

**SUMMARY - INDEX OF THE WEEK'S NEWS — October 1, 1955**

TV'S MARKET GAPS pinpointed in Advertising Research Foundation report showing highest percentage of non-TV homes in rural areas and in South (p. 1).

COLOR TUBE COMPETITION promised as GE shows developmental model due for 1957 production and Westinghouse announces upcoming 22-in. (pp. 2 & 15).

SUPERIOR PICTURE QUALITY of British TV attributed to better camera equipment in England and "engineering shortcuts" of American stations (p. 3).

16 MORE STATIONS scheduled for final 1955 quarter. Starters so far this year total 48 while 18 uhf quit. Total now on air: 453 (p. 3).

PHILADELPHIA UHF grant to Herbert Mayer, who also seeks uhf in Boston. Ch. 13 granted for 24-hour station in Las Vegas. Dropout paves way in Twin Falls (p. 4).

ALLOCATIONS DISCUSSIONS beginning at FCC level with special 2-day meeting, as RETMA's allocations committee is requested to report to Commission Nov. 1 (p. 5).

IT'S TV vs. HOLLYWOOD in scramble for rights to Broadway stage successes, with network financing of legitimate productions increasing (p. 5).

TV INVENTORIES OF 2,350,000 as of Oct. 1 don't alarm trade, in view of higher production and sales. Distributors report on color (p. 10).

110,200 DEALERS HANDLE TV-Radio, up 3100 from July 1954, reports RETMA; Midwest leads with 35,000; average of 70 sets sold per dealer in year (p. 12).

COLOR SETS IN PUBS, hotels and meeting places indicate TV history may be repeating itself. What they said about color at first World Series games (p. 7).

87 OF TOP 100 ADVERTISERS in U. S. used network TV during last 6 months, reports PIB; they represented 84% of TV billings, which were up 35% (p. 6).

FARM TV CENSUS reports on 6 states—Ark., Conn., Mass., R. I., Tex., Wash.—released by Census Bureau. Counts for half of states now in (p. 8).

2 NEW VHF STARTERS this week—WITN, Washington, N. C. (Ch. 7) and WHTN-TV, Huntington, W. Va. (Ch. 13). Reports on upcoming stations (p. 9).

UNIQUE MEXICAN STATION at Nuevo Laredo cost only \$10,000 to build, under \$500 per month to operate; composite transmitter puts out 100 watts power (p. 16).

**WHERE THE SETS AREN'T—TV'S MARKET GAPS:** There's a new study out this week which graphically pinpoints the gaps in TV ownership-- indispensable information for market men striving to penetrate the 15,682,000 homes which don't have a TV set. Accepting CBS Research's recent calculation that 97% of all U.S. homes are within signal range of TV, that means an enormous untapped market for initial sales.

Prepared by Advertising Research Foundation, 11 W. 42nd St., N.Y., with title of "National Survey of Television Sets in U.S. Households -- June 1955," 27-p. report presents 15 tables projected from Census Bureau's recent report (Series H-121, No. 1) on its 25,000-family sample (Vol. 11:34, 39). Highlights of ARF projections:

(1) Highest percentage of non-TV homes is on "rural farms" (57.7%). But the greatest number of non-TV homes is on "rural non-farms" (3,917,000). A "rural farm" is defined by ARF as "including all the households in small towns, villages and hamlets and in open-country whose houses are on farms." "Rural non-farm" takes in all non-farm homes in areas of less than 2500 population. We're currently publishing state-by-state counts of TV farms as they're released by Census (Vol. 11:28 et seq). Twenty-four states have thus far been reported on, of which the latest -- covering Ark., Conn., Mass., R.I., Tex., Wash. -- will be found on pp. 8-9.

(2) Areas outside "standard metropolitan" in the South have highest percentage and greatest number of non-TV homes (61.8% and 4,128,000). All told, South has 5,400,000 non-TV homes (49.8% of its total). ARF uses 5 Nielsen TV index territories for regional breakdowns (Northeast, East Central, West Central, South Pacific) while the Census Bureau uses 4 regions (Northeast, North Central, South, West). By Nielsen standards, South comprises Va. (except Arlington & Fairfax counties), N.C., S.C., Ga., Fla., Tenn., Miss., Ala., Ark., La., Okla., Tex. & N.M.

(3) There are 4,935,000 two-person households and 3,527,000 one-person homes

without TVs, according to report. Taken together, they represent more than 50% of the 15,682,000 non-TV homes in nation. Report doesn't say where they are, however.

Census Bureau had previously reported 32,106,000, or 67.2%, of the 47,788,000 households in nation, had a TV set as of June; 1,000,000, or 3.5%, owned second set; 4 out of 5 homes in metropolitan areas had a set, with top saturation 79.7% in the Northeastern region (New England and Middle Atlantic states) and with ownership predominating among larger families.

Note: Still no word on when NARTB's long-promised county-by-county census of sets-in-use, even as a one-shot, will get under way. Meanwhile, Television Magazine is out this week with its own county-by-county tabulations.

**COMPETITION AHEAD FOR SHADOW-MASK TUBE:** Both GE and Westinghouse reported on new and improved color tubes this week--but neither can offer them for market yet. The Westinghouse announcement of an upcoming all-glass 22-in. rectangular color tube was released same day GE was briefing newsmen on a new tube concept which it calls "post acceleration"--also 22-in. rectangular, non-metallic, using "electron optical masking" as against RCA's already-introduced and mass-produced "shadow masking."

Timing of the GE & Westinghouse disclosures, which in the case of GE came in wake of similar showings to 20 of its CR tube customers, led to inevitable speculation that they were intended not only to convey competitive promises but to emphasize unacceptance by those companies of the RCA shadow-mask tube now offered RCA customers at \$100 each and contained in all color sets now going on the market.

But the official explanation of the newsmen's invitations to GE's Electronics Park in Syracuse was that it was merely to render "progress report" on a tube still under development that provides many times more brightness than the shadow-mask type but that "probably will miss the 1956 market." Or, as GE tube dept. gen. mgr. J.M. Lang put it, a tube that won't be in production before 1957.

Besides demonstrated superiority in brightness -- though not yet in quality -- it was claimed for the GE tube that it will save 25-30% in cost of components.

GE has no plans to produce the aperture mask tube, Mr. Lang told us, which means that it's "willing to sacrifice the commercial advantage of being first on the market in order to produce a sound and proven product." GE's contention is that the post-acceleration tube permits a type of operation and circuitry which "seems to point the way eventually toward the least expensive acceptable color TV set."

Mr. Lang and other spokesmen conceded that GE might be proved wrong in its bearish estimate of a color market now, for which RCA is producing sets and beating the drums (see p. 10) -- and in response to a question intimated that GE might find itself forced to make sets with the shadow-mask tube if color "catches fire."

"Let's wait until about Feb. 1 and see," said one GE executive. Meanwhile, in stating that it has no intention of making color sets immediately and indicating its intention of waiting for its own tube, GE is falling in line with Philco, Zenith and others refusing to go along with RCA's zeal for color-now. Like the others, GE thinking is that color sets have to be priced \$500 or less to be marketable.

Westinghouse tube div. v.p. R.T. Orth merely announced from nearby Elmira plant same day (Sept. 27) that his company's all-glass 22-in. rectangular color tube has advantages over RCA's metal-coned tube by way of cost reduction; that it will require only the standard voltage and insulation of black-&-white; that it can be mass-produced alongside black-&-white tubes on a cheaper basis. But he didn't offer to demonstrate it and said it won't be ready for production for another 8-12 months.

Corning Glass Works was represented at the Syracuse demonstration, for it's intensely interested in glass as against metal-coned bulbs. In mass production, the glass bulbs are said to be much cheaper, hence conducive to lower tube & set prices.

GE spokesmen insisted they're not selling color short per se. They conceded they might go into field earlier if demand is proved, marketing mgr. R.A. Norman stating company has "tremendous confidence in the future of color as the basic TV medium." GE market researchers were quoted as forecasting possible sale of 6,000,000 color sets in 1960, going up to 8,750,000 in 1964.

Note: For technical description of the GE tube, see p. 15.

**BETTER BRITISH PICTURES—ANOTHER VERSION:** Superiority of the British TV image, which Americans almost invariably notice right off and which has been attributed mainly to more careful engineering at the transmitting end (Vol. 11:36), drew some pertinently fresh comment this week from one of the keenest and most respected journalistic observers of the American TV-radio industry -- N.Y. Times' Jack Gould, just back from London. His observations tallied with ours, as we reported them from England last year (Vol. 10:45), though he has another version of the whys & wherefores.

This matter of comparative TV images may or may not indicate a remissness on the part of our telecasters when it comes to "quality control". We don't know yet -- but we propose to find out and we're trying to get more opinion from top technical authorities. Meanwhile, here's Gould's London report on "lessons for American TV":

"There is a technical lesson to be learned from British TV, one that has a special and fresh pertinency with this fall's many color 'spectaculars' in the U.S. The quality of the British image [black-&-white] is infinitely superior to the American picture. This was noticeable here 2 years ago but it is apparent that American TV hasn't improved in the interval.

"Theoretically, our picture should be better. The American standard calls for a picture of 525 lines, whereas the British image is 405 lines. According to a New York engineer who has been helping the British commercial station get on the air, the answer lies not in the sets but in the British camera pickup equipment. He explained that the British equipment was less operational than the American but much more meticulously constructed and operated.

"Whatever the reason, the American stations should stop taking engineering shortcuts and see what they can do. From the viewer's standpoint it would be worth every penny. And if greater engineering care in the studios and at the transmitters would help eliminate some of the fuzziness on black-&-white receivers during color transmissions, it certainly should be done.

"The clean British picture, even on the larger sets, is certainly a pleasure to watch." To which last observation we add our own hearty assent, albeit we didn't find they had much to teach us in the way of programs or production techniques.

**STATION BOXSCORE—NOT MANY MORE THIS YEAR:** Three more months to go -- and definite prospect is that only 16 more stations will take to the air before the year is out. With 2 more vhf starters this week -- in Washington, N.C. & Huntington, W.Va. (for details see p. 9) -- total on air is now 453, of which 108 are uhf. Included are 18 educational non-commercials, 5 of them uhf.

Up to now the 1955 starters have totaled 48, while 18 quit the air -- all of latter uhf if you don't count merger of vhf time-sharers in Monterey-Salinas, Cal. Of the 18, two have returned -- KTVU, Stockton, Cal. (Ch. 36) and WJPB-TV, Fairmont, W.Va. (Ch. 35). Also returning was a 1954 "mortality" -- WTOV-TV, Norfolk (Ch. 27).

Since TV began, 56 stations have left the air apparently for good, all but 8 of them uhf; however, 31 retain license or CP. Voluntarily relinquished since lift-of freeze were 130 CPS, 107 of them uhf, while applications pending for new stations now stand at 156 -- indicating no "gold rush" nowadays.

A few more may manage to get on the air during next 3 months, but our records as verified by known equipment orders and/or shipments show only 16 definitely due to start before year's end -- plus bare possibility of 3 others delayed by litigation. This is the list, with prospective starting times as reported:

KTVO, Kirksville, Mo. (Ch. 3). Oct.  
WORA-TV, Mayaguez, P.R. (Ch. 5). Oct.  
KBMB-TV, Bismarck, N.D. (Ch. 12). Oct.  
KRBB, El Dorado, Ark. (Ch. 10). Oct.  
WTWV, Tupelo, Miss. (Ch. 9). Oct.  
KBST-TV, Big Spring, Tex. (Ch. 4). Nov.  
KLEW-TV, Lewiston, Ida. (Ch. 3). Nov.  
KTHV, Little Rock, Ark. (Ch. 11). Nov.  
WIIC, Pittsburgh, Pa. (Ch. 11). Nov.

KHOK-TV, Hayes Center, Neb. (Ch. 6). Nov.  
KMVI-TV, Wailuku, Hawaii (Ch. 12). Nov.  
KHAS-TV, Hastings, Neb. (Ch. 5). Dec.  
KOKE, El Paso, Tex. (Ch. 13). Dec.  
WDMJ-TV, Marquette, Mich. (Ch. 6). Dec.  
KOSA-TV, Odessa, Tex. (Ch. 7). Dec.  
WREC-TV, Memphis, Tenn. (Ch. 3). Dec.  
\*WJRT, Flint, Mich. (Ch. 12).  
\*WSPA-TV, Spartanburg, S.C. (Ch. 7).

\*WBLK-TV, Clarksburg, W. Va. (Ch. 12).  
Canadian  
CKRS-TV, Jonquiere, Que. (Ch. 12). Oct.  
CJLH-TV, Lethbridge, Alta. (Ch. 7). Oct.  
CKNX-TV, Wingham, Ont. (Ch. 8). Oct.  
CKGN-TV, North Bay, Ont. (Ch. 10). Dec.  
\* Delayed by protest.

Three TV applications filed with FCC this week bring total pending to 156 (19 uhf). They were: For Yuma, Ariz., Ch. 13, by Wrather-Alvarez Bestg. Co., owners of KFMB-TV (Ch. 8) San Diego; for Buffalo, N. Y., Ch. 59, by attorney Bernard I. Obletz, Philco distributor Richard

S. Levy, building supply dealer Daniel A. Roblin; for Ironwood, Mich., Ch. 12, by WJMS. [For details, see *TV Addenda 21-L* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

**Personal Notes:** Wm. V. Sargent promoted to new post of NBC-TV director of administration, reporting to Thomas A. McAvity, v.p. in charge of TV network . . . Franklin C. Snyder, gen. mgr. of WXEL, Cleveland since its inception in 1949, resigned as of Sept. 30, succeeded temporarily by Wm. Rine, Storer northern district v.p. . . . Wm. D. Shaw, gen. mgr. of KNX, Hollywood, named CBS Radio network sales mgr., succeeding Dudley Faust, being transferred; Shaw reports to sales v.p. John Karol. Bert West, sales mgr. of KNX, is promoted to succeed Shaw . . . Edward Codel, Katz v.p. & director, elected to board of Station Representatives Assn., filling unexpired term of Katz's George Brett, now retired . . . Robert H. Teter, sales mgr. of Westinghouse's radio KYW, Philadelphia, promoted to gen. mgr., succeeding Franklin A. Tooke, transferred to N. Y. exec. offices of parent company on special assignment; Rolland V. Tooke (no kin) remains gen. mgr. of WPTZ, Philadelphia . . . Douglas D. Kahle, ex-gen. mgr. of Pueblo's KCSJ-TV, named gen. mgr. of new KNTV, San Jose, Cal. (Ch. 11) succeeding Harry T. Maynard . . . Hal Wilson, ex-KOOL-TV, Phoenix & KOPO-TV, Tucson, serving recently as consultant on construction of WIRI, Plattsburgh, N. Y., named operations director of WITN, Washington, N. C. (Ch. 7) . . . James A. Gunn, ex-KTVW, Tacoma, named sales mgr. of KONA, Honolulu, succeeding James A. Wethington, now KGMB-TV, Honolulu . . . Richard H. deMontmollin, ex-WCRA, Greenwood, S. C., named sales mgr. of WIS-TV, Columbia, S. C. . . . George Jacobs, returning from San Diego's KFMB-TV, where he was detailed as technical director for boost to 316-kw ERP, named engineering & development director of KOTV, Tulsa, with Lavoy Hooker promoted to succeed him as chief engineer . . . Edward Edison, ex-RCA Service Co. branch mgr. in Hollywood & San Francisco, ex-NBC engineer, ex-asst. chief engineer of KLAC-TV, joins Robert L. Hammett, consulting radio engineer, San Francisco . . . Tom Burham promoted from radio CKRS to mgr. of upcoming CKRS-TV, Jonquiére, Que. (Ch. 12), due in Oct. with Gerard Lemieux as technical director, Jean-Marie Dugas program director . . . Dale Sheets promoted to MCA-TV western sales director, Beverly Hills; Noel K. Rubaloff elevated to administrative asst. to sales v.p. Wynn Nathan; Robert P. Riley heads new producer relations dept.; Robert Montgomery, ex-World Bestg. System, placed in charge of new Tampa office . . . Stan Smith, ex-ABC eastern sales mgr., joins Official Films as N. Y. sales mgr. . . . Otto Paoloni promoted to service mgr., Pathe Laboratories Inc., succeeding Joseph Tames, assuming new duties with Pathecolor Inc., also a Chesapeake Industries Inc. subsidiary . . . Gerard Pick, ex-NBC, named industrial film mgr., Animated Productions Inc., N. Y. . . . Wm. A. Wood, ex-educational WQED, Pittsburgh & CBS Washington, named gen. mgr. of educational WTVS, Detroit . . . Sherman M. Egan, transmitter supervisor, named acting chief engineer of WBNF-TV, Binghamton, N. Y., succeeding L. H. Stantz.

