bon bons), thru Hilton & Riggio, N. Y.; National Biscuit Co., N. Y. (Milk-Bone dog food), thru Kenyon & Eckhardt, N. Y.; Trenton Foods Inc., Kansas City, Mo. (Dinner-Time pot pies), thru Gardner Adv., St. Louis; Hinze Ambrosia Inc., N. Y. (Ambrosia facial cleanser), thru Friend, Krieger & Rader, N. Y.; Revlon Products Corp., N. Y. (Silken-Net hair spray, Love-Pat makeup), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Appalachian Apple Service, Martinsburg, W. Va. (apple growers association), thru Lewis Edwin Ryan Adv., Washington; Kasco Mills Inc., Waverly, N. Y. (Kasco dog ration), thru Clark & Bobertz, Detroit; Oscar Mayer & Co., Madison, Wis. (meat packers), thru Arthur Towell, Madison; American Chicle Co., Long Island City, N. Y. (Beemans gum), thru Ted Bates, N. Y.; American Diet aids Co., Yonkers, N. Y. (Frenchette salad dressings), thru Harry B. Cohen Adv., N. Y.; Bendit Merchandise Corp., Cleveland (Tempo disposable handkerchiefs), thru Hilton & Riggio, N. Y.; Odor-Aire Inc., Wichita, Kan. (Odor-Aire household deodorant, moth & roach block), thru Lago & Whitehead, Wichita; Pyramid Life Insurance Co., Kansas City, Kan. (life, accident & health insurance), thru Simmonds & Simmonds Co., Chicago; Lantheaume Inc., San Francisco (Diller German coffee extender), thru Umland-Eastman-Becker, San Francisco; Battery Products Co., Oakland, Cal. (Arro Lyte batteries), thru Ad Fried Adv., Oakland; Sierra Redwood Awning div. of Becklund Corp., Sunnyvale, Cal. (redwood awnings), thru Long Adv., San Francisco; Anheuser-Busch Inc., thru D'Arcy Adv., St. Louis.



Novel uhf-vhf combination is that of WKNA-TV, Charleston, W. Va. (Ch. 49), and upcoming WOAY-TV, Oak Hill (Ch. 4), due on air in latter Sept., whereby they'll be sold only in combination at \$300 base rate—except for "very local" business. Neither is to be satellite, for both will retain origination facilities, though duplication will be minimized. Joe L. Smith Jr. owns WKNA-TV, has option to purchase 40% of WOAY-TV, owner of which is Robert R. Thomas Jr. Combination is only one of its kind, and ABC-TV has tentatively agreed to list the 2 as a single station. Weed will be rep.

**E**NTREE OF TV cameras into forbidden areas of legislative and judicial proceedings may not have advanced this week—but industry certainly did itself some good by making known its case for equal access with other media, reaped fine harvest of publicity from newspapers, auguring well for future modification of restrictions.

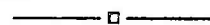
TV-radio didn't get to first base in efforts for live coverage of McCarthy censure hearings starting Aug. 30. Sen. Watkins (R-Utah), chairman of special Senate committee which will hear charges, turned thumbs down on request of Radio-TV Correspondents Assn. for reconsideration of ban on TV cameras, radio microphones, movie cameras & tape recorders. And it didn't make any tangible headway at American Bar Assn. convention in Chicago, where "Canon 35" of ABA code, which condemns TV-radio coverage of court sessions (but doesn't prohibit it) was left unchanged.

But industry did go on record quite vigorously at ABA parley. Judge Justin Miller, former NARTB chairman and onetime Federal Court of Appeals justice, pleaded industry's case in panel—with able assistance from Alexander F. (Casey) Jones, exec. editor of *Syracuse* (N. Y.) *Herald-Journal* (Newhouse).

Judge Miller called Canon 35 "an improper attempt to invade the area of judicial discretion in the control of courtroom conduct," said decorum of courts would not be impaired by TV cameras, citing recent dignified telecast of trial by WKY-TV, Oklahoma City. Jones declared restriction on picture-taking and broadcasting in courtroom is a "protest against democracy itself." He added "it is typical of the legal profession that it completely ignores the people and their right to know in considering court proceedings or any other matter." He also predicted that someday Supreme Court sessions would be televised as great service to Americans in helping them to understand their government.

Speaking for bar, Federal Judge George H. Boldt, Tacoma, said TV & radio "involve some confusion, however skillfully accomplished by modern equipment" and thus divide attention of witnesses. Another defendant of bar, Louis Waldman, pres. of Brooklyn Bar Assn., said restrictions on TV-radio are necessary "to prevent such trials from degenerating into circuses." Judge Boldt's view was subsequently supported by Judge Harold Medina of N. Y., who said timid witnesses would be frightened by the lights and bolder witnesses would take advantage of them to pose before public.

Though it didn't act on Canon 35, ABA did adopt code of "fair play" for conduct of Congressional hearings, in which any witness would be given right to forbid TV or radio, provided he notified committee of his desire "a reasonable time prior to the hearing." Congressional committees now generally follow wishes of witnesses with respect to TV & radio.



Study of international TV and other communications under aegis of Congress was doomed this week when Senate-House conferees failed to appropriate the \$125,000 proposed by Senate for a 9-member Commission on Governmental Use of International Telecommunications (Vol. 10:30-31). Though Congress passed bill setting up Commission, and it was signed by President, organization exists only on paper until funds are appropriated. Reason given for conferees' failure to vote money was that funds weren't provided for in budget. Presumption is that staunch proponents of study such as Sens. Wiley (R-Wis.) and Hickenlooper (R-Iowa) will fight for funds next year.

NBC-TV affiliates hold convention in Chicago's Drake Hotel, Aug. 30-31, with Chairman Sarnoff and President Weaver heading big delegation of executives. Color plans are expected to figure prominently in discussions.

PORTLAND'S pioneer uhf KPTV (Ch. 27), scheduled to get new 12½-kw transmitter from RCA before end of month, is promoting event with big fanfare, including contest for Palm Springs vacation, 21-in. Philco console, \$150 cash to be given viewers who come closest to guessing exact second switch is thrown to permit 204-kw ERP. This will be determined by public drawing. Driver and certain components were shipped earlier this month, 12½-kw indicated for installation by Aug. 31. It's still on test at Camden, as is the one going next to WAFB-TV, Baton Rouge, La. (Ch. 28).

RCA's sixth 12½-kw was shipped Aug. 19 to WHP-TV, Harrisburg (Ch. 55). Other 5 previously shipped: WBRE-TV, Wilkes-Barre, Pa. (Ch. 28); WFMJ-TV, Youngstown (Ch. 21); WKBN-TV, Youngstown (Ch. 27); WSBT-TV, South Bend (Ch. 34); WCOV-TV, Montgomery, Ala. (Ch. 20). Due to go after the ones to Portland & Baton Rouge: KMJ-TV, Fresno (Ch. 24); WSUN-TV, St. Petersburg, Fla. (Ch. 38); WITV, Ft. Lauderdale, Fla. (Ch. 17). Only other RCA shipment reported this week was new 25-kw transmitter Aug. 18 to WFAA-TV, Dallas (Ch. 8).

GE reported 5-kw transmitter went out Aug. 20 to WEDM, Munford, Ala. (Ch. 7, educational), along with studio equipment; 12-bay antenna is due to leave Aug. 1. To upcoming KTVX, Muskogee, Okla. (Ch. 8), which got 5-kw transmitter in July, GE on Aug. 20 shipped 12-bay antenna, with 50-kw amplifier due to go out in Oct. And to WBUF-TV, Buffalo (Ch. 17) it sent 4-bay antenna this week.

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

WTWO, Bangor, Me. (Ch. 2), using trademark "W-two TV," has 5-kw RCA transmitter installed, is about to erect tower to be surmounted by RCA 3-bay superturnstile, will begin tests within few weeks, starts programming Sept. 12, reports owner-mgr. Murray Carpenter, original mgr. and former co-owner of WABI-TV, Bangor (Ch. 5). He has sold his radio WGUY in Bangor. Rudy Marcoux, ex-WCMB, Harrisburg, Pa., has been named business mgr.; Bob Watson, ex-WJBS, Deland, Fla., local sales mgr. Rate card hasn't yet been published. Rep is Venard, Rintoul & McConnell.

WOAY-TV, Oak Hill, W. Va. (Ch. 4), granted last month after applicant WJLS, Beckley, withdrew and took option for 40% interest, has taken delivery of 25-kw RCA transmitter and 6-bay antenna, expects rest of equipment by end of this month and 682-ft. tower to be completed by first week in Sept. Altogether, RCA contract runs \$330,000 and studio-transmitter building, including 34x50-ft. and 30x22-ft. studios, is costing \$50,000, reports owner-mgr. Robert R. Thomas Jr., who figures on getting started by latter Sept. Oak Hill is located near Beckley & Fayetteville.

KALB-TV, Alexandria, La. (Ch. 5), has completed installation of 5-kw GE transmitter, expects 500-ft. Phillips tower to be fully up by Sept. 3, plans test patterns Sept. 15, programming Sept. 28, reports pres. Walter H. Allen. Ownership interlocks with WSLI-TV, Jackson, Miss. (Ch. 12), and with upcoming KPLC-TV, Lake Charles, La. (Ch. 7), also due on air Sept. 15. It also interlocks with radio KRMD, Shreveport, which has one-third interest in KSLA there (Ch. 12), now operating on interim basis. It will join NBC. Rep will be Weed.

KFDM-TV, Beaumont, Tex. (Ch. 6), granted Aug. 4 (Vol. 10:32), aims for Dec. 1 target, plans 608-ft. tower, but has ordered neither transmitter, studio nor tower equipment as yet. Principals include broadcaster Darrell Cannan, 27.2%, who owns 60% of KFDX-TV, Wichita Falls, Tex. (Ch. 3) and C. B. Locke, exec. v.p., 19.1%. Rep will be Free & Peters.

KEYD-TV, Minneapolis (Ch. 9) might get started by Dec., more likely Jan. 1, reports gen. mgr. Lee L. Whiting, who also is 40% owner. It plans base rate of \$385. Screening of staff is now in progress, and Minnesota Tower Co. this week filed with FCC that it was exercising option to own 46.8%. Rep will be H-R Television.

KAKE-TV, Wichita, Kan. (Ch. 10), expects new transmitter house to be completed by Sept. 1, was due to get delivery of RCA 50-kw transmitter Aug. 17, started on Parkersburg tower Aug. 10, now plans first test patterns in late Sept., reports gen. mgr. Martin Umansky. Construction of studios has begun, but dates for regular programming and network affiliation aren't ready yet, nor has rate card been prepared. New staffers: John Quigley, ex-KMBC-TV, Kansas City, production mgr.; Norman W. Larson, ex-KMBC-TV, sales service mgr.; Shirley Smith, ex-WDAF, Kansas City, continuity & traffic director. Rep is Hollingbery.

KOVR, Stockton, Cal. (Ch. 13), Mt. Diablo project controlled by H. Leslie Hoffman, the Los Angeles TV-radio manufacturer, ran into delays caused by State Parks Commission, forcing it to secure new self-supporting tower (from defunct KRTV, Little Rock, Ark.) and leaving it with 325-ft. Ideco guyed tower on hand (available for sale). It still aims for tests before month's end, commercial target of Sept. 6, reports gen. mgr. A. E. Joscelyn. Base rate will be \$700. Rep is Blair.

WCMB-TV, Harrisburg, Pa. (Ch. 27), third uhf in that capital city, has 12-kw GE installed (transmitter of former WKLO-TV, Louisville), Stainless tower completed, test target Aug. 25, commercial debut set for Sept. 8, reports v.p. & gen. mgr. Edgar K. Smith, who is also one-third owner. Affiliation with DuMont has been signed, he states. Base rate will be \$200. Rep will be Donald Cooke Inc.

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National Assn. of Educational Broadcasters holds annual educational TV engineering workshop Oct. 19-29 in conjunction with annual convention Oct. 27-30 at Hotel Biltmore, N. Y. Engineering program includes tours of RCA at Camden; General Precision Labs, DuMont Labs, DuMont studios, Empire State Bldg. transmitters. Convention program includes luncheon address by FCC Chairman Hyde, inspection tour of U.N. TV-radio facilities, NBC-TV color demonstration, session on lighting techniques at CBS-TV, demonstration of tape recording. Convention chairman is Seymour N. Siegel, WNYC.

New community antenna systems in the works: Athol, Mass., where Mohawk Valley TV Inc. was awarded franchise after 6-week fight with competing Pioneer Valley TV Co.; Durango, Colo., where Herbert W. Barton, mgr. of Durango Community TV Co., says he expects to get going in time for World Series; Yreka, Cal., where Yreka TV Co. is now stringing cable.

FCC approved sale of WNMP, Evanston, Ill. (1 kw daytime on 1590 kc), to Angus D. Pfaff as sole owner after he bought out other two stockholders for \$50,000. Mr. Pfaff is pres.-treas. and 50% owner of Ch. 32 grantee WTLE, Evanston.

Community antenna systems are subject of speech to be delivered by FCC Comr. John C. Doerfer in Nov., date not yet set, before Chicago convention of National Assn. of Railroad & Utilities Commissioners.

Show goes on at WALA-TV, Mobile, Ala. (Ch. 10), though tower blew down July 12. New RCA 50-kw transmitter and new 573-ft. tower are being installed, with Sept. 26 ABC, CBS, NBC interconnection planned.

About 7,000,000 of Canada's 15,000,000 population are now in range of Dominion's 13 stations—and by year's end it's expected this will be increased by 500,000.

**Color Trends & Briefs:** One of first stations to telecast color slides, Seattle's KING-TV is now getting a lot of "mileage" out of its new continuous film scanner, built by Eastman Kodak and obtained through GE. Celebrating station's first commercial colorcast of film Aug. 17, Ziv's *My Favorite Story*, sponsored by big Olympia Brewery, engineering director James L. Middlebrooks reports that KING-TV is now able to give public enough regular color programs to mean something.

Station carries color TV film 4:30-5 Mon.-Wed.-Fri., plus color features such as *Alice in Wonderland* "from time to time." Besides these, it has own color film shot by staff, such as scenes from recent local shindig known as the "Sea Fair," using 16mm Anseo and Kodachrome.

Every morning, station has about an hour of color test signals and slides starting at 8:30, and slides are colorcast 4 p.m. Tues. & Thu. Middlebrooks says that "quite acceptable" programs can be built around slides, with music background and commentary. Frequently, he says, people are invited in with their own slides taken on vacation, etc.

Result of this stepped up schedule, according to Middlebrooks, is that public is becoming much more color conscious. There are 67 color sets in town—in hands of distributors, dealers and public.

Affiliated with ABC-TV, which is offering no color as yet, KING-TV is determined to build name in color even though competitors will get big-time color extravaganzas from CBS-TV and NBC-TV. Next step is purchase of live cameras, though delivery date is not yet known.

Most stations are well aware of fact that a lot of color can be telecast economically through film, and each week sees more getting delivery of scanners. Among latest: WBTV, Charlotte, is now installing DuMont equipment. DuMont shipped scanner this week to CBS's KNXT, Los Angeles. WMAR-TV, Baltimore, expects delivery of RCA 3-vidicon scanner within 6 weeks.

This week's network color schedules: NBC-TV—Aug. 24, segments of 11-noon *Home*, cooking demonstration and 4-min. film; Aug. 26, *Home*, pickup from Wisconsin State Fair, Milwaukee, and from Associated American Artists Galleries, N. Y. CBS-TV—Aug. 25, *Big Payoff*, 3-3:30.

**A**LL CBS SPONSORS will get a whack at color in rotation schedule through April 6 that started with Lincoln-Mercury's *Toast of The Town* Sun., Aug. 22—indicating intention of that network to go all-out in promotion of colorcasting. Next on its agenda is Colgate-Palmolive's *Big Payoff*, Aug. 25, and Nash-Kelvinator's *Danger*, Aug. 31. Quite a few full-hour shows (7 for Chrysler) and some filmcasts are planned. CBS reports that at least 81 stations will be carrying the color schedule by Jan. This is complete schedule (asterisk meaning West Coast origination and number indicating date):

September—*Life With Father*, Johnson Wax, 7; *Love of Life*, American Home Products, 8; *\*Meet Millie*, O' Cedar, 14; *Best of Broadway*, Westinghouse, 15; *What's My Line?* Jules Montener, 19; *\*My Favorite Husband*, International Silver, 25; *Jane Froman Show*, GE, 30; *\*Chrysler Show*, 30.

October—*Garry Moore Show*, partic., 4; *Burns & Allen* (film), Carnation, 4; *Best of Broadway*, Westinghouse, 13; *Studio One*, Westinghouse, 18; *\*Bob Crosby Show*, partic., 18; *Two for the Money*, Lorillard, 23; *December Bride* (film), General Foods, 25; *\*Chrysler Show*, 28; *Mama*, General Foods, 29.

November—*Godfrey's Talent Scouts*, Lipton Tea, 1; *\*House Party*, Kellogg & Pillsbury, 4; *\*House Party*, Lever Bros. & Dole Pineapple, 5; *Perry Como Show*, Liggett & Myers, 5; *Best of Broadway*, Westinghouse, 10; *You Are There*, Prudential, 14; *\*Jack Benny Show*, American Tobacco, 14; *Search for Tomorrow*, Procter & Gamble, 17; *The Line-Up* (film), Brown & Williamson, 19; *You Are There*, Electric Companies, 21; *Godfrey & His Friends*, Toni & Frigidaire, 24; *\*Chrysler Show*, 25; *\*That's My Boy*, Plymouth, 27; *Celeste Holm Show*, Bristol-Myers, 28; *Jo Stafford Show*, Gold Seal Co., date to be announced.

December—*Valiant Lady*, General Mills, 1; *Valiant Lady*, Toni, 2; *I Love Lucy* (film), Philip Morris, 6; *\*Red Skelton Show*, 7; *Best of Broadway*, Westinghouse, 8; *Beat the Clock*, Sylvania, 11; *Arthur Godfrey Time*, various, 13; *\*Meet Millie*, Carter Products, 14; *Fred Waring Show*, GE, 19; *\*Chrysler Show*, 23; *Omnibus*, various, 26; *Guiding Light*, Procter & Gamble, 30.

January—*Life With Father*, Pet Milk, 4; *Best of Broadway*, Westinghouse, 5; *Doug Edward & The News*, 7; *\*My Favorite Husband*, Simmons, 8; *Doug Edwards News*, American Home Products, 10; *Doug Edwards News*, Pall Mall, 11; *Doug Edwards News*, Bendix, 12; *Jackie Gleason Show*, Shaeffer Pen, Nestle & Schick, 15; *Strike It Rich*, Colgate, 18; *\*Chrysler Show*, 20; *On Your Account*, Procter & Gamble, 21; *Robert Q. Lewis Show*, various, 24.

February—*Best of Broadway*, Westinghouse, 2; *Two in Love*, Geritol, 5; *I've Got a Secret*, R. J. Reynolds, 9; *What's My Line?* Remington-Rand, 13; *Sports Spot*, General Cigar, 16; *\*Chrysler Show*, 17; *The Morning Show*, various, 21; *Sunday News Special*, Norwich Pharmacal, 27.

March—*Best of Broadway*, Westinghouse, 2; *The Brighter Day*, Procter & Gamble, 4; *Portia Faces Life*, General Foods, 9; *The Secret Storm*, American Home Products, 11; *Chronoscope*, Longines-Wittnauer, 16; *\*Chrysler Show*, 17; *Our Miss Brooks* (film), General Foods, 18; *Name That Tune*, Carter or Whitehall, 24.

April—*Godfrey & His Friends*, Toni & Pillsbury, 6.

Hallmark Co. will sponsor 2-hour color production of *Macbeth* with Maurice Evans on NBC-TV, Sun. Nov. 28, 4-6 p.m.; it's third of famed actor's Shakespearean specials on the network but first in color.

**T**HAT "SPURIOUS radiation" rule proposed by FCC this spring (for full text, see Special Report, April 17), has badly disturbed a lot of industries—including some far removed from TV-radio. That was certainly evident in the 75 comments filed by Aug. 16 deadline. Many pleaded for more time to study problem, so Commission again extended deadline for comments, to Oct. 15.

Comments came from every conceivable source—switch makers, elevator builders, power companies, campus radio operators—in addition to such groups as RETMA, NARTB, & individual TV-radio manufacturers.

Certain portions of rules were attacked as impossible to comply with economically, or totally unnecessary. Much attention was directed to the rules limiting radiation of carrier-current systems—the so-called "wired-wireless" method of inducing communications along wires such as those used for electric power. Comments said it would be incredibly difficult to achieve compliance—and quite unnecessary because systems seldom cause interference.

Even Govt.'s own Rural Electrification Administration snapped at FCC, saying: "The present proposed rules indicate a policy of the Commission to force carrier systems to protect radio services operating in those bands with no restriction on the radio services because the radio services are authorized by the Commission. This policy is apparently being considered without an examination of the relative public interest."

A major gripe was against Sec. 15.6, which would provide: "No incidental or restricted radiation device, irrespective of whether it otherwise operates in accordance with the provisions hereof, shall be operated in a manner which causes harmful interference to any licensed radio service. Where harmful interference is in fact caused by the operation of any such device its operation must cease immediately until the condition responsible for interference has been eliminated."

Dept. of Interior said it operates 10,000 mi. of carrier systems, has never had single case of interference. AT&T said it has 21,000,000 mi., has eliminated the few cases of interference simply and quickly.

GE, Motorola and several others suggested that the "harmful interference" provision be applied "only where dangerous interference is encountered to a navigational aid or to one of the public safety services."

RETMA was satisfied with portion of proposal affecting TV & FM sets, which was based on RETMA's recommendations—but it wanted more time to study effects on other devices.

NARTB was principal exception among those who commented. It endorsed proposal completely, except portion requiring that devices be available for inspection. NARTB questioned constitutionality of this "because of the implication that private homes may be inspected (searched) without a search warrant."

**TENSION MOUNTS IN COLOR TUBE COMPETITION:** Jockeying for leadership in color tube and set production begins to get rougher, as CBS and NBC prepare to kick off their fall color programs -- CBS with 'Toast of the Town' this Sun. Aug. 22, and NBC with its first "spectacular" Sept. 12.

CBS appears not at all fazed by plans of others who have announced new tube developments -- RCA, DuMont, Philco. Management sticks to its prediction that CBS-Hytron div. will build some 40,000 of the 19-in. tubes this year, maintains it will have no trouble selling them. And Motorola, CBS's major set-making ally other than its own CBS-Columbia, reiterates it intends to make 25,000 sets with the CBS-Hytron tube this year, insists there's market for them at \$895 and \$995.

Then no less a factor than Admiral -- which recently dashed cold water on the 19-in. tube because of RCA's plans for 21-in. (Vol. 10:29) -- has definitely ordered several hundred 19-in. from CBS-Hytron. It's evident that Admiral's canny pres. Ross Siragusa is leaving no flank uncovered.

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Motorola isn't sitting by, while others nervously await outcome of battle among the tube makers. This week, it reported it's now producing and shipping the 19-in. sets -- after having blasted other set makers' statements on color in recent letter to all Motorola distributors. In letter, exec. v.p. Robert W. Galvin laid stress on the following points:

- (1) "An ultra discriminating" market for tens of thousands of color sets exists, "and for this we are ready."
- (2) Motorola is familiar with Philco tube and circuits, but they have problems which "may be solvable within the next year or two" -- and Motorola won't wait.
- (3) "It's highly improbable" that RCA's 21-in. will be available for anything but "a small handful of sample receivers" the first part of 1955.

Galvin wound up with this statement: "Motorola is going to market with a positive attitude backed up with strong, positive promotion and advertising. This is the kind of leadership that a goodly part of the retail trade will follow."

Though RCA is holding off on its big guns until Sept. 15, it's known that pressure on Lancaster tube plant is terrific. Illustrative of this is fact that one of RCA's ablest and most experienced technical executives, v.p. and technical director Dr. C.B. Jolliffe, has been right on the "front line" in Lancaster, supervising development and production of the 21-in. tube.

**LOW PRICES SPARK TRADE'S HIGH GOING RATE:** Still heavily emphasizing low-end sets at \$130-\$170, the TV trade continues to click at brisk pace at all levels. Production upswing, which started week ended Aug. 6 when 135,135 TVs were turned out, went even further in week ended Aug. 13, with 157,205 produced -- highest for any week since last Nov. 6, according to RETMA. It was year's 32nd week and brought production for year to date to about 3,385,000, compared to 4,400,000 in same period of 1953.

Radios are also continuing spurt, production totaling 193,148 (71,042 auto) week ended Aug. 13, highest in 2 months, up from 185,475 units in preceding week and 144,706 week before. For 32 weeks, output was 5,615,000 vs. 7,725,000 year ago.

TV sales for first 2 weeks of Aug. are estimated to be moving at about same pace as Aug. 1953, when full month's factory sales were 570,987, distributor sales 462,570 and retail sales 430,101. It's regarded very good for midsummer.

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Consumers are taking advantage of bargain prices to buy heavily in lower-end market. Reflecting keen competition, RCA this week cut price of its 17-in. ebony metal table model from \$160 to \$150 and will shortly introduce blonde & maroon 17-in.



tables at \$160. In addition, it's widely reported -- but unconfirmed -- that RCA will also introduce a 21-in. table model at \$170 or \$180. RCA had never delivered any of the 17-in. ebony sets it introduced in June (Vol. 10:24), and said it merely was "finalizing" at \$150 the price of \$160 set "tentatively" at that time.

Odds now are against any general price increases this fall, however much the individual manufacturers would like to raise them. Of course, that does not rule out the possibility that prices of selected models may be hiked occasionally. But on an industry-wide basis, price increases don't seem to be in the cards.

For one thing, the "automation" process disclosed in some detail this week by Admiral (see p. 13), and reportedly in various stages of experimentation by some other manufacturers, plus advent of printed circuit chassis, are regarded as factors designed to hold costs down and possibly push prices down even further.

For another, wide segment of industry is currently engaged in sincere -- if perhaps futile -- effort to combat discount house operations, as evidenced this week by Magnavox's disfranchisement of its dealers (see p. 12). And raising prices generally is regarded as one sure way of playing into hands of discounters.

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Pitch for replacement and second-set markets will be intensified this fall as part of industry's merchandising program. Indeed, the set makers we contacted this week indicated that success of fall business may well hinge on ability to crack the replacement and second-set markets in big metropolitan centers.

Motorola has come up with "Tip-Top Value Trade-in Plan" to help dealers sell in replacement and second-set markets. It includes a trade-in manual and suggested advertising material. Further, it suggests 9 markets for used TV sets: low-income families, children's room or den, newlyweds with limited capital, families with any "destructive age" children, transients, low-rental apartments, hotels & motels.

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**Trade Personals:** T. Stanton Fremont, appliance mgr. for Admiral distributing branches, appointed to new post of appliance sales mgr. for parent company; Joseph P. Halpin, contract div. sales mgr., named refrigerator sales mgr., replacing Bert Schaefer, now on extended leave of absence due to illness . . . John M. Otter, Philco exec. v.p., and W. G. Peirce, pres. of Peirce-Phelps, Admiral's Philadelphia distributor, to address 19th annual conference of International Assn. of Electrical Leagues at Philadelphia's Bellevue-Stratford Hotel, Sept. 29-Oct. 2 . . . Joseph B. Elliott, who resigned recently as RCA executive v.p., consumer products, to become pres. of Schick Inc., guest of honor at testimonial dinner in Waldorf-Astoria Aug. 16 given by RCA chairman David Sarnoff and pres. Frank Folsom . . . Samuel B. Williams, asst. to Sylvania chairman Don G. Mitchell, retires Aug. 31, will reside in Jamestown, R. I. where he will establish a consulting practice . . . Edward R. Taylor, Motorola v.p., elected to exec. committee of Brand Names Foundation Inc. . . . I. W. Gleason promoted by IT&T's Federal Telecommunication Labs to sales mgr. for systems and commercial research & development . . . Herbert A. Gumz, ex-Webster-Chicago exec. v.p., elected pres. of Crescent Industries (phonographs), succeeding Henry H. Gefvert, who continues as chairman . . . Howard E. Riordon, ex-pres. of Sylvania Electric of Puerto Rico, appointed financial asst. to John K. McDonough, gen. mgr. of Sylvania TV-radio div. . . . Justin R. (Ted) Sypher, onetime secy. of Electronics Production Board, named mgr. of DuMont govt. contracts office, Washington, replacing Zeus Soucek, now with General Mills, Minneapolis, as gen. mgr. of its mechanical-electrical div. . . . George H. L. Norman, ex-Corning Glass, joins Sprague Electric Co. as coordinator of electronic computer component work; Leo H. Dornbos, ex-field engineer, named mgr. of Sprague's Cleveland office . . . Richard A. Norman named marketing mgr. for CR tubes in decentralization of GE tube dept.; Reed V. Bontecou appointed

marketing mgr. for receiving tubes, Milton J. Strehel for industrial & transmitting tubes . . . Dr. Leonard C. Maier promoted to engineering mgr. of GE's CR tube sub-dept. . . . M. Harvey Gernsback elected pres. of Gernsback Publications Inc., succeeding his father Hugo Gernsback; we erroneously reported his new post as v.p. . . . John W. Mullen, ex-Philco, named eastern sales mgr. of Dage TV div., Thompson Products Inc.; Wynne E. Stewart, ex-Kierulff Electronics, Los Angeles, named southeastern sales mgr. . . . Harper Dowell resigns as Philco Los Angeles div. mgr. . . . James M. Scales, ex-Leo J. Meyberg, San Francisco (RCA), onetime Zenith district mgr., former sales mgr. of W. J. Lancaster Co., San Francisco (Motorola), forms own electronic equipment rep firm, James M. Scales Co., with offices in Western Merchandise Mart, San Francisco . . . Helmut Roemer promoted to Hoffman Radio midwest district mgr., Chicago, replacing Joseph Zulwin, now v.p. of Bercraft Corp., Chicago (CBS-Columbia) . . . Robert Lang, ex-Rauland distributor sales mgr., resigns to form own rep firm at 220 Kedzie Ave., Chicago . . . John Walovich promoted from asst. to chief engineer, General Transformer Co. . . . M. R. Weisel, ex-Crosley asst. national service mgr., now v.p. & gen. mgr. of Service Parts Supply Corp., 4632 Paddock Rd., Cincinnati . . . Forrest Price promoted to gen. sales mgr., Columbia Records . . . Fritz A. Franke, Hallicrafters communications products engineer, elected pres. of Chicago chapter, Armed Forces Communications Assn. . . . Charles W. Hosterman, mgr. of Sylvania tube plant at Shawnee, Okla., designated asst. gen. mgr., Sylvania electronics div.

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Mrs. Ernest Searing, wife of the chairman of International Resistance Co., died Aug. 12 in a hospital at Point Pleasant, N. J. She is survived by her husband, a son, a daughter, 7 grandchildren.

Armin J. Herz, 57, patent attorney with Philco, died Aug. 12 in a Philadelphia hospital.

**Topics & Trends of TV Trade:** Industry's war on discount houses picked up momentum this week—with Magnavox disfranchising each of its 1600 dealers and NARDA rallying to the support of Philco's disfranchising & re-franchising of its distributors 2 weeks ago (Vol. 10:32).

Magnavox's Frank Freimann, blasting dealers generally a few weeks ago for giving aid and comfort to discount houses (Vol. 10:31), took steps to make sure his dealers weren't part of the scheme—announcing plans to re-franchise only those dealers “who have demonstrated their adherence to the Magnavox merchandising policy . . . and are able to follow a policy that prescribes price integrity and sound merchandising.” He didn't reveal specific terms of re-franchisement.

In letter to its dealers, Magnavox said that “in the process of re-franchising our dealers, some will undoubtedly fall by the wayside. Though we can ill afford to lose such meager distribution as we now have, we nevertheless are determined to maintain dealers who have an appreciation of the true value of Magnavox.”

Using some strong language to support his action, Freimann said: “Price cutting, whether from discount houses, chiseling dealers or back door selling, has become the accepted practice in our industry. It has become both a way of life and a scandal. While no doubt a large segment of the public believes that these shoddy practices are to the consumer interest, we believe there is strong enough evidence to show that it's a destructive force in our economy.”

In its Aug. 16 newsletter, NARDA said Philco's action in forcing distributors to adhere to stricter policies on trans-shipment “speaks well” for new pres. James H. Carmine and exec. v.p. John M. Otter. NARDA reminded its dealers that challenge of discount houses means: “We must sell those brands that cater to us, concentrate our salespower so that it's bright and evident, just as our type of operation's stability is. We must merchandise honor and integrity, fair dealing and the value of customer satisfaction. It means getting away from ads that over-emphasize trade-ins and price and getting onto quality and features and our own places of business as the best of all places to deal with.”

Same issue of newsletter also contains straightforward article, “I Can Get It For You Wholesale,” by Harry Alter, Crosley-Bendix Chicago distributor, telling dealers some \$50,000,000 worth of TV-appliance business is funneled out of regular retail channels in Chicago each year by “back door selling.” He wrote, “You can improve conditions for yourself and other dealers by pushing product brands that protect you against these evils, and by awarding your business to distributors who play fair with you.”