\* \* \* \*

**AGENCIES:** George E. Simons, ex-Crosley-Bendix director of adv. & promotion who joined Kenyon & Eckhardt, last Feb., elected v.p. of agency . . . Gerry Martin, ex-director of DuMont Network sales, joins Kenyon & Eckhardt, N. Y. . . . Charles Sinclair, ex-senior editor of *Sponsor*, ex-WPIX, joins Rogers & Cowan, N. Y. . . . Frank Dennis resigns as v.p. in charge of TV-radio copy, Doherty, Clifford, Steers & Shenfield . . . Alfred DeAngelus named TV-radio director, Robinson, Adelman & Montgomery Inc., Philadelphia.

CBS wins 1955 Howard W. Blakeslee Award from American Heart Assn. for film "Gate 27" in *The Search* series, depicting heart disease research.

**T**WO GRANTS awarded by FCC this week to uncontested applicants: (1) Ch. 23 in Philadelphia to Herbert Mayer, founder and ex-owner of pioneer uhf KPTV, Portland, Ore. and of WXEL, Cleveland, who also is applicant for Ch. 38 in Boston. (2) Ch. 13 in Las Vegas, Nev. to Moritz Zenoff, owner of radio KBMI, Henderson, Nev.; he proposes round-the-clock film operation in what would be third vhf in famed gambling resort.

Dropout of Twin Falls TV Co. (August H. Vogeler) this week left owners of KIDO-TV, Boise, in line for early grant of Ch. 13 in Twin Falls, Ida.

In other actions this week, the Commission: (1) Dismissed protest and petition for reconsideration by WIRK-TV, West Palm Beach, Fla. (Ch. 21) seeking to reverse FCC's approval of sale of WEAT-TV, West Palm Beach (Ch. 12) to General Teleradio (Vol. 9:31). (2) Approved move of transmitter by KBES-TV, Medford, Ore. (Ch. 5) to point 26 mi. SE of city, despite pendency of "5-mile rule" which would require transmitters be located within 5 mi. of city. (3) Set Nov. 28 date for start of 2-way hearing for Ch. 4 in Cheboygan, Mich.

WMUR-TV, Manchester, N. H. (Ch. 9) petitioned FCC to redraw zone boundary so that all of Vermont & New Hampshire, or all portions of the 2 states above 42°55' parallel, fall within Zone II. Station cited rugged terrain, added it wants to go to 316-kw at 2000 ft. in order to compete more effectively with stations in Boston and Mt. Washington.

Coahoma County Chamber of Commerce, Clarksdale, Miss., objected to Commission's proposal to shift Ch. 6 from Clarksdale to Indianola, Miss. (Vol. 11:36).

NBC-TV acquires 2 of top men in entertainment field—Leo Durocher, ex-mgr. of N. Y. Giants & Brooklyn Dodgers, and Jess Oppenheimer, creator, writer & producer of *I Love Lucy*—in networks' mounting talent donnybrook. Durocher, known for his close ties with many outstanding entertainment figures as well as his "lip" in baiting umpires, and who is married to actress Laraine Day, quit Giants Sept. 24, joined NBC Sept. 27 in "executive capacity" without formal title at reported salary of \$52,000 per year. He will serve as "talent scout," occasional sports commentator, network representative in Hollywood. Oppenheimer, who broke into network radio in 1938 as writer for Fred Astaire program, once was head writer-director for Fanny Brice. He also wrote for Jack Benny, Edgar Bergen, Rudy Vallee and was under exclusive contract with CBS from 1948. He joins NBC Hollywood staff next spring to serve on program planning group creating new shows; will produce own shows and have percentage stake in them. Across the Atlantic, race for big names is keeping pace with American efforts. BBC has signed Dr. Roger Bannister, first man to run 4-min. mile, as sports commentator. New commercial ITA broke tape first, however, by hiring Chris Chataway, who also ran 4-min. mile after Bannister, in similar capacity.

New FCC Comr. Richard A. Mack's assistants, named this week: engineering, John E. Doane, 43, ex-supervising engineer of FCC's broadcast hearing div. and onetime chief of FM branch; legal, H. Earl Barber, 32, who resigns from private practice in Miami, was once UP correspondent.

Father Placid Jordan, O.S.B., who as an early NBC foreign correspondent was known as Dr. Max Jordan before he took the cloth, will return to the U. S. from the Benedictine Monastery at Bueron, Germany, for a lecture tour next spring.

FCC Comr. Webster returns Oct. 2 after 3 weeks in Gothenburg, Sweden, where he headed group of U. S. observers at Baltic & North Sea Radiotelephone Conference on maritime safety.

**SERIOUS STUDY** of allocations—deintermix-  
ture, uhf problems, vhf drop-ins, etc.—will  
begin at the Commission level next week, with  
special FCC meetings Oct. 3-4 to look at “the en-  
tire problem.” Meetings will be devoted to review  
of studies already made and in progress at staff  
level. Chairman McConnaughey said Commission  
will continue to have special meetings “as often as  
possible” to work on allocations problems.

Another allocations study, the TV transmitter-  
receiver manufacturers' Frequency Allocation  
Study Committee set up under RETMA aegis  
(Vol. 11:39), is getting down to work in a hurry,  
having been requested by Chairman McConnaughey to  
submit its final report by Nov. 1—same date when com-  
mittee's chairman, GE's Dr. W. R. G. Baker, is due to  
leave on 3-week European trip. Study will be geared to  
“the place of uhf,” is expected to reject proposals to add  
more vhf outlets via drop-in route.

The growing conviction that the Commission, Con-  
gress and others are finally going to tackle uhf-allocations  
problems in earnest, apparently has set off a tiny boom  
in the market for uhf channels. After long drought, 7  
applications for uhf stations have been filed with FCC  
in last 9 weeks. One uhf grant was made this week to  
veteran telecaster Herbert Mayer for Philadelphia (see  
p. 4), another last week to Orange County Bestrs. for  
Orlando, Fla. (Vol. 11:39).

Encouraged by NBC's purchase of uhf WBUF-TV,  
Buffalo (Vol. 11:11, 15, 39), local group there this week  
applied for independent outlet on Ch. 59—despite fact that  
2 uhf outlets have left air in Buffalo for economic reasons.  
A 40% owner of new applicant is Richard S. Levy, v.p. of  
Philco distributor W. Bergman Co. He told us this week  
that since news of NBC's purchase, sales of uhf tuners  
have picked up. “NBC's shows single-handedly built TV  
here in 1949-51,” he added, “and we're confident that they  
could do the same for uhf.”

Meanwhile, NARTB was lambasted this week by Roger  
L. Putnam, onetime govt. price stabilizer who is pres. of  
uhf WWLP, Springfield, Mass. Threatening to resign, he  
accused the association of “ignoring the present and grow-  
ing problems within the broadcast industry,” and added:

“The NARTB and certain of its principal spokesmen  
have persistently filled the eyes and ears of the FCC com-  
missioners with false propaganda to the effect that uhf  
is an unfit medium and incapable of providing a real  
service to any community.” He assailed NARTB's “im-  
portant members” for backing vhf drop-in proposals and  
increases in tower height, which “will ultimately ruin  
reception in far more areas than they will improve it.”

FCC's confidential financial data on TV stations and  
networks is due to be turned over to Senate Interstate &  
Foreign Commerce Committee's TV investigators as re-  
sult of ruling by Attorney General's office. Justice Dept.  
has overruled Commission's contention of last year that  
U. S. Criminal Code barred it from turning over to Con-  
gress the documents on which its financial studies are  
based (Vol. 10:52). The information had been requested  
by ex-FCC Comr. Robert F. Jones, who at that time was  
majority counsel to the Senate investigation. Attorney  
General's office ruled that the Commission may release  
the documents on individual station and network finances  
to Congressional probers at its own discretion. The Com-  
mission now has volunteered to make the material avail-  
able if it's kept confidential.

National Assn. of Educational Broadcasters holds an-  
nual convention at Chicago's Del Prado Hotel Oct. 26-29;  
Frank Schooley, U of Illinois (WILL-TV), will preside.

**Telecasting Notes:** Is TV ready to outbid Hollywood for  
rights to Broadway stage successes? *Variety* thinks it is,  
noting in Sept. 28 issue that NBC-TV is putting up \$100,-  
000 to finance forthcoming Lindsay-Crouse production of  
*The Great Sebastians*, starring Alfred Lunt & Lynn Fon-  
tanne—first time a network has backed straight non-musi-  
cal drama, though both CBS & NBC have previously served  
as “angels” for Broadway musicals as investments and for  
sake of their recording companies. (By RCA-NBC: *Call  
Me Madam, Wish You Were Here, Me & Juliet*. By CBS:  
*Tree Grows in Brooklyn* and upcoming *Pygmalion & Big  
Banjo*) . . . NBC's deal for Lunt-Fontanne play gives it  
rights to TV version 6 months after close of N. Y. run, as  
well as title to all costumes, props, etc., with network in  
line to make profit on Broadway receipts if play is hit.  
Says article: “Since video networks had already stepped  
into the legit financing setup with pre-production deals  
for various Broadway musicals, this means that TV, rep-  
resenting the huge assets of major commercial sponsors, is  
ready to outbid Hollywood for stage material. It's ob-  
viously only a matter of a short time before the networks  
get into full competition for literary material as well” . . .  
Columbia Pictures, long active in TV through its Screen  
Gems subsidiary, understood to be dickering with networks  
for hour-long show under its own name, a la *Disneyland*,  
*Warner Bros. Presents, 20th Century-Fox Hour*, et al.  
Columbia also is seeking bids on block of old feature films  
(quantity and age unrevealed) from networks and syndi-  
cators . . . Spectacular ratings going up: CBS-TV's *Ford  
Star Jubilee* Sept. 24 featuring Judy Garland got Trendex  
of 34.8; NBC-TV's first spectaculars of season, “Skin of  
Our Teeth” and “Our Town” drew 14.4 & 26.5 respectively  
. . . New British movies on TV, in form of ABC-TV's  
*Famous Film Festival*, drew No. 2 rating on highly com-  
petitive Sun. 8-9 p.m. spot. Sept. 25 Trendex showed *Ed  
Sullivan Show* (CBS) with 35.8, *Famous Film Festival*  
8.4, *Colgate Variety Hour* (NBC) 6.3 . . . Upcoming spe-  
cials: Fred Astaire reportedly has signed for his first 2  
TV appearances on CBS-TV's *Electric Theatre* Sun. 9-9:30  
p.m.; another version of Dickens' “A Christmas Carol” due  
for the holiday season, on ABC-TV's *MGM Parade*, filmed;  
CBS-TV schedules *Report Card*, series of 5 weekly shows  
tied in with upcoming White House Conference on Educa-  
tion, beginning Oct. 30 Sun. 2:30-3 p.m. . . . Significant  
observation by *Variety*, which runs company-by-company  
film syndication tabulation in Sept. 28 issue: “Virtually  
every major firm in the business is doing anywhere from  
25-75% of its business from re-run sales” . . . Historic  
pipe organ which provided theme music for scores of  
NBC's Chicago-originated radio programs, was donated  
by network to new U. S. Air Force Academy at Colorado  
Springs; built 20 years ago for more than \$50,000, it was  
removed from NBC's Merchandise Mart studios last Feb.  
in preparation for studio remodeling . . . NBC's new “mgr.  
of comedy development”: Les Colodny, ex-Wm. Morris  
Agency.

United World, subsidiary of Universal Pictures, will  
expand its TV and industrial film production, its TV v.p.  
Norman Gluck this week announcing appointment of  
George Bole as production v.p. UW has produced TV com-  
mercials for GE, Coca Cola, Marlboro, Philip Morris, Lux,  
DeSoto, Colgate, among others.

Power increases: WGBS-TV, Miami (Ch. 23) Sept. 27  
to 186-kw ERP from new 937-ft. tower; WMAL-TV,  
Washington (Ch. 7) Sept. 20 to 225-kw; WFAM-TV,  
Lafayette, Ind., (Ch. 59) Sept. 22 to 204-kw.

Annual McCall's “Mike” Awards for public services  
by women in TV & radio will henceforth be announced in  
May instead of Jan.; entries are due by Oct. 5.

**T**OP 100 NATIONAL advertisers, of which 87 are using TV, accounted for \$166,672,111 (84%) of \$197,309,819 total network TV billings during first 6 months of 1955 (Vol. 11:32). As tabulated by Publishers Information Bureau, network TV shows 35% increase over same period, 1954; combined TV, radio, magazine & newspaper gain is 13%. With increased advertising budgets the rule, everything points to record volume this year; TV holds strong lead over magazines (in top 100 outlays) for 6 months—\$166,672,111 vs. \$129,263,801; total for 4 media in period is \$365,444,667 vs. \$323,547,166 for same 1954 period.

PIB lists 20 newcomers among "top 100" in period. Last year, outlays of under \$1,000,000 were sufficient to gain listing for 5 in the tabulation; in 1955, all have passed that mark. For first-half 1954 rankings, see *TV Factbook No. 20*, p. 36; for entire 1954 rankings, see *TV Factbook No. 21*, p. 24.)