\* \* \* \*

Competition of discount houses, low profits and no protection on franchises are 3 biggest reasons why fewer furniture stores in Chicago area are carrying TVs, radios & appliances, according to *Retailing Daily's* series of 3 articles this week, based on survey. Out of 100 stores surveyed, 21 have dropped TV & major appliances, 20 more have reduced stocks of both categories.

GE awarded average 5¢ wage increase this week to 84,000 employes represented by International Union of Electrical Workers (IUE-CIO) in 40 plants. New contract, subject to ratification by union's conference board, runs to Sept. 15, 1955. Increase brings average wage of GE's IUE members to \$1.93 an hour. Meanwhile, Westinghouse resumed negotiations with IUE, which represents about 42,000 workers in 47 plants. Union had previously rejected offer of 5¢ hourly wage increase. Sylvania gave 4-7¢ hourly wage increase to unorganized employes, offered same increase to IUE.

**S**HIPMENTS of TVs to dealers in first 6 months totaled 2,667,603, compared to production of 2,845,147 in that period, according to RETMA state-by-state report released this week. They compared with 3,022,250 shipped in first 6 months of 1953, when production was 3,834,236, and shipments of 2,118,510, production of 2,318,236, in first half of 1952. New York led, with 252,952; California second, 189,153; Illinois, 165,380. June shipments were 297,505, compared to 304,227 in May and 326,394 in June 1953. Here's state-by-state report for 6 months (county-by-county tables available from RETMA upon request):

State	Total	State	Total
Alabama	40,998	New Hampshire	13,109
Arizona	12,605	New Jersey	76,997
Arkansas	40,155	New Mexico	9,433
California	189,153	New York	252,952
Colorado	22,046	North Carolina	68,849
Connecticut	36,915	North Dakota	9,481
Delaware	5,431	Ohio	127,604
District of Columbia	16,219	Oklahoma	37,719
Florida	76,823	Oregon	30,939
Georgia	68,756	Pennsylvania	166,783
Idaho	18,918	Rhode Island	8,636
Illinois	165,380	South Carolina	35,460
Indiana	78,281	South Dakota	8,410
Iowa	57,492	Tennessee	58,195
Kansas	42,310	Texas	150,968
Kentucky	29,668	Utah	9,836
Louisiana	58,291	Vermont	7,646
Maine	43,159	Virginia	44,832
Maryland	30,709	Washington	45,156
Massachusetts	73,046	West Virginia	30,601
Michigan	105,022	Wisconsin	65,479
Minnesota	45,440	Wyoming	3,605
Mississippi	25,344		
Missouri	76,433	U. S. TOTAL	2,660,873
Montana	11,258	Alaska	1,556
Nebraska	25,648	Hawaii	5,174
Nevada	2,683		
		<b>GRAND TOTAL</b>	<b>2,667,603</b>

**Distributor Notes:** Hoffman Radio appoints Treasure State Gas & Electric Co., 827 S. Montana St., Butte (John J. Kirby, pres.) . . . CBS-Columbia appoints G. Fetter Puthuff Co., 2231 W. Beaver St., Jacksonville (G. Fetter Puthuff, pres.) . . . Emerson appoints Dauphin Electrical Supplies Co., 825 Paxton St., Harrisburg, Pa. (Andrew J. Musser, pres.) . . . Olympic appoints Lenihan Distributing Co., Seattle, replacing Olympic Northwest, factory branch . . . CBS-Columbia Distributors Inc., N. Y., appoints Sidney Kaplan, ex-Gerald O. Kaye Assoc. (Crosley-Bendix), as service mgr. . . Hoffman Sales Corp. of Oregon, Portland, appoints Thomas Mumford gen. mgr., replacing Norfleet Callicott, now gen. mgr. of Hoffman Sales Corp. of Missouri . . . Edgar Morris Sales Co., Washington (Westinghouse) appoints Wm. Wiley TV-radio mgr. . . Ludwig Hommel & Co., Pittsburgh (Raytheon) appoints Irwin Rosenberg sales mgr. . . Zenith of New Jersey announces resignation of sales mgr. John H. Hocter . . . DuMont appoints E. T. Donohue Inc., 13 Canal St., Rochester, N. Y. (Edward T. Donohue, pres) . . . Motorola appoints Gas Engine & Electric Co., Charleston, S. C. (Paul M. Minus, pres.), replacing McElmurray Distributing Co.

Westinghouse cut price of 15-in. color set from \$1100 to \$595 this week, following RCA's reduction from \$1000 to \$495 and Emerson's pricing at \$695 of color sets previously leased (Vol. 10:33). Action is designed to clear way for merchandising of larger-screen sets. Like RCA, Westinghouse is giving full rebates to distributors, dealers and consumers who had purchased sets.

Bill to give \$7 excise tax credit for uhf-equipped sets (HR-6440) died in the rush towards adjournment Aug. 20. Effort to pass bill by unanimous consent failed in last days of Senate on objection by Sen. Bush (R-Conn.), former CBS director, who reportedly wanted to amend bill to include tax relief for Bridgeport Metal Co.

Electronic Tube Corp., Philadelphia, was purchased this week by Kenneth C. Meinken, ex-pres. of National Union Radio Corp., who said he plans to expand plant and set up special section to engineer and produce color tubes. Former owners of Electronic Tube Corp. were Matthew H. McCloskey and associates.

**Electronics Reports:** Thin picture screen that can be hung on wall like a painting, with built-in circuitry and with controls in small box beside an easy chair—that's vision of the TV set of 1964 that GE press release this week says is "just a glint in the scientists' eyes at the moment." Apparently prompted by "future TV" unit pictured in current *Collier's*, Dr. Lloyd T. DeVore, mgr. of GE electronics lab at Syracuse, explains that the "POW" (picture on the wall) of the future stems from development work being done on new miniature electronic components and from a complex project under way to speed the plotting of aircraft in military filter centers. As the GE release states:

"At present, this aircraft plotting, essential to successful interception of enemy planes, is done manually. The planes are followed by radar operators and information fed to plotters who pin-point the planes with crayon on the transparent wall-size plotting board. The plotting would be done automatically with POW type of board.

"Dr. DeVore says the radar display system under development will use electronic computer circuitry techniques to convert a transmitted signal into an image on the plotting board. The plotting board screen will be composed of a space matrix constituted by closely spaced perpendicular wire grids luminescing at their intersections to reproduce the transmitted picture.

"Development of speedier switching techniques and new fast-reacting electroluminescent phosphors are needed before the POW system could be applied to TV receivers."

\* \* \* \*

TV intercom for inter-office and inter-plant use was to be demonstrated in San Diego this week by Kalbfell Laboratories Inc., 1090 Morena Blvd., San Diego. Tied in with telephone, it employs vidicon cameras, 17-in. sets, 8-mc bandwidth. When phone receiver is lifted, caller's image appears on half of screen; when person called answers, his image appears on other half. For intercity use, system would require rental of coaxial or microwave facilities from AT&T or installation of private microwave by user. To obtain private microwave, users would have to apply to FCC and demonstrate need.

RCA offers new point-to-point communications equipment in 890-920 mc band for around \$3000, believes it is lowest priced unit of its kind. Gear is designed for one-hop service, provides one or two channels for voice communications, facsimile, telegraph, telemetering, etc.

With military secrecy wraps off, Admiral reports manufacture of 225-400 mc transceiver for bombers and fighters; it contains 56 tubes, can be set to any 20 of 1750 separate channels.

Admiral Corp. sales for first 6 months of this year totaled \$105,201,498, net earnings \$2,558,850 (\$1.09 a share), compared to sales of \$131,222,438 and earnings of \$4,762,152 (\$2.02) for same 1953 period. Second quarter sales were \$49,223,936, net earnings \$1,054,806 (45¢), compared to \$62,030,589 & \$1,705,274 (72¢) in same 1953 period. John B. Huarisa, exec. v.p., said that retail TV sales were ahead during first half but came largely out of distributor-dealer inventories. He predicted Admiral sales during second half would equal and earnings equal or exceed last year's second half. He reported company is expanding its automation program, with resulting lower costs.

Olympic Radio directors and counsel, who met this week but took no action, are studying proposal of Sol M. Zweifach, who claims control of 50,000 shares already (out of 432,000) to acquire Fox, Wells & Co.'s 123,000 shares (Vol. 10:32). Plan also is to spin off research subsidiary Olympic Development Corp., which Fox, Wells interests want to keep. Meanwhile, *New York Journal-American*

ADMIRAL'S new "automation" process was disclosed in some detail this week, along with addition of 3 sets to its 1955 line. The new sets, all 21-in., are an ebony metal table model at \$150, mahogany finish \$160, mahogany wood \$170, blonde wood \$180; an open-face mahogany console at \$260, blonde \$270; mahogany combination, with radio & 3-speed phono, at \$400, blonde \$420. Optional uhf tuners are \$30 extra for table model, \$40 for console and combination.

The table model was produced in part by the "automatic" process, in which high-speed robot machines automatically assemble approximately one-half of a TV chassis "in a matter of seconds."

John B. Huarisa, exec. v.p., predicted that the mechanized TV production line "eventually would have the same effect on the electronics industry that Henry Ford's moving chassis assembly line methods had on the giant automotive industry over 40 years ago." Like other industry executives who have commented from time to time on "automation," Huarisa cautioned that the process is far from perfected.

Admiral disclosed it has built and installed, at cost of "hundreds of thousands of dollars" and under direction of production v.p. C. S. Rossate, a 30-ft. long battery of machines into which electrical components such as resistors and wire jumpers are automatically fed and from which a completely assembled printed circuit board emerges in few seconds. Stacked printed-circuit boards are automatically moved from machine to machine. Over 60 assorted resistors and wire jumpers can be inserted in the board, up to 3 at a time, said Huarisa. Before inserting the resistors, the robot machines trim wire leads to size.

Whenever any part fails to feed from chute, red light goes on at that machine and entire line is automatically halted until components again feed smoothly. Huarisa said 2 other robot machines—one of them 100-ft. long—are under construction and will be in use early next year.

"There's practically no limit to what automation can accomplish," he said. "Eventually the machines will be able to insert such complex items as tube sockets and tubes. The advantages of using a printed robot chassis include: more uniform production, trouble-free soldering, more flexibility of engineering and lower production costs in these highly competitive days."

New table models use aluminized 90-degree deflection tubes and vertical chassis, with cabinets 3-in. shorter from front to back and 5-in. lower from top to bottom than conventional models. The console and combination set use 74-degree deflection tube.

reported Aug. 20 that Louis E. Wolfson interests, believed to be real principals seeking Olympic control, have bought into Montgomery Ward with view to control—indicating possibility that Wolfson plan may be to get own TV-radio manufacturing facilities for Montgomery Ward brand, such as Sears Roebuck has for its "Silvertone."

Erie Resistor Co. earned \$39,558 (1¢ per share) after taxes of \$22,242 on sales of \$4,663,508 in 28 weeks ended July 11, compared to \$414,833 (\$1.49) after taxes of \$470,438 on sales of \$7,784,591 in corresponding period year ago. For 52 weeks ended July 11, earnings were \$220,235 (53¢) after taxes of \$116,532 on sales of \$9,724,652. In interim report, pres. G. Richard Fryling attributed declines to lower TV-radio production and to strikes by its plastic div. and by "one of our largest customers" (presumably Philco).

Standard Coil Products Co. has registered 189,655 common shares with SEC, offered by Robert E. Paterson, one of 3 principal stockholders; underwriters will be headed by A. C. Allyn & Co. and Dempsey & Co.

**M**ETEORIC RISE of TV as an advertising medium, as revealed in latest McCann-Erickson reports for *Printers' Ink* (Vol. 10:33), has NBC's exec. v.p. Robert W. Sarnoff adding his "guesstimates" of what's ahead in the next few years. Whereas we figured "over \$800,000,000" this year, and CBS pres. Frank Stanton has estimated "in the order of \$1.25 billion by 1957 or 1958," NBC Research got up these figures:

In 1952, advertisers spent \$7.15 billion on all media, TV getting \$509,000,000, or 7%. In 1953, advertisers spent \$7,809,200,000, TV getting \$610,500,000, or 7.5%. In 1954, of an estimated \$8.5 billion to be spent by advertisers, TV should get \$930,000,000 or 11%. In 1955, out of \$9.2 billion, TV should get \$1.3 billion, or 14%. In 1956, out of \$9.7 billion, TV's share will be \$1.9 billion, or nearly 20%. (TV figures include not only time but talent, production and all other charges paid by the advertiser.)

On the basis of these figures, Sarnoff wrote for special edition of *Variety* last month: "Television, still at the breakaway point of the great color derby, already promises to outstrip radio at the crest of its power." He then projected the estimates to 1956, which he said will be the "first full year of unfettered growth for color TV."

Bryson bill (HR-1227), which would ban advertising of alcoholic beverages—including wine and beer—in interstate media (Vol. 10:21) failed to emerge from House Interstate Commerce Committee, as predicted. But committee Chairman Wolverton (R-N. J.), in possible deference to large number of petitions from prohibitionists and others, issued report to House stating there was too much advertising of beer and wine on TV-radio and that industry's "efforts at self-regulation have not been as successful as the committee might justifiably have expected." Noting that hard liquor is not advertised on TV-radio, committee asked whether broadcasters "should not also adopt specific policies with regard to the advertising of beer and wine products with a view to eliminating or curtailing such advertising." In follow-up letters to NARTB, FCC and alcoholic beverage trade assns., committee asked for report by Jan. 1 on dollar volume of alcoholic beverage advertising; number, character and length of programs sponsored by wine and beer manufacturers; on-air time consumed by such ads. NARTB said it would comply with committee's request, meanwhile had no comment.

James G. Rogers, ex-Benton & Bowles, who helped found WWOR-TV, Worcester, has been elected pres. of new KFSD Inc., which is paying approximately \$3,200,000 to purchase KFSD-TV, San Diego (Ch. 10), along with radio KFSD, from Tom Sharp and other owners (Vol. 10:31-32). Rogers is associated with Fox, Wells & Co., principals in deal, who also own about 28% of Olympic Radio. Fox, Wells principals are George A. Wells, ex-pres., American Optical Co.; Heywood Fox, also ex-American Optical; R. Bowling Barnes, Stamford, Conn., recently American Optical research v.p. Also on board of new KFSD Inc. are Glen McDaniel, pres of RETMA, onetime RCA v.p., partner in N. Y. law firm of Lundgren, Lincoln, Peterson & McDaniel; and Wm. T. Lane, Syracuse consultant, ex-gen. mgr. of WAGE, Syracuse, and WLTV, Atlanta (now WLWA). No major staff changes are planned, and stations will continue as NBC affiliates.

FCC approved sale of WJBF, Augusta, Ga. (250 watts on 1230 kc, NBC) for \$125,000 this week, per J. B. Fuqua's plan to devote fulltime to his WJBF-TV (Vol. 10:31). Buyer is Media Inc., Tarboro, N. C., headed by V. E. Fountain Sr., operating other radio stations.

Mrs. C. E. Arney Jr., 53, wife of NARTB's secy-treas., died Aug. 13 at Georgetown Hospital, Washington, after long illness.

Nothing new yet on FCC chairmanship, except that Idaho backers of acting chairman Rosel Hyde were again urging his reappointment as an assist to GOP Sen. Dworshak in lining up the Mormon vote in his campaign against ex-Sen. Taylor, Democratic nominee. Comr. Hyde is a Mormon from Idaho, where he's currently vacationing. It's clear now that the Republican national committee hierarchy, if not the White House, is hell-bent to get George C. McConnaughey, now chairman of the Renegotiation Board, on the Commission—but not necessarily as chairman. Neither Comr. Hyde nor Comr. Sterling has indicated any intention of resigning, though latter's health may force him to quit before his term expires in 1957, which would open Republican vacancy necessary if McConnaughey is to get post. He's 58, 1918 graduate of Denison U, World War I veteran, 1923 law graduate of Western Reserve U, former Cleveland lawyer, onetime chairman of Ohio Public Utilities Commission, past pres. of National Assn. of Railroad & Utilities Commissioners. With Hyde in Idaho, Sterling in Maine, other commissioners also vacationing, Commission is in virtual recess until Sept. 1.

FCC has authorized Jack & Louis Berkman, who own 11.45% interest each in now silent WFPG-TV, Atlantic City (Ch. 46), to sell that interest, along with their equivalent interest in WFPG, to Richard & Helen Teitlebaum for \$5000. Announced this week was sale of 20% interest in KTXL-TV, San Angelo, Tex. (Ch. 8), with KTXL, for \$26,500 to Lowell Smith, banker, and Marshall Formby, holding interests in 4 small Texas radio stations. In another deal reported this week, radio WFOX, Milwaukee, was sold to Business Management Inc., headed by Joseph A. Clark, so that former WFOX principals in Wisconsin Broadcasting System Inc. can exercise their option on 30% of stock in recently granted WTVW, Milwaukee (Ch. 12).

Charles Skouras' National Theatres Inc., Hollywood, this week cancelled orders with General Precision Equipment for 16 large theatre-TV screens, valued at \$200,000, on which it had planned to carry Marciano-Charles fight Sept. 15 from N. Y. via Theatre Network TV in as many of its theatres. TNT's requirement of 50% of boxoffice gross was said to be too high. This week, TNT reported it has 23 theatres signed thus far for its closed-circuit telecast. For Marciano-Charles fight last June 17, it had 61 theatres in 45 cities coast to coast, with only metropolitan N. Y. and New England blacked out.

Honolulu newspapers reported actor John Wayne and a business associate, Bob Roos, negotiating for interest in KULA-TV (Ch. 4) and 10-kw AM affiliate—but pres. Herbert L. Pettey says he knows nothing about it. Gen. mgr. Jack Burnett owns 10%, with American Broadcasting Stations Inc. (Wm. B. Dolph) holding 41% and KJBS, San Francisco 33%.

Novel service inaugurated by INS this week—transmission to TV stations of facsimile photos along with tape recording made by news figures whose picture is being sent. Vice President Nixon was first subject of new service which makes possible transmission of both sight & sound to stations in matter of minutes.

KCCC-TV, Sacramento, Cal. (Ch. 40) now is owned equally by gen. mgr. Ashley L. Robison and pres. Harry McCart following recent FCC approval of deal by which they bought out stock interest of Frank E. Hurd for \$45,000 and assumed nearly \$40,000 in notes (Vol. 10:27).

Stations interconnected by AT&T facilities this week: WABI-TV, Bangor, Me.; WGR-TV, Buffalo, N. Y.; WCHS-TV, Charleston, W. Va.; KTAG-TV, Lake Charles, La. Due Aug. 28 is new CKLW-TV, Windsor, Ont. Some 25 more are scheduled in Sept.

MARTIN CODEL'S

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

# Television Digest

with ELECTRONICS REPORTS

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 10: No. 35

August 28, 1954

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**395 ON AIR, BIG LIST OF IMMINENTS:** There were no new starters this week, but the list of imminent starters is quite substantial -- including some that may begin testing this week end. As we went to press, with on-air score at 395, there were still 9 stations, with equipment delivered, that had told us they'd be August starters. And there were 13 that reported prospective Sept. starts, plus 7 due in Canada.

These were on August list; some may get going by month's end, others delayed into Sept.: WLOS-TV, Asheville, N.C. (Ch. 13); WCMB-TV, Harrisburg, Pa. (Ch. 27); KSWM-TV, Joplin, Mo. (Ch. 12); WMVT, Montpelier, Vt. (Ch. 3); KTVX, Muskogee, Okla. (Ch. 8); WMTW, Poland Spring, Me. (Ch. 8); KTIV, Sioux City, Ia. (Ch. 4); KETC, St. Louis (Ch. 9, educational); KOVR, Stockton, Cal. (Ch. 13).

On Sept. list: KALB-TV, Alexandria, La. (Ch. 5); WTWO, Bangor, Me. (Ch. 2); WCNY-TV, Carthage, N.Y. (Ch. 7); WUSN-TV, Charleston, S.C. (Ch. 2); WBTW, Florence, S.C. (Ch. 8); KCKT, Great Bend, Kan. (Ch. 2); KPLC-TV, Lake Charles, La. (Ch. 7); WEDM, Munford, Ala. (Ch. 7, educational); WOAY-TV, Oak Hill, W.Va. (Ch. 4); KUTV, Salt Lake City (Ch. 2); KREM-TV, Spokane (Ch. 2); KAKE-TV, Wichita, Kan. (Ch. 10); WINT, Waterloo-Fort Wayne, Ind. (Ch. 15).

Canadian imminent list is headed by CKLW-TV, Windsor (Ch. 9), across river from Detroit, due momentarily. Scheduled for Sept. starts: CHCT-TV, Calgary (Ch. 2); CFRN-TV, Edmonton (Ch. 3); CFPATV, Port Arthur (Ch. 2); CJBR-TV, Rimouski, Que. (Ch. 3); CFQC-TV, Saskatoon (Ch. 8); CJCB-TV, Sydney, N.S. (Ch. 4).

**GOP BUMBLING IN TV-RADIO—An Editorial:** Here's the FCC chairmanship vacant 4 months, with all that connotes in functioning and morale -- and with apparently no intention on the part of the Administration to rename the experienced and popular Rosel Hyde, now acting chairman, even though the appointment might help button up the strong Mormon vote for the GOP Senatorial candidate in Hyde's native Idaho.

And now here's the Old Guard Republican Senator Bricker, head of a powerful committee but at odds with the Administration and sore at the TV-radio networks, who appoints a fellow Ohio Republican, ex-FCC Comr. Robert F. Jones, to conduct a probe of the networks and review the work of the Potter subcommittee on uhf (Vol. 10:34).

Small wonder that some cynics are asking, where's this friendliness to business for which the Republicans are supposed to stand? Hyde was an effective chairman, is now hamstrung as acting chairman. As for the Jones appointment, they're even more disturbed about it over at the FCC than are the networks.

We don't often editorialize in these columns -- but we can't help remembering that Mr. Jones, while serving on the FCC, could show the New Deal and Fair Deal boys aces and spades when it came to wielding the Big Stick against business.

Senator Bricker is peeved, and he's out to "get" someone. He knew what he was doing when he picked Jones, the type who flails about with a meat-axe. Probable minority counsel, Harry Plotkin, is no network lover either, and he frequently gave

them a bad time when he was an influential staffman at the FCC. But he employed a rapier, rather than meat-axe, when he went after specific practices of the networks.

Jones was the man who sparked the whole color fiasco, alienating not merely the TV manufacturers but thousands of outraged TV-radio-appliance dealers who still talk of it as something sinister (and who also vote). On the basis of his record, you can write it down that he will undertake to give not only the networks but the entire TV-radio industry some uneasy moments.

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We think a network study is in order, for the trends in radio, the fate of uhf, the progress of TV ought to be charted -- and perhaps some of the network affiliation and contractual policies are unduly harsh. But, with Bricker out after the networks on the basis of "editorial policies" and what their commentators have said, we're concerned lest his zeal and the well-known predispositions of Jones might lead them to seek to throw out the baby with the bath water -- to destroy the benefits of networking in an effort to cure some of its ills.

This presupposes, of course, powers they really don't have, despite subpoena authority, for it should be borne in mind that Jones and Bricker can only propose; it takes the full Senate committee, then the Senate, then Congress, then the President to dispose. It can be said that the White House doesn't like this probe, nor do the Democratic leaders who insisted on "minority counsel" and asked Plotkin to serve. Then, too, Bricker may not head the committee after the November elections, which would mean short shrift for Jones. So, despite the publicity, this inquiry is not the be-all-and-end-all for the industry.

The networks Bricker is gunning for are CBS & NBC. It's expected ABC, DuMont and MBS will get secondary attention -- though it was Jones who, while on the FCC, gave United Paramount some rough and costly going-over (rehashing a lot of long-settled anti-trust actions) in opposing its merger with the then ailing ABC.

Knowing Jones' record, the networks can expect him to try to cover "everything" in his probe. They're concerned mainly, as all stations should be, with the possibility of vindictive inquiry into news handling and commentators. The investigation could become another marathon, too -- delving into the network, newspaper, theatrical and manufacturer ownership of stations, manufacturer-network interrelationships, patents, programs, film syndication, and you-name-it.

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We hope we're wrong about Bricker and Jones, who may conduct the probe without prejudice and on a high plane and come up with something constructive. But Jones' record isn't promising, and we quite understand the Democrats as they laughingly say the industry had it much better when they were in power. There's also reassurance in fact that the FCC itself isn't "anti" any more; in fact, President Eisenhower's last appointees, Doerfer and Lee, are strong "free enterprise" advocates who must find the recent turn of events on Capitol Hill remarkable indeed.

The man who has our sympathy is Nick Zapple, communications counsel of the Senate committee, who has the job of "coordinator" of the new probe. An able and conscientious lawyer, he has kept his nose clean during Democratic and Republican Administrations. But he now finds himself in between Jones and Plotkin (if latter, as expected, accepts the minority counselship on his return from vacation Labor Day) -- and they're two of the toughest and most controversial figures in the industry.

**ON LIFTING 'THE CURTAIN OF SILENCE':** CBS pres. Frank Stanton, personally delivering an "editorial" labeled as such over his own TV-radio networks Aug. 26, may not get immediate results from his plea that the public's right to be informed transcends the considerations that led the Senate committee considering censure charges against Sen. McCarthy to impose what he called a "curtain of silence" at its open hearings starting Aug. 31. In fact, Sen. Watkins (R-Utah), committee chairman, said afterward that the ban on live TV-radio coverage still stands.

But CBS is crusading for the principle of freedom of access to public events, and the implications of Stanton's address go beyond immediate achievement, may bear fruit over the years. It's even doubtful CBS would have put its cameras and micro-

phones in the hearing room anyhow, for it didn't cover the recent Army-McCarthy hearings directly either. It's the right to do so that Stanton defended.

There were more than surface implications, too, for it took courage to put an avowed editorial on the air in the face of the projected Bricker investigation of networks and its well-known motivations (see p. 1). It was CBS management's first editorial, as such -- noteworthy also because this industry has been all too fearful in the past of taking stands via own facilities even on issues involving itself.

CBS turns over same facilities at same times Sept. 2 for reply by Federal Judge Harold R. Medina, of communist trial fame, who at last week's American Bar Assn. convention had flatly opposed admission of TV-radio into courtrooms for fear some witnesses would be frightened, others encouraged to "act" for camera. That's expected to be his main thesis, plus argument that it would be unfair to require a principal in any hearing, legislative or judicial, to expose his personality and demeanor to the scrutiny of millions via TV.

There's merit in both arguments, of course -- and the issue will long be a subject of academic discussion if not immediate legislation. Stanton's retort to assertions that TV-radio encourage spectacles was that "to blame radio and TV for blemishes or excesses makes no more sense than to blame a mirror because you do not like the reflection which you see in it." As for charges that they're distracting and noisy, he pointed out that no form of radio coverage adds distraction and only film cameras add noise or intensity of light.

"This is a drastic prohibition," he said. "We believe that those who support it have a heavy burden in trying to establish that the evils of radio and TV coverage are so great that they justify keeping you from seeing your government in action. We think...the ban comes because of confusion and misunderstanding arising out of the fact that radio and TV coverage are still something of a novelty. Legislators and others are not quite used to radio and TV and have not yet learned to accept them for what they are."

Sen. Watkins told us he read but had not heard Stanton's remarks, and did not care to reply. He had previously opined the hearings would be so dull to the average TV viewer that he would turn off his set in an hour -- an observation not borne out by the Army-McCarthy go-round, though this one is to be on "high judicial plane."

**BULK COLOR SCHEDULES WITH FILM SCANNERS:** Network "spectaculars" and the like may be the frosting on the color cake, but until networks supply substantial portion of their schedules in color, it looks as if locally-colorcast film is going to comprise the kind of bulk color programming with which color sets can be demonstrated and sold -- if sufficient film becomes available.

We made that observation at time of NARTB convention (Vol. 10:22), when the equipment makers really opened operators' eyes. We believe it still holds true -- with the reservation expressed by CBS pres. Frank Stanton: "One of the great problems in color film will be lack of product."

This is not to deprecate local live color -- but the costs and difficulties of live colorcasting would seem to preclude any big expansion in that direction soon. Hence, production and distribution of color film scanners will remain highly significant for some time, for they deliver excellent color quite easily.

Illustrative of what scanners can do is fact that a station like KING-TV, Seattle, has put as many as 28 hours of color on the air in 4 days, with a minimum of strain and pain (Vol. 10:34).

\* \* \* \*

Equipment makers are really just beginning to roll, and relatively few scanners are out in the field. However, end of year should see a goodly number in use, with operators hungry for film product. There are 4 manufacturers of color scanners currently. Here's report on each:

(1) DuMont: Delivered 4 color scanners to CBS & DuMont, New York; WBTV, Charlotte; KTLA, Los Angeles. In addition, it has shipped black-&-white scanners to 23 stations, and these are readily adaptable to color in the field (for list of sta-

tions, see p. 9). Most of the stations plan to add color, some quite soon. About 50 more scanners are due to be shipped by year's end, some of them color-equipped.

(2) GE: Delivered only one -- to KING-TV -- expects to ship 5-6 more by end of year. Bottleneck is Eastman Kodak, which makes film-transport mechanism of the scanner -- and GE hopes more speed can be achieved.

(3) Philco: Delivered 35mm scanners to NBC & CBS, New York; CBS, Hollywood; Sylvania; Chromatic TV Labs -- plus some to Govt. Production of 16mm units due to start in month or so.

(4) RCA: Has shipped none to date, expects to deliver 5 or 6 in Oct., step up rate thereafter -- possibly to 10-15 a month.

Competition among the 4 is not gentle. Particularly vociferous are claims and counterclaims as between RCA and other 3 -- because RCA has chosen the 3-vidicon approach, whereas others employ single flying-spot tube and continuous motion.

**'DIVERSIFICATION' THEME IN INITIAL DECISIONS:** No CPs out of FCC this week, with most commissioners out of town -- but examiners brought forth 3 initial decisions. One was mere formality preceding CP for Ch. 11 to KFJZ in Ft. Worth (Sid Richardson group), competition having been dismissed. Other two involved struggles, Cowles interests favored for Ch. 8 in Des Moines and WINR for Ch. 40 in Binghamton, N.Y.

Examiner Millard F. French picked Cowles over KSO (Kingsley H. Murphy estate) because of former's superiority in local ownership, program proposals, business and radio experience, civic participation, past performance.

He rejected KSO's argument that Cowles already has too many broadcasting-publication interests, saying: "While diversification, standing alone, has great power of persuasion, it is but one factor that must be considered in the grant of a license to disseminate information, and where a monopoly, or the ominous threat thereof, does not exist, this factor loses its over-powering position..." Cowles family owns radios KRNT, Des Moines, WNAX, Yankton & KVTM, Sioux City (Ch. 9), besides Des Moines Register & Tribune, Minneapolis Star & Tribune and Look Magazine.

Diversification was almost sole reason, on the other hand, for examiner Wm. Butts' choice of WINR over WENE for Binghamton. Owners of WINR have no other media interests, whereas Ottaway family owns not only WENE but WDOS, Oneonta and WVPO, Stroudsburg, Pa., plus daily papers in Endicott, Plattsburg, Oneonta and Stroudsburg. On all other scores, Butts found the two about equal, with Ottaways' proposed programs "somewhat better but not sufficiently better" than WINR's.

**OWNERSHIP & CONTROL OF TV STATIONS:** If diversification of control is what FCC wants, it's certainly achieving it in TV stations now operating or soon starting. Study of ownerships reveals every class of citizenry participating in ownership -- from publishers to politicians, from educators to manufacturers & retailers, from big-&-smalltime investors to professional telecasters. And a close check of listings in the new TV Factbook even shows that radio broadcasters, while perhaps the logical inheritors of telecasting, don't completely dominate it.

Of the 395 stations on the air, we count 55 (about 14%) that have no radio station relationships whatsoever while in 15 others the AM interests are minority. Of 30-odd CP holders due on air before year's end, 6 have no AM connections, one has minority AM ownership. Indeed, among the 320 on air that have AM counterparts (15 non-local), we find quite a few of their radio stations were acquired after the TV was built; notable examples are in Buffalo, Erie, Syracuse, Raleigh, Lubbock, Tex.

FCC has assiduously avoided discrimination against radio ownership -- indeed, not so many years ago literally "begged" radio operators to take the now-eagerly-sought TV channels -- just as in recent years it has avoided discrimination against newspaper ownership despite a school of thought that would bar them. Result is that some 125 TV stations are owned in whole or part by newspaper interests (Vol. 10:29).

Commission has also hewn to self-imposed rule that 5 stations is limit for common ownership, a rule now being challenged in courts by Storer Broadcasting Co., and Commission soon will lift this limit to permit added 2 uhf.



Breakdowns of ownerships show most TV station stockholders are individual enterprisers, with a few ownerships by big businesses listed on the exchanges -- like ABC, CBS, NBC(RCA), DuMont, Westinghouse, Crosley, Storer, GE, Stromberg-Carlson. As yet, only ABC, CBS, NBC, Storer, General Teleradio have limit of 5, though Meredith Publishing Co. and Crosley have 4 each; DuMont, Time Inc., Westinghouse, Scripps-Howard, Newhouses and Steinmans, 3 each; and quite a few more 2 each (see listing in TV Factbook, pp. 48-49). Theatre interests aren't very heavily represented, owning all or part of about 40 (p. 48). Manufacturers are relatively few in station ownership -- a mere handful, except for RCA, CBS, DuMont, Crosley, Westinghouse (p. 46).