Note: PIB figures are based on one-time gross rates, hence are discountable by at least 25% to arrive at more realistic estimate of outlays for TV time; also, figures do not embrace talent, production & other costs, usually equated at 1.75 times net cost of time (Vol. 11:39, p. 1). Here are rankings of top 100 with their total network TV and total radio expenditures during first 6 months of 1955:

Company	Total Expenditures	Network Television	Network Radio
1. General Motors	\$26,948,227	\$ 6,636,750	\$3,347,611
2. Procter & Gamble	24,990,507	16,012,481	5,159,781
3. General Foods	15,381,587	6,303,455	715,076
4. Colgate-Palmolive	14,927,452	9,120,752	1,856,417
5. Chrysler	13,637,085	7,313,421	872,595
6. Gillette	11,032,598	6,834,007	2,673,907
7. General Electric	9,400,594	3,877,818	-----
8. American Tobacco	9,364,660	5,169,285	976,790
9. Lever Brothers	9,351,438	4,617,736	1,926,132
10. Ford Motor	8,840,653	3,924,984	140,976
11. General Mills	7,578,010	4,526,629	1,377,515
12. R. J. Reynolds	7,126,496	5,292,848	442,154
13. National Dairy Products	6,868,676	3,111,057	1,573,213
14. American Home Products	6,802,567	3,842,183	1,760,655
15. Liggett & Myers	6,706,808	4,052,786	1,567,407
16. P. Lorillard	5,961,307	3,512,010	1,217,571
17. Swift	5,618,190	2,484,236	1,385,541
18. Bristol-Myers	5,609,726	2,524,006	894,498
19. Campbell Soup	5,448,377	2,455,300	5,442
20. Pillsbury Mills	4,242,798	2,612,929	971,468
21. Quaker Oats	3,926,744	1,070,095	828,437
22. Goodyear Tire	3,805,687	1,023,630	189,478
23. Sterling Drug	3,758,723	656,910	1,197,509
24. Miles Labs	3,746,359	1,206,122	2,056,066
25. AT&T	3,713,561	-----	416,926
26. Distillers Corp.-Seagrams	3,639,504	-----	-----
27. Kellogg	3,581,716	2,192,196	555,191

Among advertisers currently reported using or preparing to use TV station time: A-1 Foods Inc., Los Angeles (macaroni products & RoseKist popcorn), thru Mogge-Privett Adv., L. A.; Precision Radiation Instruments Inc., Los Angeles (Geiger counters), thru Weiss & Geller, Chicago; Drackett Co., Cincinnati (Drano), thru Young & Rubicam, N. Y.; Blumenthal Bros. Chocolate Co., Philadelphia (Goobers, Raisinettes, Malties candies), thru Feigenbaum & Wermen, Philadelphia; Yonkers Raceway, Yonkers, N. Y., thru Franklin Bruck, N. Y.; Nutrena Mills Inc., Minneapolis (dog food), thru Bruce B. Brewer & Co., Minneapolis; Stegmaier Brewing Co., Wilkes-Barre, Pa., thru McCann-Erickson, N. Y.; Fromm & Sichel Inc., N. Y. (Paul Masson wines), thru Geyer Adv., N. Y.; Adolph Coors Co., Golden, Colo. (Coors beer), thru Kostka-Bakewell & Fox, Denver; W. F. McLaughlin & Co., Chicago (Manor House coffee), thru Earle Ludgin & Co., Chicago; Cummins-Chicago Corp., Chicago (power tools), thru Aubrey, Finlay, Marley & Hodgson, Chicago; National Toilet Co., Paris, Tenn. (Nadinola cream), thru Roche, Williams & Cleary, Chicago; Deering, Milliken & Co., N. Y. (Agilon stretch nylon yarn), thru Amos Parrish & Co., N. Y.; Fairmont Foods Co., N. Y. (cream cheese), thru Doyle Dane Bernbach, N. Y.; King Korn Stamp Co., Chicago (trading stamps), thru Powell & Schoenbrod,

Company	Total Expenditures	Network Television	Network Radio
28. Westinghouse	3,541,899	2,346,855	-----
29. RCA	3,339,969	827,174	256,270
30. Philip Morris	3,265,257	1,241,250	534,212
31. S. C. Johnson & Son	3,157,008	1,729,400	-----
32. Borden	3,081,011	2,143,615	-----
33. American Motors	2,987,340	1,658,085	26,048
34. Texas Co.	2,927,114	849,759	738,655
35. Standard Brands	2,901,047	674,841	31,772
36. Helene Curtis Ind.	2,828,574	1,519,883	73,502
37. Coca-Cola	2,828,139	1,546,164	136,850
38. Armour	2,809,005	541,766	936,204
39. E. I. du Pont	2,677,062	377,587	-----
40. Carnation	2,674,577	747,461	889,838
41. Johnson & Johnson	2,570,306	369,967	-----
42. Brown & Williamson	2,552,992	1,055,664	617,180
43. National Biscuit	2,395,052	1,432,144	220,052
44. National Distillers	2,355,425	-----	-----
45. Scott Paper	2,298,850	1,431,616	-----
46. Firestone Tire	2,218,147	739,845	441,886
47. Eastman Kodak	2,194,140	980,143	-----
48. Philco	2,110,806	1,085,185	337,791
49. Studebaker-Packard	2,083,585	755,977	105,888
50. Serutan	2,054,094	1,886,582	-----
51. International Cellucotton	2,011,433	-----	-----
52. Florida Citrus Commission	2,010,397	471,385	975,227
53. Armstrong Cork	1,922,569	884,055	-----
54. Nestle Co.	1,917,134	749,402	58,453
55. H. J. Heinz	1,881,328	1,047,978	-----
56. Dow Chemical	1,838,891	1,240,490	25,060
57. Best Foods	1,788,327	950,086	-----
58. Remington Rand	1,728,148	995,419	-----
59. Revlon Products	1,686,098	1,123,942	-----
60. Andrew Jergens	1,681,127	713,881	-----
61. Rexall Drug	1,633,136	43,284	80,332
62. Great A. & P. Tea Co.	1,618,292	-----	-----
63. B. F. Goodrich	1,617,837	600,837	26,664
64. Schenley	1,605,638	-----	-----
65. Schlitz Brewing	1,599,367	1,039,545	-----
66. Pepsi-Cola	1,592,596	518,775	-----
67. Sylvania	1,584,183	1,028,055	-----
68. U. S. Steel	1,572,421	796,170	-----
69. American Dairy Assn.	1,567,852	868,990	230,555
70. Warner-Lambert	1,556,721	658,494	-----
71. Pond's Extract Co.	1,544,366	726,688	-----
72. Prudential Insurance	1,537,293	647,691	430,697
73. Aluminum Co. of America	1,500,595	965,654	-----
74. Corn Products Refining	1,491,278	546,823	172,157
75. Reynolds Metals	1,487,895	965,279	-----
76. Simonz	1,401,047	1,093,810	6,112
77. Pet Milk	1,400,935	1,004,025	396,910
78. Admiral	1,392,464	940,134	-----
79. Lehn & Fink	1,377,045	1,080,283	-----
80. CBS	1,301,839	969,879	126,808
81. William Wrigley	1,298,494	350,790	720,144
82. California Packing	1,286,511	175,633	-----
83. Avco Manufacturing	1,281,506	719,187	60,749
84. Hunt Foods	1,246,739	-----	-----
85. Stanley Warner	1,215,223	-----	-----
86. Pabst Brewing	1,171,491	1,087,696	80,595
87. Hazel Bishop	1,170,833	1,170,833	-----
88. Outboard Marine & Mfg. Co.	1,169,447	28,071	-----
89. Simmons	1,135,817	322,170	-----
90. Hiram-Walker	1,126,277	-----	-----
91. Maytag	1,102,529	945,910	-----
92. Hallmark Cards	1,079,646	905,160	174,486
93. Gulf Oil	1,074,960	955,645	-----
94. Mutual Benefit	1,072,726	75,285	556,109
95. U. S. Rubber	1,068,411	-----	-----
96. Cluett, Peabody & Co.	1,066,984	-----	-----
97. Safeway Stores	1,052,244	-----	73,421
98. Pittsburgh Plate Glass	1,050,743	-----	-----
99. W. A. Shaeffer	1,039,232	919,084	-----
100. Olin-Mathieson Chemical	1,025,123	231,000	-----

Chicago; Sandura Co., N. Y. (Vinyl plastic floors), thru Hicks & Greist, N. Y.; Selchow & Righter Co., N. Y. (games), thru Norman, Craig & Kummel, N. Y.; Sno-Bol Corp., Chicago (bowl cleaner), thru U. S. Adv. Co., Chicago; Andrea Radio, Long Island City, N. Y. thru Dowd, Redfield & Johnstone, N. Y.; Dolores of Florida Inc., Lakeland, Fla. (brassieres), thru Bishopric, Green & Assoc., Miami; Chattanooga Medicine Co., Chattanooga (Black Draft), thru Harry B. Cohen, N. Y.; Olin-Mathieson Chemical Corp., Winchester-Western Div., New Haven, Conn. (Winchester roller skates), thru D'Arcy Adv. Co., N. Y.; Pacific Greyhound Lines, San Francisco, thru Beaumont & Hohman, San Francisco; SeaPak Corp., St. Simons Island, Ga. (frozen seafood), thru N. W. Ayer, N. Y.; Durkee Famous Foods, Cleveland, thru Meldrum & Fewsmith Inc.

Recommended reading: Sept. 19 edition of *Broadcasting-Telecasting*, with its 144-p. Report on Radio in 1955, particularly articles titled "Curve Starts Up" with graph and table showing upturn in AM and "Radio Joins the Business Cycle," by Richard P. Doherty, detailing how the medium is growing apace with the economy. Also, Sept. 19 *Sponsor Magazine's* roundup on the Negro radio market and tabulation of more than 600 AM stations specializing in reaching it.

**Network Accounts:** NBC-TV will shortly raise the minimum number of stations advertisers will be required to take for so-called "basic network." It will reveal plan at press luncheon Oct. 6 at 21 Club in N. Y. Meanwhile, there's speculation that required minimum may be hiked to 100 stations (out of 188 affiliates) from present basic minimum of 55 stations (costing \$66,450 per hour) . . . Steve Allen signs new 3-year contract with NBC-TV, which disclosed that his *Tonight* (Mon.-thru-Fri. 11:30 p.m.-1 a.m.) is near break-even point on revenue; show is about 30% sold out, and profit is anticipated when it reaches 33 1/3% . . . ABC-TV reports 53 network partic. sold for 8-week period starting Oct. 2 for J. Arthur Rank's *Famous Film Festival* series, Sun. 7:30-9 p.m.; additional local partic. have been sold by stations . . . Revlon to keep \$64,000 *Question* on CBS-TV, Tue. 10:30-11 p.m., and will share sponsorship with P. Lorillard Co. of new tie-in program featuring \$64,000 *Question* contestants on CBS-TV Sun. 10-10:30 p.m. . . . NBC-TV's answer to \$64,000 *Question* is *The Big Surprise* (sponsored by Speidel & Purex, offering contestant \$100,000, starting Oct. 8, Sat. 7:30-8 p.m.; like \$64,000 *Question*, it's packaged by Louis G. Cowan Inc. . . . Walt Disney's *Mickey Mouse Club*, which debuts on ABC-TV Oct. 3, Mon.-thru-Fri. 5-6 p.m., has been sold to 18 national sponsors for gross of \$15,000,000 in time & talent . . . Ralston Purina to sponsor *Ethel & Albert* on ABC-TV starting Oct. 14, Fri. 10-10:30 p.m., thru Guild, Bascom & Bonfigli, San Francisco . . . Pharmaceuticals Inc. to sponsor Ted Mack's *Amateur Hour* on ABC-TV starting Oct. 6, Thu. 10-10:30 p.m., thru Edward Kletter Assoc. . . . Standard Brands to sponsor *Topper* on ABC-TV starting Oct. 3, Mon. 7:30-8 p.m., thru Compton Adv. . . . GE clock & timer dept. to sponsor *Adventures of Ozzie & Harriet* every 4th week on ABC-TV starting Oct. 14, Fri. 8-8:30 p.m., thru N. W. Ayer; other sponsors are GE's Hotpoint Co. and Quaker Oats' Aunt Jemima div. . . . Longines-Wittnauer Watch Co. to sponsor annual *Thanksgiving Day Festival* on CBS-TV Thanksgiving Day, Nov. 24, 5-6 p.m., thru Victor A. Bennett Adv. . . . Mutual of Omaha takes option on alt. sponsorship (with Quaker Oats) of *Zoo Parade* on NBC-TV Sun. 3:30-4 p.m., thru Bozell & Jacobs.

With 10 Toni brands as first accounts, North Advertising Inc. starts as a new agency Dec. 1 with offices at 430 N. Michigan Ave., Chicago; 6 E. 45th St., N. Y.; 9533 Brighton Way, Beverly Hills, Cal. Founders are Don Paul Nathanson & Cyrus H. Nathan. Nathanson is ex-adv. director of Toni; he will serve as pres., recently was v.p. of Weiss & Geller, Chicago. Nathan, ex-v.p. of Biow and Foote, Cone & Belding, will be exec. v.p. In Chicago, Roger Moran will be creative director; Bernard Lee, merchandising director; Jack McCord, in charge of TV-radio; Harold Rosenzweig, treas.; George Gruenwald, James Mackin, Bennett Cooper, Richard Sachse, account executives. Bruce Dodge, ex-director of TV-radio at Weiss & Geller, Kenyon & Eckhardt and Biow, will supervise N. Y. & L. A. offices—with Frank Higgins heading production in N. Y. and Walter N. Hiller Jr. in charge at L. A. and Maxine Anderson as production chief.

International Advertising Assn., Roosevelt Hotel, N. Y. has released Section 1 of new *Code of Ethics & Standards of Practice* dealing with all world-wide advertising media. First section promulgates general policies for agencies, including standard forms for agreements. Part 2, to be released later, will deal exclusively with TV-radio practices; third section will cover all other media.

TV Cartoon Productions, 222 Kearny St., San Francisco, has issued booklet for ad agencies covering planning, budgeting, production & techniques for TV animations.

**H**ISTORY is repeating itself, apparently, in the matter of color TV set sales—for it's to the bars, restaurants, hotels and public meeting places that a good many of the color sets are going, according to distributors. Wealthy people, for the most part, are the other buyers—at \$795 & \$895 per set—but some installment-buying by those in comparatively moderate circumstances is reported.

World Series colorcasts gave impetus to the "pub trade"—and these varied in quality from very poor (first game) to good (second game) to superb at times (third game). FCC Chairman McConaughy and Comr. Hyde reported they didn't see the games but their families did and found the color pictures extremely good.

RCA intimated that the bar and hotel people are now so interested that more multiple installations are on tap; last week, it disclosed that the Gov. Clinton Hotel in N. Y. had ordered 50 color sets (Vol. 11:39). One RCA distributor, Eastern Co.'s Alan Steinert, reported from Boston that "hotels and bars are grabbing them."

Divergent viewpoints on quality of the color at the games, reflecting fact that different sets have different "personalities," to say nothing of different handling, is evident in comments on the first World Series games.

After first game, N. Y. *Herald Tribune* columnist Marie Torre reported that concensus among those who watched at RCA Exhibition Hall was that baseball heroes in color are "perfectly wonderful, especially in the closeups." After same game, N. Y. *Times'* Jack Gould found "the tinted version was far from impressive because outdoor pickups are not yet electronic color's strong features." He wrote:

"The mighty Joe Collins appeared to be skipping around an artist's palette . . . Color TV's chief problem was Nature's peculiar reluctance to acknowledge the coming of the TV age. During the course of the afternoon, the sun and clouds kept moving and the shadows lengthened. This led to constantly changing lighting conditions with which the color cameras could not fully cope . . ." Gould continued to complain of "degraded" pictures on black-&-white, and said the Series game was further proof.

*Radio-TV Daily* saw everything good about color at the first World Series game: "Viewed from one of 3 RCA receivers set up for the press by the School of Radio Technique," it reported, "the picture was vibrantly alive with a 3-dimensional quality uncommon to black-&-white video."