**Personal Notes:** William A. Porter, on year's leave of absence from Washington law firm of Bingham, Collins, Porter & Kistler, expected to return to firm in early fall after serving as asst. director for telecommunications, Office of Defense Mobilization . . . Ward L. Quaal, WLWT, Cincinnati, named chairman of NARTB by-laws committee, succeeding E. K. Hartenbower, KCMO-TV, Kansas City; Edgar Kobak, WTWA, Thomson, Ga., reappointed chairman of freedom of information committee . . . Howard H. Bell, asst. to Thad Brown, NARTB's TV v.p., promoted to new job of asst. to pres. Harold Fellows; onetime leading candidate for job was H. Quenton Cox, ex-mgr. of KGW, Portland, Ore. . . Wm. Carlisle, ex-Rust Industrial Mfg. Co. (remote control equipment), named NARTB station relations field rep, replacing Gregory Reeser, resigned; James Hulbert, ex-WNBT & WNBC, N. Y., named asst. to Charles H. Tower, mgr. of NARTB employer-employee relations dept. . . Murray Heilweil promoted to head NBC merchandising dept., replacing Fred N. Dodge, now adv. mgr. of *True Magazine*; he'll specialize in services for new participating programs dept., reporting to Matthew J. Culligan, sales mgr. for participating programs . . . F. Sibley Moore, WJR v.p. & director, becomes operations mgr. of that Detroit station as E. Donovan Faust heads upcoming WJRT, Flint (Ch. 12), both reporting to v.p. & gen. mgr. Worth Kramer, who is under pres. John F. Patt . . . Bertram Lebharr Jr., ex-mgr. of WMGM, named sales v.p. of WATV & WAAT, Newark, replacing Wm. Crawford, resigned . . . Arthur Hamilton promoted to new post of mgr. of production & business affairs, WNBT-WNBC, N. Y. . . Theodore F. Koop, CBS Radio news & public affairs director in Washington, takes over for TV as well in new unified TV-radio news setup . . . Robert L. Bendick, ex-Cinerama Productions exec. v.p. and onetime CBS-TV news & special events director, joins NBC-TV as producer of Dave Garroway's 7-9 a.m. *Today*, succeeding Mort Werner, now exec. producer of all participating programs . . . Ralph Andrews, ex-WCAN-TV, Milwaukee, named film program director, WBKB, Chicago, replacing George C. Rice, now WABC-TV . . . Dwight W. Whiting, ex-sales mgr. of KTTV, Los Angeles, later with Consolidated TV Sales, joins Los Angeles office of Blair-TV . . . Lou Riepenhoff, ex-radio WEMP, named public relations director of grantee WTVW, Milwaukee (Ch. 12) . . . Andrew E. Peranni, ex-WAFB-TV, Baton Rouge, named mgr. of Houston office of Clarke Brown Co., Dallas rep . . . Arthur L. Gray, ex-WIRK-TV, West Palm Beach, named gen. mgr. of WITV, Ft. Lauderdale, Fla. . . Robert Dye promoted to sales promotion mgr., WKZO-TV & WKZO, Kalamazoo . . . James W. Hicks, ex-radio WDAK, Columbus, Ga., named managing director of WRDW-TV, Augusta . . . Edward Wallis promoted to mgr. of sales promotion & publicity, WPTZ, Philadelphia, replacing John J. Kelly, transferred to Westinghouse Bestg. Co. N. Y. office . . . Elliott Saunders, ex-CBS and ex-Kenyon & Eckhardt TV production director, heads Perrin-Paus N. Y. office, will direct live commercials for Sunbeam appliances account . . . James Bealle resigns as mgr. of BBDO talent & new programs dept. to join McCann-Erickson TV-radio dept. under v.p. Wick Crider . . .

Earl Willhite, ex-KMO-TV, Tacoma, joins Wm. Hunter as partner in Hunter & Willhite Adv., 1540 N. Highland Ave., Hollywood . . . Charles Gumberg named TV-radio director, W. H. Hunt & Assoc., Los Angeles . . . Miss Gerry Colson, ex-NBC-TV, N. Y., named asst. adv. mgr., Zellerbach Paper Co., San Francisco . . . James D. Egleson named Geyer TV art director . . . John W. Tinnea promoted to exec. program director of KWK-TV & KWK, St. Louis, succeeded as radio program director by Russell C. Kaiser . . . Thomas B. Jones promoted to program director of WTOP-TV, Washington, replacing H. Thomas Tausig, resigned . . . Ralph E. McKinnie, from AM affiliate, named national sales mgr. of KFMB-TV, San Diego; Wm. H. Ryan, ex-KABC-TV, Los Angeles, named promotion mgr. . . David F. Milligan resigns as mgr. of WFAM-TV & radio WASK, Lafayette, Ind. . . Arthur J. Bellaire, BBDO TV-radio copy editor, N. Y., promoted to v.p.

CBS will dispose of its minority interests in highly successful WTOP-TV & WTOP, Washington, and WCCO-TV & WCCO, Minneapolis, as soon as there's meeting of minds on price. Other offers will be considered, but first refusals are expected to be exercised by *Washington Post*, which owns 55% of the Capital stations, and by Ridder Newspaper interests (*St. Paul Dispatch* and *Pioneer Press*) which have 53% of the Minneapolis stations. In both instances, the local interests vote the CBS stock under trusteeships. Confirmation of prospective sales of CBS minority interests, by CBS pres. Frank Stanton at an FCC hearing in Washington Aug. 27, when he said he hoped deals would be finalized by year's end, means network will concentrate on acquiring 2 other stations. Currently, it's engaged in 4-way competition for Ch. 11 in St. Louis before FCC examiner Thomas Donahue, with counsel Samuel Rosenman heading imposing legal staff and pres. Frank Stanton on hand as witness. CBS is also applicant in 6-way fight for Ch. 5 in Boston, scheduled for hearing starting Sept. 16. CBS also owns 45% of Pittsburgh radio affiliate KQV, which may also be sold.

Transfer of control of KSCJ-TV, Pueblo, Colo. (Ch. 5) and KSCJ (1-kw, 590 kc, MBS) is sought in application filed this week. Seeking greater financial resources, present owners Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%) propose to transfer stations to Bankers Life & Casualty Co., Chicago, which last year bought KGA, Spokane, from Louis Wasmer. Big insurance company would take over all assets, hold secured bonds worth \$323,000, Kahle remaining as mgr. with option to buy back 25% interest if his managerial contract is extended for 5 years after initial year. Combined stations showed operating deficit of \$47,175 for year to May 31, total liabilities amounting to \$501,862 against total fixed assets of \$307,326, current assets \$146,519.

Mrs. Mabel K. Pegler, 54, wife of Television Zoomar Corp. pres. Jack A. Pegler and sister-in-law of columnist Westbrook Pegler, died Aug. 24 at her home in So. Salem, N. Y. after a long illness. She leaves her husband, 2 sons, 4 grandchildren.

**Telecasting Notes:** "Senile celluloids?" Nonsense, says Erwin Ezzes, MPTV sales v.p., in reply to NBC pres. Weaver's observations on declining value of old feature films for TV (Vol. 10:34). "Could it be," Ezzes asks, "that Pat Weaver took off on films because the networks are trying to devour the times now controlled by the affiliates?"—referring particularly to NBC-TV's upcoming 11:30 p.m.-to-1 a.m. *Tonight* show with Steve Allen . . . Good ratings of the oldies are proof of the pudding, in Ezzes' book, and he noted that the NBC film div. has been one of pioneers in promoting re-runs of its own films, to say nothing of plentitude of oldies on NBC o-&-m stations. He thinks features can be exposed as many as 12 times in some markets, depending on how intelligently they're scheduled . . . Exhibitor resistance to major film studios making telefilms via subsidiaries is virtually non-existent today, says Screen Gems' exec. producer Fred Briskin—especially now that boxoffice has picked up. Accordingly, he prophesied to *Hollywood Variety* that within 5 years every major picture studio in Hollywood will be involved in production for TV . . . This subsidiary of Columbia Pictures, one of first to plunge full steam into TV production, is leader among the major film producers in TV, though presently it has only *Ford Theatre* on air, is working on *Father Knows Best*, for Kent Cigarettes; *Captain Midnight*, for Ovaltine & Kix; *Rin Tin Tin*, *Big Playback*. Currently, Paramount Television Productions is quiet, Universal's United World Films is producing only commercials, Republic is doing *Stories of the Century* . . . Said Briskin: "Sooner or later it's a must that all the majors be in TV. Hollywood today is neglecting, not realizing, its potential in TV. Studios will realize it's financially worthwhile. We've had wonderful luck, and Screen Gems is not only self-supporting, it shows a healthy profit" . . . So far as Ziv, Gross-Krasne, MCA-TV and scores of other independents are concerned, they're doing very well, thank you (see Vol. 10:34)—and the longer the majors stay out of TV, the better they like it . . . Reversing cycle of his *Dragnet*, which went from TV to movies, Jack Webb will test public acceptance of *Pete Kelly's Blues* as movie before converting it into TV series (it was once an NBC Radio sustainer) . . . **Emphasis on stories, rather than on**

high-priced "name" talent, will be new policy this fall of *Lux Video Theatre* in effort to avoid talent price war, says exec. producer Cornwall Jackson, v.p. of J. Walter Thompson; show recently acquired 4 high-rated film properties from Paramount for adaptation—*To Each His Own*, *Welcome Stranger*, *Christmas in July*, *Hold Back the Dawn* . . . Some stars who got \$3000 for a one-shot hour-long TV drama role year ago are reportedly asking \$5000 or more this fall—and their demands are forcing up asking prices of lesser-known actors . . . Of Nielsen's latest top 10 network ratings, 5 shows originated in Los Angeles, 4 in N. Y., 10th being roving Pabst boxing bouts; Aug. 28 *Tide* notes one-third of all NBC-TV program time now originates from West Coast . . . Shooting match for youngsters up to 16, attracting 140 of them, each given a colorful cowboy hat, was buildup for *Annie Oakley* show staged this week by WTRF-TV, Wheeling, W. Va.; Crosman Arms Co., Rochester, supplied rifles & targets, which were among contest awards . . . Crosley sets up own complete weather station in Cincinnati to serve WLW and its 3 TV stations, with Jim Fidler as staff meteorologist . . . DuMont's key WABD reports signing \$2,000,000 in gross billings in last 2 weeks, expects to achieve \$6,000,000 gross for year, reports mgr. Norman Knight . . . Rate increases: WJBF-TV, Augusta, Sept. 15 raises Class A hour from \$200 to \$250, min. \$40 to \$50; WTVO, Rockford, \$200 to \$250 & \$40 to \$50; WSYR-TV, Syracuse, \$660 to \$700 & \$132 to \$140; CBFT, Montreal, raises Class A hour rate Oct. 1 from \$530 to \$650.

Advertest Research, in July survey of 751 TV homes in metropolitan N. Y., reports 50% of respondents disapproved of repeating network TV film shows in summer, 30% favored repeats, 20% didn't care. About 45% of respondents gave "enjoy seeing good programs more than once" as main reason for watching repeats; some 30% said "usually nothing better is on." Chief advantage of repeats was said to be opportunity to see good shows which were missed; greatest disadvantage is that they're "boring, repetitious, monotonous and tiring." Of 6 repeat programs analyzed (*Dragnet*, *You Bet Your Life*, *Four Star Playhouse*, *Our Miss Brooks*, *Burns and Allen*, *Private Secretary*), most viewers were attracted by *Dragnet*.

Reopening of Portland, Ore. Ch. 12 case, in which CP was awarded July 27 to Oregon TV Inc. (Meier Dept. Store, et al) over Columbia Empire Telecasters and Northwest TV & Bestg. Co., was requested this week by Columbia Empire which charged that "principals of Oregon gave false and perjured testimony." Columbia (*Wesley Dumm-Portland Journal*) said that sudden resignation and disappearance of Oregon's proposed mgr. Walter Stiles early in hearing was not a voluntary resignation "for personal reasons" as Oregon witnesses claimed. Instead, Columbia claims, "the purported resignation was arrived at by mutual consent, following Stiles' refusal to undertake various actions on behalf of Oregon which he felt to be improper and unwarranted." Petition said that Stiles, now chief engineer of KOPO-TV, Tucson, is ready to appear to refute Oregon's testimony to clear his name.

Edward Lamb asked for postponement of FCC hearing scheduled for Sept. 15 on charges of pro-Communist sympathies, stating Commission has yet to supply him with specific factual information. Petitioning for list of names, dates and places, he said he'd need time to prepare case when they're furnished. Recent information supplied by FCC, he said, contained only "vague generalities."

New TV program magazine to be published by Curtis Circulation Co. (*Saturday Evening Post*, *Ladies Home Journal*, *Holiday*, et al) will be called *TV Program Week*. Editor & publisher is Robert D. Wheeler, offices 386 Fourth Ave., N. Y.

Astonishment and hilarity threatened to break up St. Louis Ch. 11 hearing for a moment Aug. 27. CBS pres. Frank Stanton was on stand, answering question of opposing counsel Bernard Koteen who wanted to know why CBS dropped TV applications for Los Angeles and Chicago in 1946-47. Stanton explained that CBS's position at time was that TV should be in color and in uhf—and that affiliates were chiding network with inconsistency in filing for vhf black-&-white at same time. Examiner Thomas Donahue asked Stanton to explain further. Stanton began: "I don't think you could woo one girl while you were keeping another one down the street." Suddenly, seemingly from nowhere, a woman's voice, full of sarcasm, was heard saying: "Oh, couldn't you?" To amazement of everyone, voice was that of girl stenographic reporter. Everyone in the room laughed until they gasped for air.

Singer-bandleader Vaughn Monroe becomes commercial announcer on all TV-radio shows sponsored by RCA, starting with *Sid Caesar Show* on NBC-TV Sept. 27 and including Leland Hayward's 90-min. Mon. night color spectaculars that RCA will co-sponsor every fourth week starting Oct. 18. He will also be on film & recorded spots.

Clair R. McCollough and Henry B. Clay, chairmen of NARTB's TV & radio boards, respectively, named co-chairmen of arrangements for NARTB 1955 convention week of May 22 in Washington.

NCAA football schedule on ABC-TV will be sponsored by Carnation Milk on west coast starting Sept. 18.

**Network Accounts:** Novel financing technique is being undertaken by Chrysler to sponsor *It's a Great Life* on NBC-TV starting Sept. 7, Tue. 10:30-11 p.m. It's adding \$15.50 to the invoice of every 1955 model car sent to dealers in districts covered by program. When plan was disclosed this week in 28-city closed-circuit TV hookup, an unidentified Kansas City dealer was quoted in *Wall Street Journal* as saying most dealers would have no complaint about chipping in. "TV has proved our most effective promotional tool here and this new Chrysler program ought to help us a lot," he said . . . National Biscuit Co. to sponsor *Rin Tin Tin* on ABC-TV starting Oct. 15, Fri. 7:30-8 p.m., thru Kenyon & Eckhardt . . . Phillips-Jones Corp. (Van Heusen shirts) to sponsor *Stop the Music* on ABC-TV starting Sept. 14, Tue. 10:30-11 p.m., thru Grey Adv. . . Camels to sponsor new Robert Cummings film series on NBC-TV starting in fall, Sun. 10:30-11 p.m., thru Wm. Esty Co. . . Yardley of London Inc. (cosmetics) buys Fri. 10:30-10:45 a.m. segment of *Garry Moore Show* on CBS-TV starting Oct. 1, Mon.-thru-Thu. 10-10:30, Fri. 10-11:30, thru N. W. Ayer; Economics Laboratory Inc. (Soilax compound), Fri. 10:15-10:30 segment starting Sept. 10, thru Scheideler, Beck & Werner; Miles Laboratories Inc. (Alka-Seltzer), Tue. 10-10:15 portion starting Sept. 28, thru Geoffrey Wade Adv. . . General Foods (Instant jello pudding) buys Wed. 3:30-3:45 p.m. portion of *Bob Crosby Show* on CBS-TV starting Sept. 22, Mon.-thru-Fri. 3:30-4, thru Young & Rubicam . . . ABC-TV to offer *Creative Cookery*, currently on WABC-TV, N. Y. & WBKB, Chicago, to 18 stations on co-op sponsorship basis, Mon.-thru-Fri. 11-11:55 a.m. . . Johnson's Wax, thru Robert Otto & Co., and Elna Sewing Machine Co., thru Cecil & Presbrey, sign as alt. week sponsors of *Dragnet* on CBC for 2 years, starting Sept. 6.