**Rate increases:** WAAM, Baltimore, raises base hour from \$975 to \$1100, min. \$175 to \$200; WRGB, Schenectady, hour from \$850 to \$950, min. \$165 to \$190; KFMB-TV, San Diego, raises Class A min. rate from \$160 to \$180; WMCT, Memphis, adds new Class AA hour (7-9:30 p.m. daily) at \$800, min. at \$160, Class A hour remaining \$700; WFLA-TV, Tampa, raises base hour from \$400 to \$500, min. \$80 to \$100, and adds new Class AA min. only rate (8-10:30 p.m. daily) at \$125; WHUM-TV, Reading, Dec. 1 raises hour \$300 to \$450, min. \$60 to \$90; KARK-TV, Little Rock, raises hour from \$350 to \$400, min. \$70 to \$80; WMUR-TV, Manchester, N. H. from \$250 to \$350 & \$50 to \$70; WWTW, Cadillac, Mich. from \$250 to \$300 & \$50 to \$60; WROW-TV, Albany, N. Y. from \$250 to \$300 & \$50 to \$60; WSFA-TV, Montgomery, Ala. from \$250 to \$350 & \$50 to \$70; WNCT, Greenville, N. C., from \$300 to \$350 & \$60 to \$70. **Rate decrease:** WBLN, Bloomington, Ill. cuts hour from \$200 to \$120, min. \$40 to \$24.

TEXAS

**F**ARM TV COUNTS for 6 states were derived this week from Census Bureau agriculture tabulations. These figures, excised by *Television Digest* from Census of Agriculture's individual county statistics and published as soon as each state tabulation is complete, are based on 20% sample in farm census of Oct.-Nov. 1954. This week's figures show heavy TV penetration of farms in New England—68.9% in Mass., 68.7% in Conn., 76.2% in R. I.—as compared to Texas (30.8%), Arkansas (21%) and Washington (44.7%). Latest county-by-county farm TV circulation statistics:

MASSACHUSETTS

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Barnstable	512	246	Middlesex	2,245	1,762
Berkshire	1,088	752	Nantucket	11	—
Bristol	1,610	1,287	Norfolk	915	666
Dukes	72	30	Plymouth	1,846	1,364
Essex	1,197	921	Suffolk	35	15
Franklin	1,541	729	Worcester	3,267	2,420
Hampden	1,412	904	<b>State Total</b>	<b>17,361</b>	<b>11,968</b>

CONNECTICUT

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Fairfield	1,104	779	New London	1,932	1,219
Hartford	2,628	1,817	Tolland	1,322	909
Litchfield	1,618	1,097	Windham	1,688	1,094
Middlesex	835	537	<b>State Total</b>	<b>12,753</b>	<b>8,759</b>
New Haven	1,626	1,307			

RHODE ISLAND

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Bristol	100	70	Providence	819	652
Kent	319	246	Washington	322	211
Newport	444	350	<b>State Total</b>	<b>2,004</b>	<b>1,529</b>

WASHINGTON

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adams	639	369	Lewis	2,793	887
Asotin	465	63	Lincoln	1,051	676
Benton	1,483	293	Mason	526	306
Chelan	1,875	184	Okanogan	1,770	89
Clallam	1,068	531	Pacific	665	138
Clark	4,100	2,094	Pend Orielle	461	224
Columbia	356	112	Pierce	3,611	2,338
Cowlitz	1,362	585	San Juan	295	177
Douglas	990	228	Skagit	2,352	1,048
Ferry	403	84	Skamania	240	75
Franklin	413	57	Snohomish	4,345	2,512
Garfield	300	107	Spokane	3,594	2,287
Grant	1,090	213	Stevens	1,918	507
Grays Harbor	1,324	524	Thurston	1,766	936
Island	657	430	Wahkiakum	376	137
Jefferson	356	226	Walla Walla	1,101	152
King	5,181	3,427	Whatcom	4,036	1,555
Kitsap	1,550	1,091	Whitman	1,961	1,157
Kittitas	1,131	96	Yakima	6,775	3,077
Klickitat	796	180	<b>State Total</b>	<b>65,175</b>	<b>29,172</b>

ARKANSAS

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Arkansas	1,661	606	Lee County	3,230	592
Ashley	2,135	319	Lincoln	2,031	319
Baxter	809	52	Little River	936	207
Benton	4,492	696	Logan	1,944	178
Boone	1,769	353	Lonoke	2,992	857
Bradley	1,092	151	Madison	1,918	120
Calhoun	756	98	Marion	993	63
Carroll	1,828	232	Miller	1,548	418
Chicot	1,855	270	Mississippi	5,812	2,274
Clark	1,656	266	Monroe	1,885	198
Clay	2,605	694	Montgomery	931	40
Cleburne	1,420	193	Nevada	1,420	298
Cleveland	1,231	252	Newton	1,261	46
Columbia	2,214	201	Ouachita	1,360	214
Conway	1,633	242	Perry	670	77
Craighead	3,759	2,290	Phillips	3,895	697
Crawford	1,689	328	Pike	924	109
Crittenden	4,517	1,019	Poinsett	3,399	1,389
Cross	2,454	790	Polk	1,536	145
Dallas	856	120	Pope	1,753	199
Desha	2,420	326	Prairie	1,332	345
Drew	1,788	247	Pulaski	2,584	900
Faulkner	2,476	503	Randolph	1,558	284
Franklin	1,456	173	St. Francis	3,689	786
Fulton	1,282	82	Saline	1,176	312
Garland	1,078	267	Scott	1,102	45
Grant	886	226	Searcy	1,322	62
Greene	2,636	946	Sebastian	1,610	289
Hempstead	2,123	464	Sevier	1,124	183
Hot Spring	1,539	326	Sharp	1,156	63
Howard	1,272	144	Stone	1,068	87
Independence	2,084	315	Union	1,763	313
Izard	1,403	45	Van Buren	1,358	264
Jackson	1,980	690	Washington	4,094	580
Jefferson	3,660	761	White	3,470	680
Johnson	1,429	90	Woodruff	1,910	306
Lafayette	1,136	199	Yell	1,465	145
Lawrence	1,777	340	<b>State Total</b>	<b>145,075</b>	<b>29,400</b>

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Anderson	2,150	232	Hardeman	652	187
Andrews	87	39	Hardin	1,144	343
Angelina	1,939	315	Harris	3,868	2,510
Aransas	99	14	Harrison	2,581	172
Archer	417	190	Hartley	203	100
Armstrong	351	203	Haskell	1,330	350
Atascosa	1,481	638	Hays	872	398
Austin	2,240	444	Hemphill	310	41
Bailey	884	374	Henderson	2,232	539
Bandera	618	240	Hidalgo	4,072	1,307
Bastrop	1,667	340	Hill	2,653	1,088
Baylor	598	234	Hockley	1,269	904
Bee	861	199	Hood	803	350
Bell	2,881	1,123	Hopkins	2,507	459
Bexar	2,772	1,444	Houston	2,438	308
Blanco	574	183	Howard	642	223
Borden	191	67	Hudsbeth	178	73
Bosque	1,421	354	Hunt	2,737	1,088
Bowie	2,440	614	Hutchinson	171	90
Brazoria	1,669	857	Irion	126	34
Brazos	1,269	347	Jack	843	265
Brewster	101	2	Jackson	1,074	271
Briscoe	481	136	Jasper	1,616	306
Brooks	283	21	Jeff Davis	101	8
Brown	1,432	201	Jefferson	1,038	528
Burleson	1,634	312	Jim Hogg	129	—
Burnet	982	374	Jim Wells	720	79
Caldwell	1,236	434	Johnson	2,444	2,428
Calhoun	303	88	Jones	1,471	583
Callahan	946	337	Karnes	1,587	458
Cameron	2,836	1,138	Kaufman	2,106	917
Camp	831	80	Kendall	713	240
Carson	426	238	Kenedy	16	3
Cass	2,381	515	Kent	291	86
Castro	828	422	Kerr	672	219
Chambers	491	290	Kimble	434	29
Cherokee	3,076	361	King	79	6
Childress	706	55	Kinney	96	13
Clay	978	485	Kleberg	281	20
Cochran	479	227	Knox	837	253
Coke	419	93	Lamar	2,529	317
Coleman	1,427	268	Lamb	1,787	1,094
Collin	3,166	1,977	Lampasas	827	269
Collingsworth	856	55	La Salle	282	42
Colorado	1,662	371	Lavaca	3,294	310
Comal	697	222	Lee	1,554	257
Comanche	2,092	275	Leon	1,739	150
Concho	554	134	Liberty	1,361	650
Cooke	1,700	671	Limestone	2,128	499
Coryell	1,575	465	Lipscomb	422	33
Crane	469	46	Live Oak	787	132
Crockett	22	2	Llano	481	137
Crosby	147	9	Loving	9	—
Culberson	779	631	Lubbock	2,081	1,650
Dallam	61	1	Lynn	1,152	701
Dallas	370	130	McCulloch	739	70
Dallas	2,689	1,951	McClellan	3,634	1,326
Dawson	1,101	626	McMullen	165	77
Deaf Smith	674	270	Madison	1,145	262
Delta	1,117	241	Marion	715	70
Denton	2,221	1,168	Martin	577	225
De Witt	2,213	413	Mason	676	52
Dickens	646	153	Matagorda	1,220	445
Dimmit	291	68	Maverick	271	8
Donley	619	151	Medina	1,546	622
Duval	652	18	Menard	325	31
Eastland	1,681	299	Midland	287	64
Ector	77	36	Milam	2,659	720
Edwards	269	25	Mills	893	104
Ellis	2,885	1,537	Mitchell	819	79
El Paso	690	470	Montague	1,520	516
Erath	2,021	543	Montgomery	1,416	599
Falls	2,707	723	Moore	247	166
Fannin	2,953	730	Morris	670	126
Fayette	3,773	535	Motley	386	35
Fisher	1,191	365	Nacogdoches	2,336	202
Floyd	1,184	699	Navarro	2,520	802
Foard	438	167	Newton	1,026	165
Fort Bend	2,407	868	Nolan	643	143
Franklin	810	145	Nueces	1,157	362
Freestone	1,711	284	Ochiltree	466	90
Frio	540	205	Oldham	147	51
Gaines	508	209	Orange	571	266
Galveston	715	436	Palo Pinto	946	254
Garza	436	225	Panola	2,026	249
Gillespie	1,306	180	Parker	2,004	915
Glasscock	139	47	Parmer	909	327
Goliad	708	169	Pecos	293	24
Gonzales	2,147	666	Polk	1,308	219
Gray	523	207	Potter	398	283
Grayson	2,815	1,035	Presidio	226	2
Gregg	857	164	Rains	647	174
Grimes	1,566	256	Randall	680	379
Guadalupe	2,097	689	Reagan	107	24
Hale	1,703	1,068	Real	222	30
Hall	747	80	Red River	2,360	354
Hamilton	1,496	298	Reeves	322	14
Hansford	421	88	Refugio	270	49



TEXAS—(continued)

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Roberts	113	39	Travis	2,092	760
Robertson	1,622	217	Trinity	852	87
Rockwall	425	214	Tyler	1,198	187
Runnels	1,473	406	Upshur	1,893	226
Rusk	3,189	480	Upton	38	10
Sabine	943	69	Uvalde	641	148
San Augustine	1,002	77	Val Verde	220	6
San Jacinto	1,106	184	Van Zandt	2,934	976
San Patricio	888	297	Victoria	1,232	204
San Saba	927	114	Walker	1,195	191
Schleicher	242	67	Waller	1,005	331
Scurry	945	191	Ward	88	9
Shackelford	324	86	Washington	2,848	381
Shelby	2,799	269	Webb	277	24
Sherman	260	90	Wharton	2,466	825
Smith	3,498	642	Wheeler	853	67
Somervell	352	44	Wichita	765	438
Starr	1,023	32	Wilbarger	997	399
Stephens	497	81	Willacy	865	456
Sterling	88	34	Williamson	3,338	1,293
Stonewall	453	131	Wilson	1,617	636
Sutton	150	10	Winkler	36	9
Swisher	967	507	Wise	1,873	951
Tarrant	3,043	2,238	Wood	1,834	356
Taylor	1,282	630	Yoakum	312	98
Terrell	107	1	Young	960	295
Terry	968	560	Zapata	250	17
Throckmorton	436	94	Zavala	246	39
Titus	1,462	200			
Tom Green	1,033	384	State Total	292,946	90,323

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39).

**W**ORLD SERIES heralded debut of WITN, Washington, N. C. (Ch. 7) which began programming Sept. 28 after test patterns the preceding day and became area's NBC affiliate. It's second outlet in area, being only 18 mi. from WNCT, Greenville (Ch. 9), uses 20-kw GE transmitter, 102-ft. 5-bay Alford antenna on 818-ft. Stainless tower. It's controlled by Roberson family, operating local radio WRRF, FCC having this week approved transfer of 25.38% of stock which W. H. Anderson & R. M. Fountain each held and which they sold for \$65,920 each. Wm. S. Page, owner of radio WELS, Kinston, N. C. is other principal. Station is headed by W. R. Roberson Jr., pres.-gen. mgr., with Hal Wilson as production mgr.; T. H. Patterson, commercial mgr.; L. E. Hiland, chief engineer. Base hour is \$325. Rep is Headley-Reed.

WHTN-TV, Huntington, W. Va. (Ch. 13) was all set to start ABC service Oct. 2, competing with WSAZ-TV (Ch. 3) and nearby WCHS-TV, Charleston (Ch. 8). Backed by theatremen S. J. Hyman, new station has Fred Weber, onetime gen. mgr. of MBS recently heading WFPG and the defunct WFPG-TV, Atlantic City (Ch. 46), as pres.-gen. mgr.; George A. Miller Jr., ex-WSAZ-TV, sales mgr.; George R. Snell, ex-WLEX-TV, Lexington, Ky., program mgr.; Harold Sturm, from WHTN, chief engineer. It's starting with 5-kw RCA driver, and 20-kw GE amplifier, using temporary one-section antenna on 40-ft. pole; it goes to 316-kw ERP within month, or as soon as 18-gain 240-ft. RCA antenna, first of its kind, can be installed on modified former tower of WSAZ-TV. Base hour is \$450. Rep is Petry.

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

KLEW-TV, Lewiston, Ida. (Ch. 3) has signed with CBS and hopes to start in early Nov., reports gen. mgr. Charles R. White, ex-commercial mgr. of KPTV, Portland, Ore. Tower construction begins week of Oct. 3; 5-kw GE transmitter, 3-bay antenna, cameras and other gear are on hand. Carrying own program schedule, it will

be operated as non-satellite by Tom Bostic's KIMA-TV, Yakima, Wash. (Ch. 29), which also operates satellite KEPR-TV, Pasco, Wash. (Ch. 19), holds CP for satellite KBAS-TV, Ephrata, Wash. (Ch. 43) and is applicant for Ch. 8 satellite in Walla Walla. KLEW-TV rep not chosen.

WCBI-TV, Columbus, Miss. (Ch. 4), now doesn't plan to start until spring or summer of 1956, writes gen. mgr. Bob McRaney. It recently got approval to change TV site to plant of radio WCBI, and is installing 5-kw RCA transmitter purchased from KOTV, Tulsa (Ch. 6); it also has 5-bay RCA antenna on hand. Construction contract for 500-ft. Andrews tower will be let in 2 weeks. Owner Birney Imes Jr. also owns Mississippi AMs WELO, Tupelo; WNAG, Grenada; WMOX, Meridian. TV station mgr. will be Chris Everson, WCBI, production mgr., replacing Joseph Carson, who remains mgr. of WMOX, Meridian. Tom McFerrin, WCBI chief engineer, will also be TV chief engineer. WCBI-TV will affiliate with CBS & NBC. Base rate will be \$140. Rep will be McGillvra.

KHAS-TV, Hastings, Neb. (Ch. 5) now plans start about Dec. 1 with NBC, writes gen. mgr. Duane L. Watts, ex-KHOL-TV, Kearney, Neb. RCA 10-kw transmitter is due about Nov. 1 and work has begun on studio-transmitter building and 650-ft. Ideco tower, which will have 12-bay RCA antenna. Seaton Publishing Co., publisher of *Hastings Tribune*, headed by Fred A. Seaton, asst. to President Eisenhower, has transferred CP to new Nebraska Television Corp., retaining 56% control (Vol. 11:36). Robert Schnuelle, ex-KHOL-TV, will be production mgr. Base rate will be \$200. Rep will be Weed.

KOSA-TV, Odessa, Tex. (Ch. 7), less than 20 mi. from Midland's KMID-TV (Ch. 2), plans mid-Dec. test patterns, commercial start Jan. 1, writes John Vacca, ex-WMAQ, Chicago, being promoted from KOSA radio program mgr. to TV station mgr. It has 10-kw GE transmitter and 12-bay antenna ordered for delivery in 90 days, already has begun construction of building with 45x45-ft. studio. Cecil Trigg is pres.-gen. mgr., with 50% interest held by his radio KOSA; city councilman Ed Costello, also ex-KOSA, is sales mgr.; Wm. R. Schock, ex-KPLC-TV, Lake Charles, chief engineer. Rep will be Branham.

KTHV, Little Rock, Ark. (Ch. 11), installing 50-kw RCA transmitter, now plans Nov. 1 test patterns, programming later in month, reports gen. mgr. B. G. Robertson, for exec. v.p. Henry B. Clay, who owns 11% of KTRE-TV, Lufkin, Tex. RCA 12-bay antenna was due Oct. 1, work having begun on 1175-ft. Ideco tower it will share with KARK-TV, Little Rock (Ch. 4). KTHV is 42% owned by local radio KTHS, a subsidiary of *Shreveport Times* (KWKH); 32% by *Little Rock Arkansas Democrat*, with pres. A. K. Engel holding another 10% personally; remainder by National Equity Life Insurance Co. Ernie Burns, ex-KARK-TV, will be production mgr., with following coming from KTHS: Cecil Bland, program mgr.; W. V. Hutt, commercial mgr.; Cecil Suitt, chief engineer. KTHV joins CBS April 1, meanwhile will carry CBS & ABC shows not cleared by present affiliate KATV, Pine Bluff-Little Rock (Ch. 7). Base hour will be \$200. Rep will be Branham.

KMVI-TV, Wailuku, Hawaii (Ch. 12) now plans Nov. 1 test patterns, Nov. 15 programming, reports KMVI mgr. Richard E. Mawson. GE transmitter and 6-bay RCA superturnstile antenna were due to arrive from Honolulu Oct. 1. Semi-weekly *Maui News*, owner, plans to operate it as Maui Island's 2nd satellite, re-transmitting programs of Honolulu's KONA in much same way that satellite KMAU picks up programs of parent KGMB-TV, Honolulu (Vol. 11:16), both having transmitters on Haleakala Crater. KMVI-TV will originate only slide commercials with audio. Minute spot rate will be \$12.50 plus art work.

**TVs IN INVENTORY—THE 'NEW CONCEPT':** Trade has about 2,350,000 TV sets in pipelines at all levels as of Oct. 1, as it squares away for what promises to be biggest 4th quarter in its 10-year history. Though the inventory total would have been deemed alarmingly high a year ago on that date -- when it was 2,000,000 -- a new attitude has taken hold this year, shaped by high production and sales. Said one marketing man:

"We've changed our concept of what constitutes high inventories. When sales were running under 7,000,000 a year, inventories of 1,700,000 or so were regarded as excessive. This year, when we're selling more than 7,500,000, maybe 8,000,000, we have to get used to higher inventories. If we had less than 2,200,000 now, I'd say inventories were dangerously low."

Some favorable factors for trade are evidenced in analysis of inventories. For instance, inventories declined by about 60,000 in Sept., a month which usually sees stocks go up. Secondly, and perhaps more important as illustrating the recent trend to higher-priced sets, table models outnumber consoles in inventory, with many of them 17-in. leader variety. From every set maker comes report that consoles are up nicely over year ago, that "selling up" is catching on everywhere.

Upward revision of production mix and/or increases in retail prices are spurring sell-up trend, of course (Vol. 11:37-38). Then there's getting-bigger market for replacements, which normally finds folks turning in smaller-screen receivers for 21-in. consoles or 24-in. RCA, one of few which hasn't raised prices yet, is being watched closely for its decision. Several companies are known to be preparing to do whatever RCA does in regard to pricing.

Brief highlights of other major trade developments this week:

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**Whirlpool Activity:** Value of Whirlpool-Seeger distributorship took another jump this week, following its purchase of International Harvester's refrigerator plant & property at Evansville for \$19,000,000. John S. Holl, v.p. of Seeger div. (which makes Coldspot refrigerators), said the purchase would enable his company to meet expanding needs for refrigerator output, but doubted that production in new plant could begin much before fall of 1956. Harvester, which is now leaving appliance business to concentrate on farm equipment, has until March 31 to turn over property, for which it paid \$5,000,000 in 1946. Sale includes 70-acre plant site, 962,000-sq. ft. factory and equipment. It does not include good will. Meanwhile, Whirlpool announced realignment of sales personnel, including transfer of several RCA Estate officials (RCA owns 20% of Whirlpool-Seeger). In addition to those reported last week (Vol. 11:39), v.p. John W. Craig becomes director of merchandise development; Thomas Barley, ex-RCA range sales promotion mgr., named sales mgr. of range div.; H.D. Baker, ex-Admiral v.p., named gen. mgr. of refrigerator div.; Evans T. Morton, also ex-Admiral, named product mgr. of refrigerator div.

**Is Color Catching On?** RCA insists it is, though its distributors are as yet counting their own and their dealers' sales by the dozens rather than in thousands. After the recent network color successes, notably the sometimes superb pickups of World Series games, it's interesting to note that the detractors of color-now -- and there are plenty of them in the industry -- aren't as positive in their bearishness as they once were, and that the trade seems to be taking a closer look.

RCA is pushing color hardest, of course, but as yet offers no production or sales figures. Our own at-deadline telephone survey of some of its distributors discounting their own and their dealer sales by the dozens rather than in thousands. (Irving Sarnoff); that Raymond Rosen & Co., Philadelphia, is asking for more sets -- though it hasn't said it's exceeding the 150-per-week goal pres. Tom Joyce set for himself; that Eastern Co., Boston, has moved all 200 sets thus far delivered to it,

selling 50 this week alone and ordering more (Alan Steinert); that Southern Wholesalers, Washington, finds interest at high pitch, sold 90 sets in last 3 weeks, its dealers selling 26 in last 10 days, one dealer selling 5 (Wm. O'Connor).

Irving Sarnoff is convinced, he told us, that "we've seen the first beginning of color lifting its feet off the ground" and he makes point of the fact that one color set sale is equivalent of 4 at \$199. Steinert said flatly, "This thing is off the ground." RCA people generally exude a confidence that doesn't seem synthetic, and it's intimated that production of both tubes and sets may soon be stepped up. Said RCA pres. Frank Folsom: "I can say with all seriousness and sincerity that I feel better about it than at any other time. We're selling all we're making, and the reports from our distributors and dealers are very satisfactory."

(For further reports on color, see pp. 7, 14 & 15.)

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**Economic Outlook:** American Statistical Assn. meeting in N.Y. this week heard prediction of a 3% increase in gross national product next year, to hit annual rate of \$405 billion by mid-1956. Prediction came from Wm. F. Butler, consulting economist of Chase Manhattan Bank, who forecast increases in total consumer expenditures, business investment and public works more than offsetting 10% decline in auto sales and 15% in housing purchases. Similar prediction was given to annual convention of American Bankers Assn. in Chicago this week by Allyn P. Evans, pres. of economic consultants Lionel D. Edie & Co., N.Y., who warned, however, that rising business inventories might be one of big economic worries next year.

**Consumer Spending:** Americans had \$107 billion left to spend as they chose last year after paying \$148 billion for necessities and \$33 billion for taxes, according to Institute of Life Insurance. That means \$600 for each man, woman and child. Of the total, more than \$23 billion went for autos, \$18 billion for savings. Consumers are currently spending 36¢ for services out of every dollar spent for goods and services, according to National Industrial Conference Board -- increase of 5¢ over 1947 when 31¢ was spent for services. NICB reported about 20% of increase in spending for services was due to greater use of electricity for home appliances.

**Consumer Credit:** First National Bank of Boston has spelled out extent of consumer indebtedness -- and the figures are truly startling. For example, combined public and private debt now averages \$14,696 per family, with consumer and home mortgage debt totaling \$112 billion. Commented bank: "By lowering down payments and extending maturities for short as well as for long-term personal debts, certain groups of consumers are being placed in a vulnerable position...While it is true that debt financing permits present enjoyment of products that could be purchased only after years of saving, there is a limit to the extent to which this may be done without jeopardizing the interest of the borrower and lender, and endangering the economy." Opposite view was taken by Philip Woollcott, chairman of American Bankers Assn.'s installment credit commission. He said: "There is no need to tighten credit to good risks, as long as reasonable self-restraint is exercised. It is almost impossible to hold the extension of installment credit to a rigid set of terms. Thus, controlled flexibility appears to be the sound policy to follow and relaxation of terms to meet unsound competition should be guarded against."

**Production:** TV output totaled 189,899 week ended Sept. 23, compared to 198,874 preceding week and 183,912 week ended Sept. 9. It was year's 38th week and brought production for year to date to about 5,575,000 vs. 4,700,000 in same period of 1954. Radio production totaled 267,994 (109,420 auto) week ended Sept. 23, comparing to 270,207 week ended Sept. 16 and 234,812 week before. For 38 weeks, radio output totaled 9,650,000 vs. 7,700,000 in corresponding period of 1954.

Dr. W. R. G. Baker, GE, reappointed chairman of RETMA TV committee, which assumes responsibilities of old subscription TV, educational TV and uhf policy committees. Other members: Benjamin Abrams, Emerson; Robert S. Alexander, Wells-Gardner; E. C. Anderson,

RCA; Max F. Balcom, Sylvania; H. C. Bonfig, CBS-Columbia; Allen B. DuMont; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Gilbert W. King, International Telemeter; J. H. Laub, Skiatron; Milton J. Shapp, Jerrold; Robert Tait, Stromberg-Carlson; L. C. Truesdell, Zenith.

**Trade Personals:** Raymond W. Saxon, gen. sales mgr. of RCA Victor TV div., named northeast regional mgr., Boston, succeeding R. M. Macrae, who becomes distribution v.p. of RCA Victor Co. Ltd., Montreal; Joseph P. Bannon, field sales mgr., is promoted to succeed Saxon . . . Ned S. Underhill promoted to Capehart-Farnsworth operations director, succeeding Robert E. Kohler, now works mgr. of Federal Radio's Clifton, N. J. plant; Jack Hall promoted to succeed Underhill as purchasing agent . . . R. J. Sargent, Westinghouse mgr. of major appliances, elected chairman of major appliance div., National Electrical Mfrs. Assn. . . Paul V. Lovegren, Magnavox purchasing agent, will handle all govt. & industrial div. purchasing, reporting to Robert B. Brown, ex-Capehart-Farnsworth & RCA, newly appointed director of materials of the div. who in turn reports to Howard B. Allen Jr., its director of operations; duties of late Joseph M. Hayes, director of purchasing, have thus been delegated and no successor named . . . Franklin L. White, ex-York Corp., named mgr. of Philco air conditioning div., reporting to v.p.-gen. mgr. Raymond A. Rich . . . David Room promoted to manufacturing mgr., Canadian Westinghouse TV-radio div., reporting to div. mgr. Ricardo Muniz . . . Russell W. Johnson, ex-DuMont, named asst. adv. mgr., Westinghouse TV-radio div. . . Ernest A. Marx, Chief of DuMont international div., now in Europe on business, returns Oct. 25 . . . Philip H. Weil, GE Dallas district mgr., transferred to N. Y. as district mgr., succeeding Harold McCormick, now adv. mgr. of TV-radio div. . . I. J. Ross-Evanson, ex-Management Systems Inc., Chicago, named asst. managing director of NARDA . . . John Liss, ex-Hallicrafters, Kansas City, named Scott Radio midwestern sales mgr. . . Wm. W. Posey, ex-National Union Electric, named CBS-Hytron east central district sales mgr., Detroit . . . Morris Harris, DuMont production control mgr., technical products div., promoted to resident counsel.

Dr. Elmer W. Engstrom, exec. v.p., RCA research & engineering, to receive SMPTE Progress Medal at society's Lake Placid, N. Y. convention Oct. 4 for contributions to advancement of motion picture technology. Medal was last awarded in 1953 to Fred Waller, inventor of Cinerama.

**Topics & Trends of TV Trade:** There were 110,200 dealers in nation handling TV-radio as of July 1, compared to 107,100 on July 1, 1954, according to RETMA's annual survey released this week. Significance of report lies in fact that while TV-radio dealers have consistently led all other categories of retailers in Dun & Bradstreet's monthly summary of bankruptcies, even more dealerships have risen to take their place.

Geographically, it was reported that 35,000 dealers were located in Midwest, 22,850 in Southwest, 21,700 in North Atlantic states, 16,650 in Far West, 14,000 in South Atlantic region. Majority of stores, 85,900, handle both TV & radio, 19,900 sell radios only, 4400 TVs only. Reflecting increased retail TV sales for that period, each dealer sold average of 70 sets in 12 months ended June 30, compared to 60 in preceding 12 months.

RETMA reported that 42,800 were classified as TV-radio-appliance stores, 19,050 were furniture stores, 12,200 were essentially hardware stores, 12,200 dept. & general merchandise stores, 23,950 miscellaneous retail outlets.

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NARDA annual convention will be at Chicago's Conrad Hilton Jan. 15-17, coinciding with second week of winter furniture markets. Registration fee of \$30 should be sent to A. W. Bernsohn, NARDA managing director, Merchandise Mart, Chicago.