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Fascinating "battle of Dubuque" has been raging over choice of company to install community antenna system. Two companies vying for franchise are Dubuque-Jerrold TV Corp., owned by equipment maker Jerrold Electronics Corp.; other is Dubuque Community TV Cable Corp., composed of local business men, including several TV-radio dealers, proposing to use Spencer-Kennedy Labs equipment. After a hearing, city council voted 4-1 to award franchise to Dubuque Community because of local ownership—after consultants Dr. George Town & Wm. Hughes of Iowa State College, hired by city council, strongly advised choice of Jerrold. Jerrold is taking case to the people, gathering 400 signatures which makes it mandatory that question be put up for special election Sept. 13. Campaign is now in full force, with demonstrations, placards, billboards, etc.

AT&T filed new "package rate" for TV facilities with FCC this week, combining video and audio which have been sold separately. Up to now, users have had to buy daily minimum of 8 hours video and 16 hours audio to get monthly rate for each. Now, they'll be able to buy 8 hours of video & audio daily to qualify for monthly rate. AT&T estimates this will save the 4 TV networks \$250,000 annually—ABC saving \$105,000, DuMont \$55,000, CBS, \$60,000, NBC \$30,000. CBS-TV spends \$10,000,000 annually for AT&T facilities, ABC-TV \$8,000,000 (Vol. 10:25).

Television Bureau of Advertising (TvB) is scheduled to file articles of incorporation in Delaware Aug. 30, formally setting up TV's first promotion bureau (Vol. 10:26-27, 32). Ten-man temporary committee charged with formulating operating details will meet Sept. 2 in Chicago's Blackstone Hotel to appoint committee to select \$35,000-a-year president. Other items on agenda include appointment of committee to review dues structure and establishment of permanent board.

**Station Accounts:** Travel has moved into third place among advertisers, only food and clothing outranking this \$13 billion industry, reports Joseph A. Tery, TV-radio director, The Caples Co., in August *ASTA Travel News*, official publication of American Society of Travel Agents, which surveys magazine & newspaper media. The Sunday "Travel Section" concept, he says, has at long last come to local TV & radio stations, pointing to recent co-sponsorship by European Travel Commission with 8 others of 9 one-min. participations on WNBT and 10 on WNBC as "sound dollar for dollar advertising investment" . . . Travel promotion budgets for most go to black-&-white media, notes Mr. Tery, and newspapers and magazines still dominate, but—"The picture is being modified to include some effective use of radio and TV. For those in the broadcasting and telecasting fields there is a growing hope that this hitherto untapped source of revenue will be directed more and more towards radio and TV as advertisers realize the advantage of reaching the potential traveler while 'he' or 'she' is relaxed and most susceptible to the 'let's take a vacation' idea" . . . Installment plan sponsorship, whereby advertiser is given up to 12 months to pay for TV or radio program purchases, has proved successful as experiment at WABI-TV & WABI, Bangor, Me., reports gen. mgr. Leon P. Gorman. Station has \$100,000 on deposit at Merchants National Bank of Bangor for financing—and sponsor merely pays monthly bill at bank (with station paying 4% interest) after signing standard loan form. Gorman said plan enables local sponsor to purchase seasonal saturation campaign and not be required to pay in full until year later. Eight sponsors have taken advantage of plan since last Jan. 1 . . . Among advertisers currently reported using or preparing to use TV: D-Con Co., Chicago (insecticides, rat poisons), thru Arthur Meyerhoff & Co., Chicago; Standard Brands Inc., N. Y. (Tender Leaf tea), thru Compton Adv., N. Y.; James Vernor Co., Detroit (Vernor's ginger ale), thru Roy C. Hayes Adv., Detroit; The Drackett Co., Cincinnati (Drano drain cleaner, Windex window cleaner), thru Young & Rubicam, N. Y.

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Another attack on community antenna systems was levied by J. Patrick Beacom, owner of WJPB-TV, Fairmont, W. Va. (Ch. 35), who previously charged local system with hampering his operations (Vol. 10:21). He told FCC that systems in some areas are inserting local commercials and preparing to originate programs "which will constitute a serious economic threat to allocated and established TV stations." He asked Commission to "define the existence or extent of the jurisdiction of the FCC, with respect to the installation and operation of any community TV distribution system, to the end that the same rules and orders of the Commission applicable to TV stations, shall apply to community TV distribution systems." National Community TV Assn. countered immediately with statement by exec. secy. E. Stratford Smith who said: "The NCTA has constantly checked the industry and has never found a single case wherein an operator inserted commercials. The Assn. has always urged operators never to tamper with programs they distribute in the interest of maintaining best relations with stations whose signals they receive, and we've yet to find anyone who has ignored our advice."

General Teleradio is selling WEAN, Providence (5-kw, 790 kc, MBS), to the Providence Journal Co. for \$260,000, according to application filed late Friday with the FCC. Paxton Realty Co. is selling real estate concerned for \$18,200. New owners publish *Providence Bulletin and Journal*. Sale of WEAN leaves the General Tire subsidiary with 6 AMs, one less than limit, plus limit of 5 TVs.

THIRD UHF 5-kw transmitter to be delivered by DuMont is due to be shipped first week in Sept. to WFMZ-TV, Allentown, Pa. (Ch. 67), which has reported Oct. 1 start (Vol. 10:33). No others are scheduled, DuMont reports, only other uhf's it has delivered having gone to WGLV, Easton, Pa. (Ch. 57), on air since June 1953, and WNOK-TV, Columbia, S. C. (Ch. 67), on air since Sept. 1953. DuMont this week also reported shipment by boat of a complete Telecruiser (Flexible truck) valued at \$30,000, together with \$70,000 worth of equipment, to new HJRN-TV, Bogota, Colombia (Ch. 7); also \$100,000 worth of equipment (5 cameras, multi-scanner, 2 station switches, miscellaneous other gear) to PRG3-TV, Radio Televisao Tupi (Ch. 6) in Rio de Janeiro.

RCA shipped 25-kw transmitters Aug. 25 to KAKE-TV, Wichita, Kan. (Ch. 10), due on air in late Sept., and WSFA-TV, Montgomery, Ala. (Ch. 12), due about Nov. 1, and on Aug. 23 it shipped 25-kw transmitter to WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), due Oct. 1. On Aug. 21, it sent out 12½-kw amplifier for KPTV, Portland, Ore. (Ch. 27), and on Aug. 25 sent one to WAFB-TV, Baton Rouge, La. (Ch. 28).

GE reports order for 35-kw transmitter, 6-bay antenna and other equipment for KVOO-TV, Tulsa (Ch. 2), recently granted to oilman Wm. Skelly in association with Sen. Robert S. Kerr (D-Okla.) who with family also controls WEEK-TV, Peoria, Ill. (Vol. 10:28). It's due for delivery in 60-90 days. Only other GE shipment this week was 12-bay antenna to KCKT, Great Bend, Kan. (Ch. 2), which got its 35-kw transmitter in July and is due on air about Sept. 15.

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

KREM-TV, Spokane, Wash. (Ch. 2), its 25-kw Federal transmitter due to be installed and ready by Sept. 15, now has that date as test target, begins programming Oct. 1. Its 747-ft. Truscon tower is up, 5-bay GE antenna in place. No network has yet been signed. Base rate will be \$300. Robert H. Temple is gen. mgr. for owner Louis Wasmer; Ralph E. Meador, chief engineer. Rep is Bolling.

WCNY-TV, Carthage, N. Y. (Ch. 7), affiliated with *Watertown Times*, was to begin installing GE equipment this week, expects transmitter to be completely installed by Sept. 15, still has that as target date, reports asst. station mgr. James W. Higgins. Target for programming is now Sept. 27, with service from ABC & CBS. Base rate will be \$150. Rep is Weed.

KPLC-TV, Lake Charles, La. (Ch. 7), with 5-kw GE transmitter installed and 406-ft. Lehigh tower up but with 74-ft. 12-bay GE antenna still being installed, now reports test target is Sept. 15, commercial target Sept. 29, affiliation with NBC due Oct. 1. Base rate will be \$200, reports gen. mgr. David Wilson. Rep is Weed.

WEDM, Munford, Ala. (Ch. 7, educational), its 500-ft. tower delivered recently at Mt. Cheaha, near Anniston, and due for completion by Sept. 1, when 12-bay GE antenna will also be fully mounted, plans tests on that date and sporadic program tests (about 25 hours) before end of year, reports consultant Thad Holt. It has 50-kw GE transmitter, will be operated by Alabama Educational TV Commission.

KELP-TV, El Paso, Tex. (Ch. 13), having failed to persuade FCC that it ought to swap channels with non-commercial Ch. 7, has chief engineer Glenn Callison now installing 324-ft. tower made by Aerial Tower Mfg. Co., Oklahoma City, due for completion by Aug. 30. On it goes 6-bay GE antenna. Transmitter has been purchased from WBNS-TV, Columbus, will be installed shortly after Callison completes 3-tower AM directional array he's installing for same interests (Barton & Gordon McLendon) due

about Oct. 1. Therefore, TV target date is still uncertain, though Gordon McLendon advises he'd guess "sometime near or shortly after the first of the year." Rep will be Forjoe.

KLTV, Tyler, Tex. (Ch. 7), is half-way completed, reports owner Mrs. Lucille Lansing, and on-air date is now anticipated for sometime in Oct. RCA equipment and Andrews 420-ft. tower are partially on hand, being installed by chief engineer Hudson Collins. Gen. mgr. Marshall Pengra reports network affiliation completed with ABC, but no rate card or rep has yet been announced.

KTLJ, Houston (Ch. 13), having acquired studios of now-silent uhf KNUZ-TV, along with bulk of its studio equipment, hasn't set target date but aims to get test pattern on air before Thanksgiving Day. This largely depends on vagaries of the weather, reports pres. John T. Jones Jr., nephew of Jesse Jones and pres. of *Houston Chronicle*, who heads group holding CP, including Dwight Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston; B. F. Orr, pres. of KTRH; John Paul Goodwin, adman. Ground has been broken for plant, 50-kw RCA transmitter delivered, 12-bay RCA antenna due for delivery in Sept., steel for 960-ft. Ideco tower loaded. Rep not yet named.

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CFRN-TV, Edmonton, Alta. (Ch. 3), has completed building, tower and antenna, gets 5-kw GE transmitter later this month, expects to have test patterns on air between Sept. 7-14, program schedule under way by end of Sept., reports mgr. G. A. R. Rice. It will be CBC basic, will get some U. S. network kines. Base rate will be \$200. Reps are Radio Representatives (Canada), Adam Young (U. S.), Harlan Oakes & Assoc. (Los Angeles & San Francisco).

CKWS-TV, Kingston, Ont. (Ch. 11), gets its 10-kw RCA transmitter Sept. 15, will have 400-ft. tower up by Oct. 1, which is target date for testing, reports gen. mgr. J. M. Davidson. Commercial debut will be Oct. 15. It's joint project of Senator W. Rupert Davies, publisher of *Kingston Whig-Standard* (51%) and Roy Thomson, chain newspaper publisher. Reps are Weed and All-Canada.

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"We're doing all right, too—and we're in a 2-vhf city," adds WBUF-TV's Sherwin Grossman to our recent roundup of uhf station "success stories" (Vol. 10:33). The Ch. 17 Buffalo station, which celebrated first birthday Aug. 17, this week had FCC Comr. Robert E. Lee scheduled to be on hand Aug. 28 to pull switch on new 12-kw GE transmitter that increases its ERP to 229-kw, on which it has spent \$170,000. It's operating in black and has been for most of year, reports Grossman. It's basic ABC outlet, with some DuMont, and claims 40% uhf penetration as result of house-to-house conversion campaign. Accent is on local programming and package shows; one due for fall is *Givto*, along lines of Bingo, segmented into quarter hours that are all sold out.

Barrie, Ont. (pop. 12,514), about 60 mi. due north of Toronto on Lake Simcoc, wants own TV station — and Ralph T. Snelgrove, operator of CKBB there, proposes to set it up on Ch. 3 with 14-kw video & 7-kw audio powers. He has been designated to appear before next public session of CBC board of governors in Ottawa's Chateau Laurier Hotel, Sept. 21.

KULA-TV, Honolulu (Ch. 4) claims to be first of Hawaii's 3 TV stations to reach operating black—in Sept.: it hit break-even point in June, July & Aug., reports gen. mgr. Jack Burnett.

Now-building 1572-ft. Ideco tower of Oklahoma City's KWTW (Ch. 9), tallest of them all and designed to be used also for educational Ch. 13, will be completed Sept. 1.

**Color Trends & Briefs:** AT&T now lists 65 cities capable of getting network color through its facilities, compared with 47 as of Aug. 1 (Vol. 10:33). In addition, AT&T reports, 28 will be added by end of year.

In those 65 cities, some 95 stations are being fed color—but AT&T notes that it has no knowledge how many of these 95 actually rebroadcast the color programs. Number actually varies according to network and program.

Ralph L. Helmreich, AT&T long lines dept. director of operations, says he expects most principal routes will be equipped for color by Nov.; 31,000 of the 59,000 TV channel miles are already so equipped. The cities to which AT&T can now deliver color are as follows:

Ames, Ia., Atlanta, Austin, Tex., Baltimore, Bangor, Me., Birmingham, Bloomington, Ind., Boston, Buffalo, Charlotte, N. C., Chicago, Cincinnati, Cleveland, Columbus, O., Dallas, Davenport, Dayton, Denver, Detroit, Ft. Worth, Fresno, Grand Rapids, Hampton, Va., Harrisburg, Pa., Houston, Huntington, W. Va., Hutchinson, Kan., Indianapolis, Jackson, Miss., Johnstown, Pa., Kansas City, Lancaster, Pa., Los Angeles, Louisville, Memphis, Milwaukee, Minneapolis-St. Paul, Monroe, La., Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Peoria, Philadelphia, Portland, Ore., Providence, Richmond, Rock Island, Ill., St. Louis, Salt Lake City, San Antonio, San Francisco, Schenectady, Seattle, South Bend, Ind., Syracuse, Toledo, Tulsa, Utica, Washington, Wilmington, Del., Winston-Salem, Youngstown.

The 28 scheduled for rest of year are as follows, about one-third of them due to be ready next month:

Bethlehem, Binghamton, Champaign, Ill., Columbia, S. C., Des Moines, Erie, Ft. Wayne, Galveston, Hartford, Jacksonville, Knoxville, Lansing, Lynchburg, Va., Macon, Miami, Pine Bluff, Ark., Portland, Me., Quincy, Roanoke, Rochester, N. Y., Saginaw, San Diego, Sioux City, Springfield, Mass., Tacoma, Topeka, Waterloo, Wheeling.

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Re-run value of TV film is shrinking because of color, in opinion of Herb Jaffe, Official Films sales v.p., who feels color will become substantial factor in 18 months. He suggests that "producers should charge less to sponsors for the first-run, so they can get into syndication sooner and avoid any loss."

Latest color film commercials in preparation: RCA, for its sponsorship of NBC-TV Oct. 18 "spectacular," thru Kenyon & Eckhardt, shot by Gross-Krasne; Sheaffer Pen has completed first of a series, to be shown starting Jan. 15 on CBS-TV *Jackie Gleason Show*.

Brochure on "Chromacoder" color camera system, telling how it works, is available from GE.

Any labor union boycott of TV films made in England by American producers would mean that "our boys would refuse to run Hollywood movies in British theatres." This warning came from Tom O'Brien, British M.P. and gen. secy. of the National Assn. of Theatrical & Kine Employes, speaking last week to Hollywood AFL Film Council. "The commotion about the very small number of TV pictures made by your producers in England to sell American products is unrealistic," he said. "They represent less than 1% of the TV production requirements for your market." He called the attitude of Hollywood labor leaders "ridiculous," pointed out that \$4 out of every \$10 earned by Hollywood comes out of Britain. And he believed the British public would support a boycott of Hollywood features. Employment in film production in England is down from 1946-47 high of 12,000 to about 4000 now, he reported.

Monthly digest of music-record news, titled *DJ News* and aimed at disc jockeys, is now being published by Csida-Grean Associates Inc., 101 W. 55th St., N. Y., edited by ex-*Billboard* editor and ex-RCA record executive Joe Csida.

Third edition of *Best Television Plays*, by NBC's Wm. I. Kaufman, went on sale recently, and in fall Merlin Press will also bring out his 3 "how to" books on acting, writing, announcing for TV.

ASCAP will get more from TV than from radio this year, reports *Television Age*, which figures TV \$9,000,000, radio, \$8,000,000, other sources \$3,000,000.