**DISTRIBUTOR NOTES:** In unusual case of distributor handling competing TV lines, Major Appliance Distributors Inc., Charlotte, took on CBS-Columbia this week, will also retain DuMont by splitting its staff. Jack Trexler is sales mgr. for CBS-Columbia, Bert Crabtree for DuMont . . . DuMont appoints Gilbert Distributing Co., Rochester, N. Y., replacing E. T. Donohue Distributing Co. . . . Bendix Radio appoints Hayes & Hopson Inc., 20 S. Spruce St., Asheville (M. A. Hayes, pres.) and Silkworth Distributing Co., 1659 N. Saginaw St., Flint . . . Household Appliance Distributors Miami (Philco) appoints Earl Crawford pres., succeeding Ted Pritikin, now chairman; Richard Pritikin succeeds Crawford as gen. sales mgr.; Robert Pritikin named operations mgr. . . Independent Distributors Inc., Grand Rapids (Crosley-Bendix) appoints Sherard S. Johnston gen. mgr.; W. F. Prentice succeeds Johnston as sales mgr. . . Main Line Cleveland Inc., Cleveland (RCA) appoints Donald Cole merchandise mgr., replacing Herbert Williams, resigned . . . Westinghouse Electric Supply Co., San Francisco, appoints Frank Potter consumer products sales mgr., succeeding J. F. Ogden, transferred to Portland, Ore. branch; Lester O. Braun named consumer sales mgr. in Cincinnati, succeeding Charles Nickols, transferred to Evansville . . . Admiral Distributors, Boston, appoints John R. Hodgens gen. sales mgr. . . Southern Bearings & Parts Co., Charlotte (Admiral) appoints Fred N. Hall Jr. appliance sales mgr. . . Hoffman Sales Corp., San Francisco appoints Lawrence Baldochi area TV sales rep . . . George Rosen & Co., Baltimore (Olympic) appoints Howard Reynolds, ex-Maryland Wholesalers (Admiral), as sales rep; new address is 1504 Ridgeley St. . . Raytheon appoints Birch Distributing Co., 134 E. Spring St., Columbus, O. (H. A. Birch, pres.); Hub Distributors Inc., 594 Commonwealth Ave., Boston (M. Beckwith, pres.); Television Accessory House, 41 Broadway, Providence (Sol Kamin, pres.); Furste Auto Supply Inc., 1620 Planter St., Mattoon, Ill. (Arlen Furste, pres.); Don E. Martin Distributing Co., Harlingen, Tex.

Electronic Distributors' Research Institute has been formed by group of 14 distributors as a management research consulting service. J. Howard Reed, 1107 Church St., Evanston, Ill., is exec. secy.

**TV-Here-to-Stay Dept.:** A 4-year-old 17-in. Sylyania set which stubbornly survived collapse of house in Aug. 19 N. Y. floods, sailed mile downstream, spent 2 days in mud under 15 ft. of swirling waters, was recovered by owners, dried out for day and worked again; only damage was slight warping of cabinet. And, to substantiate upcoming advertising claims, Emerson recently heaved one of its "Never Break" radio cabinets from car doing 105 mph—and it never broke.

New TV picture tube line, RCA "Silverama" series, was introduced last week in 25 types—including 10, 12, 16, 17, 20, 21, 24 & 27-in.—said to fit virtually every receiver on market. Year's warranty covers all tubes in line.

Among 7 receiving awards from Society of Industrial Packaging and Materials Handling Engineers, at annual exposition in N. Y. last week, were Joseph Lee Krager Jr., RCA, Camden, and Ernest R. Highlander, Entron Inc.

Excise tax collections on TV-radio-phonos totaled \$136,849,000 in fiscal year ended June 30, compared to \$135,535,000 in preceding fiscal year, reports Internal Revenue Service.

Admiral has sold 225 table models (17-in.), mounted on wrought iron stands, to Park Lane Hotel, Toledo, for installation in each room.

Capehart-Farnsworth increased prices of two 21-in. open-face consoles from \$300 to \$320 and \$350 to \$360.

**Electronics Reports:** Automation in radio production, utilizing printed circuits, has saved Sylvania 70% in total labor on one model, resulted in higher quality product and permitted plants to locate in unskilled labor areas, cutting costs further. More than 1000 engineers and management representatives at RETMA Automation Symposium at U of Pa., Sept. 26-27, heard Sylvania automation engineering mgr. Carl F. Carlzen report that technique can alleviate TV manufacturer set stockpiling, meet changing market demands after introduction of new lines, turn out better goods with "reliability of 98-99%" in quality control.

GE's Dr. W. R. G. Baker, moderator of panel discussion, urged engineers to approach automation with optimism, his company's TV-radio plants in Syracuse having been on automation for some time. Use of automation, he said, has not caused unemployment but has generally increased labor force. Harvard Prof. James Bright, panel member, charged industry is guilty of "sloppy thinking" on automatic production. He said many firms install equipment with prime motive of cutting labor cost. "Once the system is installed, it is apparent that its value is determined first by quality instead of labor saving." Increased use of automation, he pointed out, probably will create new jobs such as electronic technicians and engineers, already in short supply.

Panel was unanimous in urging component suppliers in TV-radio industry to standardize equipment which would further reduce factory operating costs and increase efficiency of automatic equipment.

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Sylvania Electric Products, deeply involved in atomic energy field, now plans complete reactor fuel fabricating and reprocessing service for nuclear reactor owners and has begun studies on problem, Washington Atomic Industrial Forum—with more than 1000 attending—was told this week. Stanley B. Roboff, Sylvania atomic energy div., said, "We will have no business in fuels, or anything else, until there is a real reactor industry in this country. We are, therefore, leaning over backwards to remove the doubts and questions concerning fuels and reprocessing of fuels as rapidly as we know how."

"Ten golden years" for electronics are forecast by GE's electronics v.p. Dr. W. R. G. Baker in Sept. 26 *N. Y. Journal of Commerce*. But, he adds, it's "difficult right now for anyone to predict just where we will stand volume-wise 10 years from now." TV will account for 80% of its entertainment phase in 10 years, he said; it now represents some 70%.

Electronics components symposium, 6th in govt.-industry series, will be held at Washington May 1-3, sponsored by IRE, AIEE, RETMA & West Coast Electronics Manufacturers Assn., supported by Defense Dept., Bureau of Standards. Technical program is under chairmanship of Paul Darnell, Bell Labs; symposium chairman is A. W. Rogers, Signal Corps, Ft. Monmouth, N. J.

DuMont introduces 4 new precision electronic instruments—cathode-ray oscillograph, sine-wave generator, extended-range oscillator, amplifier voltmeter—at sales engineering symposium in Chicago's Sherman Hotel, Oct. 2. Company will exhibit full line at Chicago National Electronics Conference Oct. 3-6.

Govt. is stepping up effort to develop substitutes for mica in electronic tubes, capacitors & other critical applications. ODM will concentrate on synthetic research and development of other materials to offset short supply of imported dielectric.

National symposium on microwave techniques will be held Feb. 2-3 by Philadelphia IRE section and IRE's Professional Groups on Antennas & Propagation and Microwave Theory & Techniques.

Defense Secy. Wilson personally stepped into Air Force-Comptroller General controversy over \$2.4 billion contract with AT&T for defense communications setup (Vol. 11:39), with request this week that Comptroller reconsider ruling that agreement was invalid until approved by Congress. Wilson said "SAGE" project is vital to nation's defense and had been approved in effect when Congress voted money for equipment earlier in year. He plans to confer on it with Comptroller General Campbell next week. Democrats' determination to make political football of dispute remained unabated as Congressional investigators began gathering material for hearings early next year.

G. M. Giannini Co., Pasadena, Cal. electronics firm, has called remaining 1790 shares of convertible preferred for redemption at \$111 per share Nov. 30; preferred convertible to 12 shares of common up to that date. If all preferred is converted, there will be 100,000 common shares outstanding. Firm reports net income equal to about \$1.25 per share for period Jan. 1-July 17; backlog unchanged at about \$3,000,000.

Orville M. Dunning, engineering v.p., Hazeltine Electronics Corp., has resigned effective March 16, 1956 and pres. Philip F. LaFollette announces election of asst. v.p. Richard L. Beam as successor. Webster H. Wilson, an asst. v.p., was elected v.p. in charge of govt. & commercial dept., and Victor J. Young, chief design engineer, was elected asst. v.p.

USA national committee of International Scientific Radio Union (URSI) will meet at U of Fla., Gainesville, Dec. 15-17 for sessions on radio & troposphere, ionospheric radio, radio noise of terrestrial origin and radio astronomy. John P. Hagen, Naval Research Lab, Washington, is secy.

M. E. Paradise, v.p. in charge of Hoffman Electronics Corp.'s National Fabricated Products and National Semiconductor divs. in Chicago, and their pres. before they were acquired by Hoffman in July, elected to Hoffman board of directors.

P. R. Mallory & Co. elects to its board C. Harvey Bradley, chairman of warehouse div. Jones & Laughlin Steel Corp., and James A. Roemer, pres. of Mallory-Sharon Titanium Corp., which is associated with Sharon Steel Corp. in production of titanium for alloys.

Percy C. Smith, ex-gen. mgr., Burroughs Corp. electronics instrument div., and onetime mgr. RCA scientific instruments engineering, named mgr. Brush Electronics equipment dept.

G. R. Morrow elevated from v.p.-mgr. to pres. of Midwestern Instruments, Tulsa automation and instrumentation firm, succeeding M. C. Morrow, who becomes chairman; E. J. Handley elected finance v.p.

Frederick C. Bash, ex-Magnavox, RCA & Westinghouse, joins National Co. as product mgr. of atomic frequency standards dept.

Harry Oedekerker, chairman of Hycon Mfg. Co., into which Avco recently bought (Vol. 11:34), elected an Avco director.

Frank P. Pennucci, purchasing director, and Bernard B. Cohen, engineering director, elected v.p.'s of General Transistor Corp.

Adm. Robert B. Carney, retired chief of naval operations, joins Westinghouse Oct. 1 as consultant on development of military equipment.

Dr. Claude E. Shannon, Bell Labs, wins Franklin Institute's Stuart Ballantine Medal for "outstanding achievement in the field of communication."

Wilbert H. Steinkamp, ex-Beckman Instruments v.p., joins Weston Electrical Instrument Corp. as sales v.p.

**Color Trends & Briefs:** RCA's total "dedication" to color is manifested in a folder headed *Color TV Is Here for You! Pioneered and Developed by RCA*, mailed this week to all its 170,000 stockholders. It carries schedules of NBC colorcasts and reiterates Chairman Sarnoff's statement that "color TV will 'break through' and be well under way before Christmas of the present year." The folder points to an estimated 15 color hours weekly this season, states "RCA color TV will be in short supply for the Xmas trade" and notes, as if in response to the skeptics:

"To those who say that Color TV receivers, at present prices, cannot be sold in quantity, we point to the tremendous production of more than 6,000,000 passenger vehicles a year by the automobile industry—with the average car sale around \$3000—or to the tens of thousands of radio-phonograph combinations sold in the \$600-\$900 price range. After the 15% down payment, the carrying charges on the \$795 RCA Victor Color TV receiver, for a 24-month period, are only \$33.12—well within the range of the mass market.

"Color TV is here for you—now! Thousands of dealers across the nation are featuring RCA Victor Color TV receivers in operation in their stores, where you can see color 'Spectacular' programs and other exciting shows and events in full color. Keep posted on color television's new programs and other advances through RCA's advertising in newspapers, on radio & TV, and through other media.

"Join the 'swing to color' and enjoy the finest in home entertainment, and the pleasure of introducing Color TV to your friends."

\* \* \* \*

Color interest: *Newsweek* devotes Oct. 3 cover story to "Color TV in '56," subheading it "More Sets and More Shows but Not the Big Splash"—which just about tells its version. Article is largely rehash of trade reports of last few months, features imposing schedule of big colorcasts to next Jan. 15. "Will '56 be the big year?" it asks, and replies: "In terms of volume, no. Color will be merely a trickle when measured against black-&-white sales. But the 200,000 to 400,000 sets [variously estimated 1956 production] could mean an important breakthrough. Color could gain momentum." And RETMA pres. H. Leslie Hoffman is quoted as stating: "Every color set will sell 4 during the 12 months after people are exposed to the kind of programming scheduled." Note: *Fortune Magazine* also is due out shortly with an appraisal of color TV.

Mass color TV market still 4-5 years away, Advertest Research concludes this week after N. Y. survey. Poll showed: Only 1% plan to buy set within year; 6% within 2-3 years; 22% in 4-5 years; 32% didn't know when. Also, 1% were willing to pay \$1000 for color set; 6% would pay \$750; 14% liked \$500 tag; 47% held out for \$250 price; 33% won't buy at any price. Only 70% of black-&-white TV owners were aware that color is on market; 50% couldn't name producer of sets; 80% hadn't seen color program.

Remote colorcasting by an individual station is still a rarity—but Klaus Landsberg's KTLA, Los Angeles, undertakes it again Oct. 2 from annual Fishermen's Fiesta at San Pedro. California Fish Cannery Assn. is sponsor. KTLA also colorcast the Pasadena Rose Parade last New Year's Day and the Headdress Ball from the Los Angeles Ambassador in April.

Britain will have color TV by 1958. That's prediction of NBC studio & plant planning director Sol Cornberg on return from London, where he was consultant on construction of studios for Granada Theatres Inc., ITA commercial contractor. "The British are experimenting in color, and are as advanced as we are in black-&-white," he said.

Observations on color by P. A. (Bud) Sugg, mgr. of *Oklahoma City Oklahoman's* WKY-TV, one of first to be equipped for local colorcasting and a leader in its promotion: "I think the programming plans of NBC and CBS will provide considerable impetus in creating a desire on the part of the viewers for color receivers. Only this week I attended a luncheon [where] prominent businessmen asked me about color and stated their desire to purchase a receiver, although some of them still had a bad taste occasioned by the extremely small tubes in the receivers they saw a couple of years ago. Certainly NBC's production this week of 'Our Town' was one of the best I have yet seen and, coupled with the football game and the World Series, I don't see how it can miss."

More color films for TV are in works, with 2 new 30-min. series—*Long John Silver* and *Judge Roy Bean*—out for fall market, distributed by CBS-TV Film Sales & Screencraft Pictures, respectively. Current shows color-filmed include Ziv's *Mr. District Attorney*, *Meet Corliss Archer*, *Favorite Story*, *Cisco Kid*, *I Led 3 Lives*, *Boston Blackie*; Guild's *Life with Elizabeth*, *Florian Zabaich Show*, *Liberace*; Award TV's *Jimmy Demaret Show*; Flamingo's *Superman*; RCA's *Sam Snead Show*; Transfilm's *Man to Man*, produced for National Council of Churches of Christ and distributed free.

Network color schedules for next 2 weeks: NBC-TV—Oct. 3-7 & 10-14, *Howdy Doody*, 5:30-6 p.m.; Oct. 9, *Color Spread*, "Show Biz," featuring Art Linkletter, Groucho Marx, Beatrice Kay, Buster Keaton, Dennis Day, Phil Harris, Bert Lahr, Rosemary Clooney, Eartha Kitt, 7:30-9 p.m.; Oct. 15, NCAA football, Notre Dame vs. Mich. State, 2:45-5:30 p.m. CBS-TV—Oct. 4 & 11, *Red Skelton Show*, 9:30-10 p.m.; Oct. 6, *Shower of Stars*, "Time Out for Ginger," starring Jack Benny, Ruth Hussey, Gary Crosby, Edward Everett Horton, 8:30-9:30 p.m.; Oct. 8 & 15, *Gene Autry Show*, 7-7:30 p.m.

Clever color promotion: Ohio Valley Bus Co., Huntington, W. Va., equipped several of its buses with color sets provided by local distributors, parked them at 3 downtown locations so World Series could be watched. Signs on buses, from which upright poles were removed, directed viewers to retail TV stores, where color sets were being demonstrated and sold, and to WSAZ-TV studios.



How Donn Bennett Productions Inc., named for the veteran producer of *The Big Idea* sponsored by Philadelphia Saving Fund Society on WCAU-TV, Philadelphia since 1951, incorporated itself, raised \$300,000 in capital (net of \$270,000 after underwriter's profit) through public sale of \$1 par shares at \$3 per share, is disclosed in prospectus published under date of June 13, 1955 by Boening & Co., 1529 Walnut St., Philadelphia. The 100,000 shares offered out of authorized 500,000 (104,000 more going to Donn Bennett) were oversubscribed on day of offering; stock now is quoted at 3 bid, 3¼ asked. Syndicated program deals with new inventions, started on WCAU-TV in 1949, conceived by Bennett, who also created and produced *Stop the Clock*, *What in the World*, *Wits End*, *Dance Party*, *Stars in Your Eyes*. Assets of corporation were \$311,969 as of last June 1, net profit potential for first year ending Sept. 1, 1956 estimated at \$54,191 (26½¢ per share) and \$515,210 second year (\$2.52), based on sales of *The Big Idea* only, no other revenues. Prospectus shows as additional earnings potential a monthly bulletin *The Big Idea Invent-ory*, for which it estimated 1000 subscribers by Sept. 1, 1957, mainly companies interested in new inventions; tells how Cy Millikan & Lloyd Rudd appeared on *The Big Idea* in 1949, resulting in formation of Rudd-Milikan Co., manufacturer of Kwik-Kafe automatic vending machine, which grossed \$6,000,000 last year and broke ground for \$500,000 plant in Hatboro, Pa.

**GENERAL ELECTRIC's "post acceleration"** color tube (p. 2) was described by Dr. Chester G. Lob, mgr. of its thermionics subsection, as basically a 3-gun type which uses direction selection in the front end to cause each of the 3 beams to strike the proper array of phosphors with which it is associated. The direction selection mechanism, he said, is of the masking type except that the term "electron optical" masking should be used rather than "shadow masking." He explained:

"The front end of our tube consists first of an array of parallel wires which in unison form the color selection electrode. In close proximity to this array is the phosphor screen containing an array of phosphor lines for each of the primary colors to be excited. Because electron optical masking is used instead of the conventional shadow-masking, the color selecting electrode, which we shall call grille, has an extremely high transparency . . . greater than 90%, meaning that more than 90% of the electrons ejected from the gun strike the phosphor screen and contribute to picture brightness.

"This [brightness] compares quite favorably with the shadow mask tube and its transparency of only 12-14%. In that case more than 85% of the expensive high voltage power does nothing but heat up the shadow mask and does not contribute to brightness. For equal high voltage power input, our tube then is theoretically more than 6 times as bright as the shadow mask tube."

Dr. Lob then stated that the development program is in 2 stages, first being the so-called "sandwich tube" which contains the grille mounted on a frame and an internal flat phosphor plate inserted in the front end of the tube. This was the tube demonstrated. Second phase, he said, is so-called P.O.F. or "phosphor on the envelope face" which was shown only as an artist's sketch.

As demonstrated alongside an RCA shadow-mask tube with both motion and still pictures, brightness of both tubes appeared about same at average evening viewing light of 7 ft. lamberts. GE's remained bright at 25-100 ft. lamberts (daylight) while RCA's tended to wash out. GE's was quite luminous at 250 ft. lamberts, which was said to be about usual light on dealer's floor, while the RCA picture washed out almost entirely.

But the first RCA pictures were clearer, crisper and cleaner—entirely acceptable, all the newsmen agreed—while the GE picture at all lighting stages had palpable defects. Notably, there were annoying moire effects, which were explained as being due to "chill wrinkles" in the glass. When phosphors-on-face is perfected, we were told, these defects would be removed. But there was expressed puzzlement that GE should even show a test picture that was admittedly inferior to that of its competitor.

Fact that the RCA color tube shows up best with little or no room lighting, whereas the prospective GE tube is luminous at high lighting, plus fact that GE tube is all-glass rectangular and can eventually be made more economically, were put forth as the prime advantages. GE tube is not interchangeable in RCA chassis, but will require no more circuit tubes and no more complicated circuitry, we were told. Summed up, the advantages to trade and public of the GE tube were put thus by C. M. Donnelly, specialist, electronics components dept.:

"The advanced concept of the post acceleration tube has yielded advantages in brightness and effective contrast in ordinary and high illumination, and extra manufacturing and operating tolerance margins. With these also have come smaller, less complex deflection components, easier requirements for driving power, fewer convergence adjustments, and smaller power supply needs, all leading to cost saving benefits."

**Financial & Trade Notes:** Magnavox earned record net of \$2,426,087 (\$3.05 per share) on sales of \$55,071,765 for year ended June 30 vs. \$2,102,530 (\$2.64) on \$62,974,430 in 1953-54 period. Substantial increase in consumer shipments and Federal tax reduction accounted for 15% earnings boost despite sales decline. First quarter 1955-56 sales are reported at \$10,348,000, record 50% above same period last year; net income, \$332,000 (42¢). Proxy statement to stockholders announcing annual meeting Oct. 26 revealed chairman R. A. O'Connor, holding 55,293 shares out of 796,614 outstanding, received salary of \$65,000; pres. Frank Freimann (75,169, including 25,484 in trust), \$75,000; Gerard M. Ungaro, v.p., secy. & gen. counsel (5903), \$40,000.

\* \* \* \*

Among officers' & directors' stock transactions reported to N. Y. Stock Exchange during Aug.: Ross D. Siragusa made gifts of 3357 Admiral, holds 244,099; Benjamin Abrams bought 5000 Emerson, holds 225,000; J. Geoffrey Notman sold 5000 General Dynamics, holds 2410; F. D. Beamer sold 500 Lear, holds 6; Kurt Widder sold 1800 Skiatron, holds 9950. John W. Belanger bought 2625 GE in Sept., transferred 100 to Mrs. Anna N. Belanger, holds 7557. RCA also increased holdings of own common from 71,782 to 78,682 shares.

Sparks-Withington earned \$168,244 (16¢ per share) on sales of \$26,801,332 in year ended June 30 vs. net loss of \$304,975 (after \$219,877 tax credit) on sales of \$30,440,062 in 1953-54 period.

Scott Radio reports net loss of \$191,110 on sales of \$892,958 for year ended May 31 vs. loss of \$263,370 on \$2,143,235 sales in previous year.

Barnes Engineering Co., Stamford, Conn., electronics research firm headed by Dr. R. Bowling Barnes, recently gen. mgr. of Olympic Radio development div. and onetime v.p. of American Optical Co., reports net sales of \$302,602 for period from Dec. 10, 1954 to June 30, 1955—with net loss and earned surplus deficit of \$494,310 at end of period. Recently spun off by Olympic and acquiring some of its research assets and those of Olympic's Electrona Corp. and Multra Corp. at total cost of \$784,278, Barnes Engineering Co. held stockholders meeting Sept. 26 to ratify purchase of Clarksburg Television Cable Corp., operating community antenna systems serving 4245 subscribers in Clarksburg, Bridgeport & Nutter Fort, W. Va., for which it paid 170,000 shares of its outstanding 299,570 shares of common stock. Stockholders meeting also elected 5 directors: Dr. Barnes, Dr. Charles J. Burton, Glen McDaniel, Heywood Fox, James G. Rogers. McDaniel is RETMA gen. counsel and its former pres.; Rogers is pres. of KFSD-TV & KFSD, San Diego; Fox is partner of Fox, Wells & Co., N. Y. investors.

Strike of 750 Sylvania employes shut down Buffalo TV-radio plant this week after Local 511 (IUE-CIO) rejected company's offer of new 3-year contract providing for average 7% wage increase, cost-of-living "escalator" clause and fringe benefits. It was first strike in Sylvania's 21 years at Buffalo. TV-radio production continued at new Batavia, N. Y. plant, where contract is with another local. Meanwhile, strike at Bendix Radio plant in Towson, Md. entered 5th week as we went to press, with no sign of settlement between company and International Assn. of Machinists.

**M**EXICO'S THIRD U. S. border outlet—XEFE-TV, Nuevo Laredo (Ch. 11), opposite TV-less Laredo, Tex.—began operating early in Sept., described by John H. Mayberry, chief engineer of radio KUNO, Corpus Christi, as “one of the most unusual TV stations on the air.” It cost less than \$10,000 to build and is said to have an operating overhead of less than \$500 per month.

Owned by R. T. Carranza, operator of radio XEFE, the station programs primarily in Spanish, carrying about 50% live talent, 25% film, 25% rebroadcasts from whatever other stations it can pick up. It has a composite transmitter which consists of 4 RF stages and puts out about 100 watts power. It has 2 aluminum Channel Master towers, one each for video and audio, with stacked receiving type yagi antennas directed northeast. Transmitter building, between towers, connects to antennas with open 300-ohm lines.

Transmitter is unattended and is fed by coaxial from studio, where 2 oscilloscopes are used for monitors and one TV receiver for pickups for rebroadcasts. Studio has 2 cameras mounted on home-made dollies, each with Zoomar lens. Rates are not reported but are said to be comparable to small AM stations in U. S. Rep is National Times Sales (see *TV Factbook No. 21*, p. 259).

Note: Holding CP for Ch. 8 in Laredo, Tex. is Vidicon Industries of America, Midland, Tex., assigned call letters KHAD-TV but reporting no starting plans since grant last July 20. Partners are H. C. Avery Jr., architect, and David H. Cole, contractor. Only other Mexican-licensed border stations are XETV, Tijuana (Ch. 6), near San Diego, and XEJ-TV, Juarez (Ch. 5), opposite El Paso.

Change of NARTB name back to old NAB was advocated as “less cumbersome” in resolution passed by this week's Region 3 meeting in New Orleans. Session was highlighted by off-the-cuff maiden speech by FCC Comr. Richard Mack, speaking on function of regulatory commissions; criticism of multiplicity of audience measurement services, a subject due to come before TV circulation committee at Oct. 4 meeting in N. Y.; panel discussion of TV Code by Glenn C. Jackson, mgr. of WAGA-TV, Atlanta, and Herbert A. Carlborg, CBS-TV director of editing; suggestion by William Fay, pres. of WHAM-TV, Rochester, that Citizens Advisory Council of distinguished citizens be set up to advise industry how to serve public better; criticism by Grover C. Cobb, KVGB, Great Bend, Kan., chairman of NARTB AM committee, of “owners and operators who have such an investment in TV [that they] let their radio stations run themselves while they devote their time to the allegedly more glamorous and certainly more costly [TV] medium”; talk by NARTB pres. Harold Fellows in which he urged radio stations to increase rates.

“I Love Lucre” captions item in *World's Press News*, Britain's Fleet Street mouthpiece, referring to BBC program controller Cecil McGivern's retort to ITA's commercial program threat: “We do not intend to lose anything because of money. After all, it is our viewers' [set tax] money and our viewers expect us to pay for what they want . . .” ITA, incidentally, has acquired CBS-TV's *I Love Lucy* for its schedule. The British newspaper trade journal, which in striking contrast to its U. S. counterpart has been taking an extremely friendly attitude toward commercial TV and giving TV-radio rather good coverage, also reports that in the next 3 years or so some private TV stations may start operating in towns not covered by ITA, which so far has a station only in London and others projected only for Birmingham & Manchester. It quotes the pres. of British Televiewers' Society, adman Richard Newcombe, as being “much concerned that half the country should have commercial TV and the other half should be left out.”

Interest in closed-circuit TV reached new peak this week following last week's triumphant telecast of Marciano-Moore heavyweight championship bout to some 400,000 spectators in 133 theatres (Vol. 11:39). Nathan L. Halpern's Theatre Network TV Inc. is now reported to have achieved sales of \$1,500,000 last year as against \$150,000 in 1951 when it started. Closed-circuit business and sales meetings, though less glamorous than prizefights, are TNT's bread-&-butter. More closed-circuit TV history was made Sept. 27 when 1200 members of American Management Assn. watched actual labor-management arbitration session between SKF Industries and United Steelworkers (CIO) on theatre-size screen in New York hotel ballroom. NBC-TV is enthusiastic about another use of closed-circuit TV—private color telecasts for sponsors and their dealers and distributors. NBC's telesales dept, recently presented closed-circuit color show for 2700 Johnson outboard motor dealers in 18 cities after Johnson bought series of participations in *Today & Tonight*. After the 45-min. show, Johnson Motors reported \$7,000,000 in new orders from dealers. Other recent NBC closed-circuit color shows for sponsors included special promotions for General Cigar, Alcoa and Cluett-Peabody Co. Scheduled this month are shows for Beech-Nut Packing Co., Hallmark Greeting Card Co., and a special hookup for Packaging Institute of America to demonstrate impact of color TV on product packaging.

More liberal FCC attitude toward community antenna ownership of private microwave systems was hinted this week as FCC for first time approved applications for relay whose ownership interlocks with a community antenna system. The experimental authorization was granted to Hualapai Peak Carrier Co., owned by O. Ellis Everett, who will also be 60% owner of Kingman TV Co., new Kingman, Ariz., community system. Microwave will relay signals of Phenix' 4 stations and Las Vegas' 2 from mountain peak to community system in Needles, Cal., as well as Kingman system. Also approved by Commission this week was microwave authorization for Pioneer Transmission Corp., to relay signals of KOOK-TV, Billings, Mont. to community system in Riverton, Wyo.

Who jammed World Series, or where's the varmint that had KID-TV up a tree? That's burning question around Idaho Falls station this week after it was struck out by secret jamming of channel despite carefully-laid plan to broadcast Series via microwave relay from KTVT, Salt Lake City. After rigging extensive installation involving links with KLIJ-TV, Twin Falls and KIDO-TV & KBOI-TV, Boise, attempt to handle first game flopped when “outside” radio signals gummed up KTVT's Ch. 4. Carroll Seacrist, KID-TV chief engineer, led posse through Idaho hills at night, found camouflaged battery-powered transmitter in tree near relay point. After appropriate removal ceremony, remaining games went on as scheduled.

Britons may not like to be told by Americans—but, according to press association reports, NBC pres. Pat Weaver, plumping heartily for commercial TV, suggested in London speech Sept. 27 that they might take a tip from American practices and let TV put more drive into their economy. He told Institute of Practitioners of Advertising that they should consider fact that sponsored TV in this country has tempted people to work harder and earn more by holding up to them a picture of better products and better living. TV moves goods, he said, and he expressed scant patience with those who opposed TV advertising.

Ralph Lowell, chairman of Lowell Institute Cooperative Bestg. Council of Greater Boston, one of several groups identified with educational WGBH-TV, elected chairman of Educational TV & Radio Center, Ann Arbor, Mich. (film network headquarters), succeeding Dr. George D. Stoddard.



# Television Digest

with **ELECTRONICS REPORTS**

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

**ALLOCATIONS DISCUSSIONS** begin at FCC, which asks ODM about chances of getting more vhf. ABC & CBS propose vhf mileage-power cuts (pp. 1 & 8).

**THEATRE TV WORLD SERIES** unlikely in 1957; despite ability to offer big money, pay-TV proposals seen getting thumbs down as result of fans' clamor (p. 2).

**NETWORK RADIO REORIENTS** to "block" programming and participating sales in effort to stave off further losses of audience and billings (p. 3).

**REASONS WHY BRITISH** pictures appear better on home screens explained by Hazeltine's Arthur Loughren and British expert Col. Henn-Collins (pp. 3 & 4).

**PAT WEAVER TELLS OFF** British antagonists of commercial TV, notably the newspapers and the snobs; "an all-people elite" called "grand design" of TV (p. 5).

**SMALL MARKET HELP** offered by NBC-TV in "Program Extension Plan" giving "dividends" to advertisers who order any of 44 smaller-area stations (p. 7).

**MORE GOING INTO COLOR** set production and merchandising as RCA reports satisfactory set sales so far; momentum of World Series maintained (p. 11).

**NEW SOURCES OF POWER**—human voice and sunlight—tested successfully in "wrist-watch" radio transmitter and rural telephone system (p. 15).