CBS's first major effort in color programming with compatible system, Aug. 22 *Toast of the Town*, was resounding success. Throughout entire hour-long show, color fidelity was maintained with rare relapses. Matching between cameras was as good as we've ever seen, with variation between cameras scarcely perceptible. Lighting problems, incredibly tricky in color, appear to have been mastered by CBS technicians. Filmed commercials were likewise excellent, with exception of one strip in which reds were decidedly brown. CBS employed 3-tube RCA cameras, hasn't yet installed "Chromacoder" cameras designed by CBS and built by GE. We watched program via Washington's WTOP-TV, and it came through without a hitch, despite fact it was first time receiver was tuned to station for color reception. CBS showed program to newsmen in New York on 19-in. CBS-Hytron tube, first public demonstration of live program, and critics' reaction was highly favorable.

In addition to 4 color-equipped scanners, DuMont has installed or is installing black-&-white units to following 23 stations, some of which plan to adapt to color shortly (see p. 3): WTVD, Durham, N. C.; WNOW-TV, York, Pa.; WGLV, Easton, Pa.; WDTV, Pittsburgh; WGEM, Quincy, Ill.; WREX-TV, Rockford, Ill.; WFBM-TV, Indianapolis; KGLO-TV, Mason City, Ia.; KWWL-TV, Waterloo, Ia.; WNEM-TV, Bay City, Mich.; KMMT, Austin, Minn.; KCJB-TV, Minot, N. D.; KXJB-TV, Valley City, N. D.; WNAM-TV, Neenah, Wis.; KSLA, Shreveport, La.; KOAT-TV, Albuquerque; WFAA-TV, Dallas; KDUB-TV, Lubbock, Tex.; KOOL-TV, Phoenix; KBOI, Boise; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KULA, Honolulu. In addition, units have been shipped to stations in Bogota, Columbia; Sydney, Nova Scotia; Quebec City, Que.

David O. Selznick, veteran motion picture producer, will become exec. producer of NBC-TV's upcoming color "spectaculars" if current negotiations with pres. Sylvester L. Weaver prove successful.

This week's network color schedules: NBC-TV—Aug. 30-31, Sept. 2-3, segments of 11-noon *Home*. CBS-TV—Aug. 31, *Danger*, 9:30-10 p.m.

Based largely on data in the *TV Factbook*, David Lawrence's *U. S. News & World Report* carries article Aug. 27 titled "TV: New Road to Riches," centered around the high value of TV licenses "handed out free by the Government." It points to Westinghouse's acquisition of WPTZ for \$8,500,000 cash and KPIX for \$7,787,280 in stock as examples of high values placed on TV stations, noting that 25 of the 40 major sales since 1949 have been for prices of more than \$1,000,000 (for complete list, see *TV Factbook No. 19*, pp. 29-30). It particularly notes high price tags placed on "network affiliations" and "good will."

"Salvation" of networks, in face of theatre-TV and film competition, is subscription TV, according to Millard C. Faught, Zenith publicist. Addressing Kiwanis International in Danville, Ill. this week, he said that theatre TV is already outbidding networks for such events as championship boxing matches, Metropolitan Opera, etc. and that high-rated film shows produced outside networks are extremely attractive to sponsors who like the flexibility and economy of spotting them in markets of their own choosing.

Now off air, Havana's CMTV (Ch. 11), recently purchased from Storer Broadcasting Co. (Vol. 10:18, 22) by the Amadeo Barletta interests, who operate CMA-TV, Havana (Ch. 2), is currently silent while being moved to Barletta's Ambar Motors Bldg. Plan is to revive it as all film operation. Havana reports state Barletta paid Storer \$60,000 for transmitter and antenna.

**TRADE PONDERES PROBLEMS OF SELLING COLOR:** With networks pushing color programming in big way this fall -- to the thunderclap of publicity drums -- and with more and more stations acquiring the necessary equipment for local color originations (see p. 3), trade is asking itself whether demand for color sets this year will be greater than was anticipated. Answer should be forthcoming soon enough.

If there's to be an upsurge in demand for color, one guess is that at least 3 results will have to be achieved: (1) Picture size comparable to today's monochrome. (2) Price around \$400-\$500. (3) Installation, guarantee and servicing fees within reach of the average consumer.

Public's ability to get clear, factual information on color's status is key to problem. Up to now that hasn't been easy, what with promises, claims & counter-claims about picture tube sizes, set prices, etc. -- all combining to confuse the color situation for the consumer.

This confusion, together with paucity of color programs, made initial 12½-in. color set output of some 8000 (including 5000 by RCA) a drug on the market at \$1000. Result was price had to be cut in half to move the sets, with rebates to the initial buyers (Vol. 10:33). Most of early sets are still in hands of wholesalers & dealers.

Now the 19-in., with CBS-Hytron tube, is about to enter market, even as RCA prepares to show its 21-in. tube to licensees and newsmen Sept. 15 and to bring out a few sets that size before year's end -- at prices not yet divulged. CBS-Columbia will introduce a "line" of color sets incorporating CBS-Hytron's "205" Colortron tube at national distributor convention in Chicago's Drake Hotel, Aug. 30. Line is reported to be priced from \$950 to \$1100.

And Motorola, insisting it will make 25,000 of the 19-in. receivers this year (Vol. 10:34), burst forth with a double-spread ad in color in Life Magazine this week (Aug. 30), showing picture of its Model 19CT1, a table unit on legs, enclosed within facsimile of an actual-size screen with this legend: "Motorola now brings you color TV with a picture this big (205 square inches) at only \$895."

Everyone in trade will watch effect of this ad and collateral promotions for key to public reaction. Can the networks, master publicists, exert their magic to make public want to buy color sets now? And what effect will publicity exert on what looks like a banner fall-winter black-&-white market?

Common belief among manufacturers is that the impact of color's publicity on black-&-white has already spent itself and that it won't be a factor this year. The name-brand 21-in. sets retailing at under \$200, they say, will continue to enjoy a ready market until color comes down to a mass-market price, color programs are commonplace and screen sizes are comparable to black-&-white.

DuMont's Dan Halpin, speaking this week to Texas Radio & TV Service Clinic and Electronics Fair in Dallas, predicted a strong black-&-white market this fall, totally unaffected by what he estimated would be output of about 20,000 color sets this year. He said they "will provide little more than a sampling and a gauge for public acceptance and demand." But he said they should help build traffic in stores. Color's first real impression in market should come next year, he said.

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Black-&-white business continues to spurt. It's estimated that Aug. factory sales were a corking 550,000, distributor sales about 500,000. Retail sales figures weren't available, but an estimate of 400,000 isn't considered out of line. That's excellent for midsummer -- and trade prepares for even bigger things this fall.

CBS-Columbia ran teaser ad in newspapers this week promising "the first new idea since color." A company spokesman later elaborated to extent of saying a "new

development in black-&-white" would be disclosed at distributor convention -- "one that industry will copy." He said it was a feature "people ask for" and involves low end of line. He insisted on keeping the secret until after distributor convention.

Philco's John M. Otter, whose company won't have color this year (Vol. 10:32) and apparently isn't too concerned about it yet, told meeting of distributors and dealers in Pittsburgh to concentrate on black-&-white and to push harder than ever for second-set and replacement sales in big metropolitan areas.

Crosley's Leonard F. Cramer predicted excellent season for all levels of the trade, with emphasis still on low-end sales. By way of accenting public's obsession for low-priced sets, he said price of Crosley's "Super V" would not be raised from current \$140-\$160 level. He said too that his recently-introduced new line carried markups that ran as high as 42% to dealers.

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TV production keeps barreling along, totaling 167,849 week ended Aug. 20, up from 157,205 preceding week and 135,135 week ended Aug. 6. It was highest for any week since last Oct. It was year's 32nd week and brought year-to-date production to about 3,400,000, compared to 4,400,000 in same period of 1953.

Radio production also went up, totaling 207,082 (69,728 auto), compared to 193,148 week ended Aug. 13 and 185,475 week before. Production for 32 weeks was 5,622,000, compared to about 7,750,000 in corresponding period year ago.

**Trade Personals:** Richard T. Orth, RCA v.p. & gen. mgr. of its tube dept., joins Westinghouse Sept. 1 as v.p. in charge of electronic tube div., replacing E. W. Ritter, who continues as consultant . . . Benjamin Abrams, pres. of Emerson radio, elected to board of trustees of Long Island U, whose board pres. is Wm. Zeckendorf, the realtor-builder . . . Dr. Donald L. Benedict, onetime Raytheon microwave consultant, later with Sylvania lab, named director of physical sciences research at Stanford Research Institute . . . W. H. Graham promoted to gen. mgr. of TV-radio manufacturing of Crosley & Bendix home appliance divs., new name of old appliance & electronics div.; W. R. Lawrence Jr. promoted to gen. mgr. of home laundry equipment plant at Nashville; J. M. Mihalic Jr. to gen. mgr. of refrigerator & defense products plant at Richmond, Ind. . . Eugene E. Broker, manufacturing supt. at Sylvania's Burlington, Ia. receiving tube plant, named mgr. of Shawnee, Okla. radio tube plant, replacing Charles W. Hosterman, now asst. gen. mgr. of electronics div., Woburn, Mass. . . George L. Neaderhouser promoted to Capehart-Farnsworth comptroller, succeeding P. H. Hartmann, now v.p. . . A. P. Cain, Crosley Dallas zone mgr., promoted to west coast zone mgr., San Francisco . . . Fritz A. Franke, Hallcrafters communications product engineer and pres. of Chicago chapter of Armed Forces Communications Assn., named chairman of special SC-25 committee of Radio Technical Commission for Marine Services, in charge of recommending to Govt. technical and structural standards for marine radio-telephones on 2-mc band . . . Milton Auster, from company's now-disbanded Seattle factory branch, appointed Olympic Radio's national field sales mgr. . . Arthur E. Welch, ex-Bendix Radio asst. gen. mgr., named Sentinel Radio sales promotion mgr. . . Paul Q. Olschner named Westinghouse St. Louis area mgr., succeeding B. H. Marshall, now Houston area mgr. . . Richard W. Smith promoted to Bendix Radio asst. adv. ingr. . . Russell E. Conley named adv. & sales promotion mgr. of RCA Victor Radio & "Victrola" div. . . Hugh Mooney, ex-Fuller & Smith & Ross, joins Ted Bates & Co. to take charge of merchandising program of CBS-Columbia . . . Walter Domoracki, ex-Philco, named mgr. of new Ward Products Corp. antenna research lab, Ash-tabula, O. . . Harold G. Butterfield, onetime acting chief of NPA components branch, resigns as purchasing direc-tor of National Union Electric Corp.

**Distributor Notes:** Philco appoints Guy Plank Co., E. 21 Gray Ave., Spokane (Guy Plank, pres.), replacing Inland Empire Wholesalers, which takes over Stromberg-Carlson line from Spokane Paper & Stationery Co. . . . Admiral appoints ZCMI Wholesale Distributors, Salt Lake City (H. H. Bennett, exec. v.p.) . . . CBS-Columbia ap-appoints Quality Television Corp., 2545 Yates Blvd., Los Angeles, replacing Ray Thomas Co., which reportedly will take on DuMont line; CBS-Columbia also appoints T. A. O'Loughlin & Co., ex-Philco Newark outlet, replacing Igoe Bros. . . . Stromberg-Carlson appoints Brown-Camp Hard-ware Co., 216 S.W. 1st St., Des Moines . . . Westinghouse appoints Nathanson Cigar & Tobacco Co., 1410 Harmon Pl., Minneapolis (Paul Nathanson, pres.) . . . Olympic appoints National Electronics Co., Minneapolis, replacing Rogers Olympic Sales . . . B. T. Crump Co., Richmond (Wm. E. Seaton, pres.), relinquishes CBS-Columbia fran-chise . . . Allied Appliance Distributors, Baltimore (Emerson) elects Jules Resnick pres., succeeding Herman Good-man, now chairman; latter is also pres. of Emerson Radio of Washington . . . Admiral Distributors Inc., Houston, ap-appoints Earl J. Barron, ex-Oklahoma City div., as gen. sales mgr., replacing M. J. Nicolini, on leave of absence . . . R.T.A. Distributors Inc., Albany, N. Y. (RCA) appoints Richard Fay mgr. of RCA Victor div., Samuel Bloom mer-chandising mgr. . . HMS Distributors Inc., Los Angeles (Hallcrafters) appoints Lee Adler gen. mgr., succeeding Wm. Shaw, now parent company's director of distributor relations . . . Westinghouse Electric Supply Co., Newark, appoints John W. Bamert gen. sales mgr., replacing Leon-ard Fischer, resigned . . . Emerson Radio of Florida, Miami, appoints Harry J. Darby controller . . . Emerson Radio of Michigan, Detroit, moves to 16203 Dexter Blvd.

Robert C. Sprague Jr., Sprague Electric, named chair-man of RETMA industrial relations committee, succeeding Leslie E. Woods, Raytheon; Harry Houston, DuMont, named eastern vice-chairman; Jack M. Ferren, Zenith, midwestern; W. G. Tuttle, Hughes Aircraft, western . . . Dr. W. R. G. Baker, GE, reappointed chairman of RETMA's TV committee.

Allen Mulford, 60, commercial v.p. of International GE, died Aug. 21 at Presbyterian Hospital, N. Y., after illness of several months.

**Topics & Trends of TV Trade:** TV service means profit and is "the key factor on which the public's acceptance of this industry's products hinges." That was common-sense theme of address this week by Ben Caldwell, managing director of North Texas Appliance Dealers Assn., at annual Texas Radio & TV Service Clinic and Electronics Fair in Dallas. Speaking on behalf of NARDA, which released his speech and with which his group is affiliated, he said:

"Nobody is more aware of the importance of service than retailers. The customer who has had good service is the one who'll recommend TV to his friends, the one who's in the market for a second or even a third set in his home, the one who'll be among the first to buy color TV. Cut out service, and you've cut out the heart of the industry."

He said 3 basic factors caused "tensions" between TV retailers and service dealer: (1) Sharper competition for consumer sales dollars. (2) Overzealous set salesmen who "fail to inform the customer that he'll probably require some service on his new TV set and thereby endanger the reception that awaits the serviceman when he's called in." (3) Lack of cooperation in combating "industry evils that are mutually dangerous and should be attacked on a mutual basis." One example of "industry evils," he said, was the widespread offer of free TV service by dealers on parts beyond period covered by warranty as inducement to buy set.

He urged service dealers and TV-radio retailers to launch joint promotional campaigns emphasizing importance of semi-annual antenna inspections, spring auto radio check-ups and 15-point TV set tuneups before fall season, and concluded:

"It would mean good business growth, greater profits and that feeling of having stood together for a common purpose and having gained the objective of a bigger, healthier business because we did stand together. The set dealer and the service dealer have a lot more in common than they do in opposition. There's no room, in the face of our common problems and in the face of all the good that can come from the 2 elements working together, for dissension."

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Magnavox's new franchise agreements with dealers, following en masse disfranchisement last week in move to combat discount house operations (Vol. 10:34), are regarded by many trade observers as among toughest in industry. They require dealers to carry a specified minimum stock at all times, to sell at list prices, provide acceptable demonstration facilities, identify themselves strongly as Magnavox dealers, carry basic parts stocks and make available dependable service facilities, report month-end inventories regularly to factory and to participate in factory sales promotion and training programs. Factory commits itself to withhold products from discount houses and other "known price cutters" and provides merchandise price guarantee to protect dealer inventories from price dips—reportedly for 90 days from date of purchase. New program, said Magnavox official, followed thorough survey of its 1600 dealers and is expected to have short-term effect of reducing number of dealers, though in long run merchandise will be "cleaner," he said.

Kaye-Halbert Corp., operating under Chapter XI of Bankruptcy Act, is permitted to remain in business indefinitely as debtor-in-possession under order signed last week by Referee Benno M. Brink. Salary of pres. Harry Kaye was fixed at \$1500 monthly.

Freed Electronics & Controls Corp., formerly Freed Radio Corp., which in 1952 agreed to pay 100% in installments under Chapter XI plan, has secured approval of majority of creditors to pay 50% of debts in Class B stock.

Majestic Radio signed licensing agreement this week with big German radio manufacturer, Grundig Radio GMBH, of Fuerth Bay, to produce line of 13 AM-FM and shortwave radios and radio-phonographs, to be marketed in U. S. by Majestic distributors under brand name of "Grundig-Majestic International." Nearly all tubes and parts in Grundig-Majestic sets will be interchangeable with American products, explained chairman Leonard Ashbach after signing agreement with Grundig sales director Otto Siewek and export mgr. Claus J. Bussman. Line consists of "mini-boy," described as "pocket radio" weighing only 22 oz. and measuring 6-in. wide, retailing for \$30; 4 AM-FM short-wave table radios, starting at \$70; AM-FM radio for battery or outlet connection, \$100; AM-FM clock radio; 4 AM-FM console radios; 2 radio-phonograph combinations—none of them priced yet. Largest distributor of German radios in U. S. is American Elite Inc., 1775 Broadway, N. Y. (Michael von Mandel, pres.), which handles Telefunken line (Vol. 10:23).

Sylvania advertising account, running about \$7,500,000, switches shortly to J. Walter Thompson Co., which recently lost RCA account to Kenyon & Eckhardt, Grey Adv., and Al Paul Lefton Co. Sylvania TV-radio advertising has been handled by Roy M. Durstine Inc., including *Beat the Clock* show on CBS-TV, with Cecil & Presbrey handling other phases. Henry Johnson, JWT v.p. on RCA account, who will handle Sylvania account, is onetime Sylvania adv. mgr. for radios, tubes, electronics, photoflash.

Census Bureau will start 1954 business census early next year, having been granted \$8,430,000 by Congress for survey of all manufacturers, wholesalers and retailers. Preliminary results will be published in latter 1955 on kinds of businesses, sales, employment and payroll figures and cost of raw materials and supplies. Data on sales of TV sets and air conditioners will be asked of retailers for first time. Most recent national business census was in 1948.

Canadian Admiral cut list prices an average 19% on all sets in new 24-model line introduced this week at dealer open houses in 10 cities. Line starts with 17-in. ebony plastic table model at \$200, goes up to 21-in. combination at \$690. The 21-in. sets contain 90-degree aluminized deflection tubes, resulting in cabinets 3-in. narrower than in old models. Also shown was 5-tube printed circuit table radio in 6 colors, at \$25.

Excise tax collections from TV-radio-phonograph manufacturers totaled \$135,535,000 in fiscal year ended June 30, compared to \$159,383,000 in preceding fiscal year, reports Internal Revenue Service. Collections from record manufacturers totaled \$8,445,000 vs. \$7,617,000 preceding year. Under new law, manufacturers can file excise tax returns quarterly, starting Sept. 30, instead of monthly, as in previous years.

Applicable to TV-radio-appliances, Federal Trade Commission ruling this week held that manufacturer who grants advertising allowances to some of his customers must inform competing customers how they can receive same allowances. Ruling was made in case involving 2 dress manufacturers (Order 5735).

Stromberg-Carlson cut price of its 15-in. color set from \$995 to \$495, with rebates to distributors and dealers. Clearing decks for larger screen sizes, it was third manufacturer to cut prices recently—others being RCA and Westinghouse. Emerson, which had leased sets, recently pegged its 15-in. color set at \$695.

Benrus Watch Co. disclosed plans this week to enter radio field, promised details in couple of weeks. Bulova has been selling own line of clock & portable radios through jewelry stores for several years.



**Electronics Reports:** "Accelerated electronization" of the TV-radio-electronics industry was forecast by RCA tube distributor sales mgr. Harold F. Bersche at Western Electronic Show and Convention in Los Angeles this week. Tube & component renewal market, he said, is keyed to quantities of electronic devices in use, and he predicted TV sets-in-use will go up from 27,000,000 to 32,000,000 by year's end; radios, from 117,000,000 to 124,000,000; record players, from 24,000,000 to 26,000,000; TV stations up to 450 (now 395), AM-FM to 3250, non-broadcast to 625,000.

Tenth annual National Electronics Conference, scheduled for Oct. 4-6 in Hotel Sherman, Chicago, shapes up as best to date, featuring 21 technical sessions and 116 exhibitors. Conference is sponsored by AIEE, IRE, RETMA, SMPTE and 6 major midwestern universities. Luncheon speakers are Dr. J. E. Hobson, director of Stanford Research Institute; Dr. A. N. Goldsmith, consultant; Dr. J. W. McRae, pres. of Sandia Corp.

Entrance into industrial TV is planned by Philco, which sees field burgeoning just as microwave has—and Philco claims to be leader in microwave sales. Units will be built around vidicon. In Britain, Marconi announced availability of 4½-lb. industrial TV camera with vidicon, operating on 525 or 625 lines.

Raytheon engineers will be offered 4 graduate extension courses by Northwestern U in Newton-Waltham, Mass. area starting Sept. 13, under "Raytheon Grant Plan" whereby qualified company engineers are reimbursed for tuition expenses.

A 440-mc junction transistor, capable of handling .5 watt and 100 volts, has been developed by Bell Labs, which calls it an "intrinsic barrier" transistor and claims 440 mc highest frequency achieved by any transistor.

A 4,000,000-watt klystron for radar, 8-ft. tall, has been developed by Sperry Gyroscope Co., is now in operation at Griffiss Air Force Base, Rome, N. Y.

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Albert H. Holley, Brooklyn div. mgr. of N. Y. Telephone Co., on leave of absence to succeed Wm. A. Vanstory, asst. v.p. of N. J. Bell Telephone Co., as director of communications div., business & defense services administration, Dept. of Commerce.

Dr. J. E. Hobson, director of Stanford Research Institute, succeeds Dr. Eric T. B. Gross, Illinois Institute of Technology, as national pres. of Eta Kappa Nu Assn., national honorary engineering society, which holds golden anniversary convention at Urbana, Ill., Oct. 15-16.

Dr. C. Canby Balderston, who resigned last week as dean of Wharton School of Finance & Commerce, U of Pennsylvania, to become governor of the Federal Reserve System, is a cousin of Philco chairman Wm. Balderston.

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Round building shaped like a pile of records, 13 stories high and 90 ft. in diameter, planned by Capitol Records Inc. in Hollywood. Ground for structure, costing \$2,000,000 and rising above rectangular one-story base, will be broken Sept. 24. About 45% will be occupied by Capitol, remainder leased, occupancy scheduled about Oct. 1, 1955.

Extra speaker for TV set, attached to receiver but placed at chairside and controlled there by viewer, is being offered at \$11.95 by Tele-Matic Industries Inc., 16 Howard Ave., Brooklyn, N. Y. Device is designed to ease listening without disturbing neighbors or others in room and for the hard of hearing.

Radio shipments to dealers (excluding auto radios) totaled 2,323,774 in first 6 months, compared to 3,214,024 in first half of 1953, according to RETMA's state-by-state report released this week and available on request. June shipments were 548,235, compared with 406,382 in May.

**Financial & Trade Notes:** Philips of Eindhoven, Holland, which is probably the biggest TV-radio-electronics entity in the world outside the U. S., and which is giving U. S. companies plenty of competition abroad, especially in Latin America (Vol. 10:12), enjoyed sales volume of \$423,545,000 in 1953, netted \$23,161,000 in profits (5.5% of sales) after a 49% tax rate. Its total assets were \$514,719,000 at end of year, net working capital \$201,106,000, and it employed 106,000 persons.

By comparison, biggest U. S. firm is RCA, whose sales last year were \$853,054,000, profit after taxes \$35,022,000 (4.1% of sales) after 51.7% tax rate. RCA's total assets were \$532,000,000 at end of 1953, net working capital \$228,940,000, and it employed 61,000.

Note: Philips is admittedly a "tough" competitor, has even entered U. S. market with its hi-fi after an abortive start with tubes and projection TV, and it's significant that its average wage per employe was \$1405 as against RCA's \$4918, which can be taken as typical of U. S. Philips figures were converted from guilders to dollars at rate of 3.78 to the dollar (26.45¢).

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Upsurge in movie business, which blamed TV for declines of last few years (a few admitting that bad pictures might have contributed, too), is epitomized in first half report of 20th Century-Fox showing consolidated net earnings of \$3,096,545 (\$1.17 a share) on film rentals & other revenues totaling \$52,449,508. This compares with \$138,309 (6¢) on \$51,515,004 for same 1953 period. For 13 weeks ended June 26, net profit was \$1,048,515 (40¢) against net loss of \$865,656 for same 1953 quarter.

Teleprompter Corp. had gross sales of \$222,886 and profit before taxes of \$16,164 in 6 months ended June 30. During entire 1953, gross was \$323,188, net before taxes \$17,281. Firm moves on or about Sept. 1 to 300 W. 43rd St., reports chairman Irving B. Kahn, who also announces Teleprompter equipment is provided for in IBM's new deluxe lectern, multi-functional speakers' podium.

Pye Ltd. and subsidiaries showed net profit of £1,127,886 before taxes, £259,690 after taxes in year ended March 31, according to report issued July 7 by big Cambridge, England, electronics concern. This compares with £743,973 & £235,717 for preceding year. Gross sales are not stated. (British pound is currently about \$2.80.)

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Dividends: Hazeltine, 25¢ Sept. 15 payable to stockholders of record Sept. 1; Clevite Corp., 25¢ Sept. 10 to holders Aug. 30; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Storer Bestg., "A" 37½¢ and "B" 6¼¢ Sept. 14 to holders Sept. 1; Aerovox Corp., 15¢ Sept. 15 to holders Sept. 1; Canadian GE, \$1 Oct. 1 to holders Sept. 15; Canadian Westinghouse, 50¢ Oct. 1 to holders Sept. 19; Sprague Electric, 40¢ Sept. 14 to holders Aug. 30; General Precision Equipment, 50¢ Sept. 15 to holders Sept. 9; Stromberg-Carlson, 37½¢ Sept. 30 to holders Sept. 15; Sylvania, 50¢ Oct. 1 to holders Sept. 10; Hoffman Radio, 25¢ Sept. 30 to holders Sept. 1; Wells-Gardner, 15¢ Sept. 15 to holders Sept. 9; Paramount Pictures, 50¢ Sept. 14 to holders Sept. 1; 20th Century-Fox, 40¢ Sept. 30 holders Sept. 10.

Low opinion of compatible color is held by British Pye Ltd. chairman C. O. Stanley, who said in recent speech: "Compatible colour, in my opinion, was thought up in the U. S. as a political manoeuvre. [Compatible color is] a most ingenious and complicated system which has increased the cost of the receiver many times over that of the present black-&-white receiver . . . Let us make our own mistakes if we must, but not a mistake just because the Americans have already made it. I am convinced that we now have a marvellous opportunity to forge ahead in TV by adopting a colour standard which may well be in advance of that used in the U. S."

## Network TV-Radio Billings

July 1954 and January-July, 1954

(For June report see *Television Digest*, Vol. 10:31)  
(For preceding years, see *TV Factbook No. 19*, p. 15)

**N**ETWORK TV billings dipped to \$22,944,803 during July while network radio fell to new 6-year low of \$9,567,329, according to monthly Publishers Information Bureau report. The TV compared with \$16,217,790 in July, 1953 and brought total for 7 months to \$172,957,857 as against \$121,190,222 for same 1953 period. Radio's 7-month \$84,093,643 compares with \$95,001,140 for 1953.

CBS-TV widened lead over NBC-TV by more than \$3,700,000 in July, reaching all-time record of \$11,861,534. CBS-TV's 7-month billings of \$77,777,963 compare with \$51,659,088 in same period 1953, and compare with NBC-TV's \$70,443,559, which is up from \$52,272,180 in same 1953 period. In radio, though it continued to lead, CBS in July fell to 5-year low of \$3,889,547; the other radio networks also went to new lows. The complete PIB tables:

NETWORK TELEVISION				
	July 1954	July 1953	Jan.-July 1954	Jan.-July 1953
CBS	\$11,861,534	\$ 7,422,337	\$77,777,963	\$51,659,088
NBC	8,149,533	6,903,092	70,443,559	52,272,180
ABC	2,310,281	1,299,471	17,517,945	11,175,743
DuMont	623,455	592,890	7,218,390	6,083,211
<b>Total</b>	<b>\$22,944,803</b>	<b>\$16,217,790</b>	<b>\$172,957,857</b>	<b>\$121,190,222</b>
NETWORK RADIO				
	July 1954	July 1953	Jan.-July 1954	Jan.-July 1953
CBS	\$ 3,889,547	\$ 4,870,463	\$33,604,356	\$36,162,972
NBC	2,127,192	3,494,330	20,697,370	28,227,119
ABC	2,098,823	2,030,989	17,269,420	17,386,830
MBS	1,451,767	1,830,467	12,522,497	13,224,219
<b>Total</b>	<b>\$ 9,567,329</b>	<b>\$12,226,249</b>	<b>\$84,093,643</b>	<b>\$95,001,140</b>

NETWORK TELEVISION—January-July 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
<b>Tot.</b>	<b>\$17,517,945</b>	<b>\$77,777,963</b>	<b>\$7,218,390</b>	<b>\$70,443,559</b>	<b>\$172,957,857</b>

NETWORK RADIO—January-July 1954					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174	\$1,896,925	\$ 3,391,873	\$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr.	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152*	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677*	1,555,196*	2,618,614	10,761,481
July	2,098,823	3,889,547	1,451,767	2,127,192	9,567,329
<b>Tot.</b>	<b>\$17,269,420</b>	<b>\$33,604,356</b>	<b>\$12,522,497</b>	<b>\$20,697,370</b>	<b>\$84,093,643</b>

Revised as of Aug. 27, 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.

Whither network radio? CBS radio affiliates ponder subject at their convention in Chicago's Edgewater Beach Hotel, Sept. 1-2, where new rate structure probably will be announced. NBC radio affiliates executive committee chairman Robert D. Swezey, WDSU, New Orleans, this week announced appointment of this study committee to make "full and projected study of the patterns and economics of radio network broadcasting and their adaptability to changing conditions": Wayne Coy, KOB, Albuquerque; Walter J. Damm, WTMJ, Milwaukee; Ralph Evans, WHO, Des Moines; J. Leonard Reinsch, WSB, Atlanta; Edwin K. Wheeler, WWJ, Detroit. Group will name own chairman.

Add skywriting to the "casualties" forced by TV. At least so said Andy Stinnis, v.p. of Skywriting Corp. of America, while in Washington to plug Top Frost, frozen food product. TV is taking toll of the celestial scribbling business, because people seem to prefer TV to the blue yonder.

FCC's "SATELLITE" policy (Vol. 10:32-34) still isn't the answer to uhf coverage of small towns, in opinion of experimenters WJTV, Jackson, Miss. (Ch. 25), and Sylvania. This week, both urged FCC to take the low-power approach.

In informal application, WJTV asked for full commercialization of booster installed by RCA and serving Vicksburg, otherwise blocked out by high bluff (Vol. 10:17, 31). It suggests that WJTV's present STA be expanded to include booster. Citing RCA technical report, station says that booster produces no increase in interference while providing Vicksburg with good signal. Booster employs 10-watt transmitter, produces about 1-kw ERP with directional antenna. If FCC approves commercial operation, station will buy booster from RCA, operate remotely, turning it on and off by time clock.

Sylvania termed FCC policy "woefully inadequate" as far as giving service to small towns is concerned, told Commission that its low-power proposal (Vol. 9:38) is much more likely to bring service to towns not now served.

Letter states: "While we here at Sylvania believe that the Commission's new policy will have a beneficial effect in that it will make available to an increasingly larger segment of the population TV programs which are now denied to them, we should like to point out that the practical benefits to be derived from this new policy are very limited in scope and the policy is woefully inadequate in that it fails to make provision for furnishing TV broadcasting service to those small isolated villages and towns which cannot financially support the minimum station now permitted by the Commission's rules." Sylvania said there are nearly 8000 towns under 10,000 pop. which can't afford stations contemplated by FCC but might support low-power units.

Sylvania also submitted report on tests in Emporium, Pa. for May-June-July. Three stations were operated: KG2XDU on Ch. 22, with KG2SFZ as an on-channel booster with it, and KG2XEL on Ch. 82. KG2XDU operated 1633 hours in 3-month period, and 13 maintenance trips to unattended site were required. Experiments were made with transmission of color and duplexing of sound and picture on one transmitter.

Appeal to Supreme Court from last week's Easton-Allentown decision by Court of Appeals (Vol. 10:34) would be advisable if possible, in opinion of FCC gen. counsel Warren Baker, but he points out that several steps are necessary first—all of them containing uncertainties. FCC has to decide whether it wants to appeal, then Solicitor General has to concur, then Supreme Court has to agree to accept case. Court of Appeals ruling is regarded as significant because court delved deeper into reasons for FCC's decision than it usually does and because it felt FCC discounted significant findings of examiner.

Lighting and marking of tall towers is unsatisfactory, Govt.-industry subcommittee of Airdromes, Air Routes & Ground Aids finally agreed this week. Job now is to find some system that will work. Engineers expect to come up with adequate tower lighting-marking. They have grave doubts of ever making guy wires equally visible to pilots, but they believe guy wires are insignificant hazard if towers have sufficient visibility.

Power increases: WIS-TV, Columbia, S. C., from 10 to 25-kw, Aug. 20; WHO-TV, Des Moines, from 10 to 50-kw, Aug. 23; WBUF-TV, Buffalo, from 1 to 12-kw, Aug. 28; KPTV, Portland, Ore., from 1 to 12½-kw, Aug. 26. All powers are transmitter output.

AT&T extended network facilities to one station this week—WJNO-TV, West Palm Beach, Fla.