**MINOT, N. D.** VHF granted to owners of Bismarck's KFVR-TV; FCC proposes to open up 2 vhf educational channels to commercial applicants (p. 8).

**NEW BISMARCK, N. D.** and Mayaguez, Puerto Rico stations get under way, bringing on-air total to 455— with possibility of 14 more remainder of year (p. 10).

**1000-ft. TOWER CEILING** fight abandoned by military as industry-govt. committee ratifies plan asking new air-space criteria, more "antenna farms" (p. 16).

**NETWORK RADIO** billings figures discontinued by PIB. But monthly TV reports continue, show \$30,344,948 in Aug., indicating \$400,000,000 year (p. 16).

**FCC SEEKS ANSWERS TO ALLOCATIONS DILEMMA:** FCC's long-awaited major reappraisal of vhf-uhf allocations began this week -- but no major decisions have been made yet. All 7 members participated in discussions Oct. 3-4, listened to staff analyze possible courses of action without giving any recommendations.

Most concrete action taken by FCC was to write Arthur Flemming, director of Office of Defense Mobilization, asking him to explore possibility of obtaining some more vhf channels from Govt. users. No number was specified, because the Commission doesn't know how many it wants -- or whether it's sure it wants them. Meanwhile, FCC staff is working up plans to see what could be done with 3-4 extra channels. There's some optimism that such channels can be obtained, despite warnings that the military needs every vhf channel it has for "scatter" transmissions (Vol. 11:32, 39).

Next FCC session on subject is on or about Oct. 17. In absence of specific decisions this week, Commission and industry are boiling with speculation as to the direction discussions will lead. A persistent prediction is that all deintermixture petitions will be turned down, followed by several big vhf final decisions on hearings which have been held up by FCC consideration of the petitions.

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Commission received substantial response, meanwhile, to its plea that industry submit its ideas -- ABC and CBS contributing specific suggestions Oct. 7.

ABC proposes extensive deintermixture, stating that this will nurture growth of uhf, and at same time advocated careful vhf mileage-power cuts to permit addition of vhf stations in major markets.

CBS submitted 2 alternatives: "Plan A" proposes vhf drop-ins via mileage-power cuts, gives uhf very minor role. "Plan B" is predicated on obtaining 3 more vhf channels -- one from FM, 2 from Govt. -- and abandoning uhf completely.

CBS submitted proposed city-by-city allocation plan; ABC didn't. Consulting engineer John Mullaney, who recently tendered plan for adding vhf assignments via mileage and power cuts, directionals, etc. (Vol. 11:32), this week supplemented his

study by sending in table showing where 234 vhf stations could be added, along with proposed powers, distances from other stations, offset-carrier positions.

(For the details of foregoing proposals, see p. 8.)

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Hungering for advice, Commission is now getting plenty of it, will get more. CBS top brass conferred with FCC Chairman McConnaughey Oct. 6, delegation including pres. Frank Stanton, William Lodge, Richard Salant, Ralph Hardy, Sidney Alexander. Next day, ABC pres. Robert Kintner lunched with McConnaughey, accompanied by Ernest Lee Jahncke, Frank Marx, Robert Hinckley. On Oct. 11, Dr. Allen B. DuMont and top staff are due in Washington. Previously, McConnaughey and RCA-NBC chairman Gen. Sarnoff held long conference -- with Gen. Sarnoff's recommendations, if any, remaining undisclosed. To date, NBC has submitted no proposal.

RETMA's new allocations committee, under GE's Dr. W.R.G. Baker (Vol. 11:40), meets Oct. 19, hopes to come up with something for FCC before Dr. Baker leaves for Europe Nov. 1. Senate Commerce Committee's ad hoc committee of engineers, under MIT Prof. Edward Bowles, is still exchanging memos, has done nothing final yet.

Senate Committee's own study is still alive, theoretically, and hearings are still due to start Jan. 17 despite fact that TV probe staff has no majority counsel. At that time, FCC will be expected to report what it has done about allocations as well as progress on network investigation under Roscoe L. Barrow (Vol. 11:39).

Things have finally come to a head, with FCC expected to "do something," but no one at Commission says he can predict when decisions will be made. Though there are cynical predictions Commission might conclude status quo is best, it's regarded as politically expedient for FCC to come up with some plausible solution -- lest it risk becoming exposed sore spot for Republican Administration when Democrats seek issues for next year's election campaigns.

**WORLD SERIES ON THE POPCORN CIRCUIT?** Is theatre TV ready to make a grab for TV's most popular and thrilling program -- the World Series?

The widely bruted success of recent pay-to-see theatre telecast of Marciano-Moore heavyweight championship bout to some 400,000 paying customers (Vol. 11:39-40), just one week before the free telecast of a hot 7-game Series to perhaps 90,000,000 viewers in U.S., Canada and Latin America, quite naturally has aroused some conjecture in the trade press and elsewhere about the future of World Series TV.

The facts are these: Gillette's 6-year-pact for sponsorship of the Series on NBC-TV and Mutual Radio still has one year to run, but baseball commissioner Ford Frick already is involved in preliminary negotiations for rights to 1957 Series -- though contract probably won't be signed until next summer.

TV rights to 1955 Series cost Gillette something over \$1,000,000 -- and there is no question that rights for 1957 will go for considerably more.

How much can theatre TV offer? The answer, on paper, is -- plenty. With a theatre audience of a mere half-million spectators (200 theatres) paying \$4 a head, the gross for 4 games could be \$8,000,000, and the theatre syndicators could offer at least \$2,500,000 for rights to the 1957 classic. But --

Granted that theatres theoretically could outbid home TV, our inquiries this week indicate that theatre-TV proposals aren't likely to get very far -- even if they could be backed up with a certified check, which, as of now, they cannot.

"There are some things more important than money," Frick told us this week in telephone interview. Though he didn't elaborate, he obviously had in mind the public relations value of free televised series -- and conversely, outraged reactions of fans everywhere if free TV should suddenly be taken away.

"We have no preconceived ideas, though," he added. "We'll listen to anybody." Despite reports that Theatre Network TV will make strong pitch for the 1957 Series, Frick said there had been no overtures yet from closed-circuit groups.

Mere whisper of extension of pay-TV idea to a cherished and traditionally free TV attraction already has fans worked up. Front page editorial in influential Sporting News Oct. 5 warned: "Never televise the World Series on a prepaid basis..."

If commercial sponsors can be persuaded to offer more for their rights to the air waves, well and good. But if the time comes when the average fan has to pay to watch a telecast of a World Series game, then the time also will have come to wonder when grass will start to grow around home plate."

Note: Aroused by theatre-TV boxing bouts, 2 Penna. state legislators have introduced bill to require \$2000 yearly license fee for any establishment charging admissions to telecasts.

**THE CHANGING FACE OF NETWORK RADIO:** You won't recognize network radio this winter. Beset by loss of billings and audience to TV, it's undergoing a radical face-lifting in programming and sales patterns. The old 15 & 30-min. shows for single sponsors have all but disappeared -- and in their stead have come the concepts of "block" programming and participation sales, the latter pioneered and made profitable by TV.

ABC, CBS & NBC have announced fundamental changes in their radio networking in last few weeks (Vol. 11:37-39). MBS is due to come out next week with own version of how stations, in words of v.p. Robert Monroe, "can make affiliation with Mutual a profitable investment." Taken together, the changes add up to a revolutionary shift in direction of network radio -- and, incidentally, point up how radio has reversed TV's growth pattern, in which networks started comparatively small, then grew stronger as medium developed. Network by network, this is the radio picture:

NBC: Consistently a second runner to CBS Radio over last few years -- some of its affiliates complaining of stepchild treatment because of RCA-NBC dedication to TV -- NBC was nevertheless only network to show gain in July radio billings over July 1954 (see PIB table, Vol. 11:38), doubtless due to success of weekend Monitor.

NBC will extend the "quick listening" format of Monitor to weekdays starting Nov. 7 (Vol. 11:37). This has admittedly antagonized some long-loyal affiliates, who complain revenue from the program is insufficient to compensate them adequately -- to say nothing of the unanimous opposition of the spot reps. NBC has reported about \$600,000 already on books for Monitor in 4th quarter.

CBS: Its "segmentation plan" opens several top-rated evening shows to 5-min. partic. sales, at \$2100 per 5-min. segment (Vol. 11:38). Sales v.p. John Karol said plan represents "a shift in sales philosophy to allow the advertiser to buy in relation to the changing habits of listening."

ABC: It has overhauled virtually its entire evening schedule, effective Oct. 24, dividing programming into 5 separate 30-min. "units," each with a separate theme (Vol. 11:38). Entire schedule will be sold in 5-min. partic., at \$800 per.

MBS: New plan, due to be announced next week, will be based on concept of radio as a "companion" to listeners, as first outlined at NARTB convention in May (Vol. 11:22). Without revealing details, Monroe said plan involves "block" programs which will be unlike either NBC's Monitor or ABC's "thematic" plan. It's understood also to include more 5-min. programs and greater use of local-sale 6-sec. IDs.

Note: PIB has discontinued monthly reports on radio network billings due to recent changes in rate and discount structures that render it difficult and ineffectual to compare networks' gross billings figures (see p. 16).

**BETTER BRITISH IMAGES—EXPERTS TELL WHY:** We stirred up the cats, apparently, with our reports on the superior quality of British TV images (Vol. 10:45 & 11:36, 40) -- and this week, from both sides of the ocean, came some more explanations. Curiously not a single observer has yet retorted 'tain't so, though perhaps somebody will yet. We've asked the network engineering chiefs and some of the leading station engineers and consultants to comment, too.

If these reports contribute a mite toward eventual improvement of American TV engineering -- which from testimony to date is apparently susceptible of improvement -- the job of pointing up the problem will have proved well worth while.

This week's contributors of expert comment are Hazeltine's research v.p., an acknowledged authority, Arthur V. Loughren, and the British consulting engineer Lt. Col. C.A. Henn-Collins. The British authority is one of the best, as we ourselves can attest from contacts with him during the North African campaign when as a major

he was opposite number to the then Maj. Esterley C. (PX) Page handling Allied radio communications. Consulting engineer Page, whose firm has won renown for its work on "forward scatter" (Vol. 11:32) and who is presently engaged largely in installing stations in the Far East for Uncle Sam, forwarded our query to Col. Henn-Collins.

"It's trite," writes Col. Henn-Collins from London, "to point out that we are not a people for the 'mostest' and 'bestest' and 'grandest', but in the matter of TV pictures, as viewed in the home, it is factual that we usually provide a superior picture. When I have been in the U.S., I have often thought as much. However, I have also seen in the U.S. TV images superior to that provided here by either [BBC or ITA] service, but those have been in TV control rooms..."

Writes Art Loughren: "The question you raise with respect to the British TV image being better than ours and why has been noted by too many observers to permit one to dismiss it as some kind of hallucination..."

For their detailed comment, see below.

**WHY THE BRITISH TV images**, as viewed in the home, are so obviously superior to the American is diagnosed in technical and economic terms by 2 highly qualified engineering authorities with experience both here and abroad. Here are the replies received in response to our inquiries from Hazeltine's research v.p. Arthur V. Loughren and from Lt. Col. C. A. Henn-Collins, British consulting engineer with offices at 16 Berkeley St., London W-1:

"If we try to explain the observed difference in terms of the resolving power of one system versus the other," states Loughren, "we get nowhere. The real measure of this is obtained by dividing the available bandwidth in kilocycles per second by the number of complete pictures per second. Taking the separation between picture and sound carriers as an indication of the available bandwidth, this gives 140 kilocycles per picture for the U.K. system [405 lines] as compared to 150 kilocycles per picture for the U. S. system [525 lines]. This shows that the system resolving powers favor the U. S. system by a very small margin.

"If it isn't resolving powers, then what is it? I think the answer lies in two things: First, better handling of the contrast range which the subject matter presents; second, more careful attention to the minimizing of residual errors in the amplitude and phase characteristics of every element in the entire circuit between subject and antenna. The comment which you quoted in The Digest [Vol. 11:39] to the effect that British practice involved 4 times as large a technical crew for a broadcast as were required in U. S. practice is certainly a supporting observation for this view of mine.

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"In much of British live pickup practice, the cameras employed use camera tubes of different types than those usually employed here. These British camera tubes require, I understand, higher light levels than is true of the image orthicons customarily employed in this country. On the other hand, it is possible that by their use, images with superior rendition of the contrasts of the original scene are obtained. I think much of the comment about the difference between pictures in the one area and in the other are concerned with what I might call 'muddy blacks'. This is typically a problem of contrast rendering.

"To make a further point: The first time that I saw a really sparkling television picture was when D. C. Espley showed me pictures which he had generated from motion picture film using a mechanical flying spot scanner. This was in 1937 in the laboratories of the General Elec-

tric Co. Ltd. at Wembley. The next pictures of essentially comparable quality which I saw were those shown by the Bell Laboratories, also from a flying spot film scanner, in I think 1940. To this day, I have seen almost nothing on the air in this country comparable to those earlier demonstrations. However, much of the British live TV broadcasting approaches in quality the performance of good British film pickup.

"It should be pointed out that U. S. TV practice faces a quite nasty technical problem in handling of film, with no counterpart to this problem faced in Britain. I refer to the fact that film runs 24 frames per second whereas British TV runs 25 frames per second and U. S. TV 30 frames per second. Now, in the British case the practice is merely to speed up the film 4% so that it is run at 25 frames per second for TV purposes. In the case of the U. S. practice, speeding up the film from 24 to 30 frames per second upsets both the sound and the speed of action too badly to be tolerated. Therefore, the U. S. problem involves making 5 TV pictures from 4 frames of film without stuttering either visually or audibly and without impairing the resolution of the film in the process. It is only quite recently that solutions of this problem which were applicable to the flying spot scanner type of film pickup have commenced to see public use. By contrast, this type of film pickup has been in use in Britain since the late 30's.

"Another difference, and to my mind a most important one, between the situation in the U. K. and in the U. S. relates to competition. In this country, competition keeps our broadcasters scrambling, but it keeps them scrambling not for the things which they themselves would best like to work on but rather for the things which in their judgment will best meet the public clamor. My belief is that there has been, unfortunately, very little clamor by the public in this country for improvement in pictorial quality. In consequence, the TV broadcasters of the U. S. —a thoroughly competent lot of people—have made their improvements in some other directions."

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Lt. Col. Henn-Collins diagnoses the situation this way: "Picture definition and quality depend not only on the number of lines and frames in a given period, but on the rate of change of information that any one line can reproduce. To reproduce properly the information in a British TV signal, the effective bandwidth of the whole communication system right to the picture tube scanning coils wants to be at least 3 mc. The BBC and ITA pay close attention to this and most receivers sold here achieve this. Taken with two other things outlined below, the result is the good picture you and your friends have noticed.

"Secondly, noise is kept well down in the camera and

subsequent chains and close attention is kept to the proper modulation level vis-a-vis the 'back porch' of each TV frame. This is important because you will recall our modulation is upside down compared with yours.

"In both countries, many films are used for TV. You have a special problem in relating the film speed to the 30cps recurrence. Except from the makers of the equipment, I don't think I will bring coals of fire on my head by pointing out that many of the film scanners used in the U. S. appear inferior to the flying spot scanners used here."

The U. S. receiver, more selective than the one or 2-band British set, also is a contributing factor, in Col. Henn-Collins' view. "To make the best of the 525-line signal," he adds, "you want an effective bandwidth throughout of about 4.5 mc. I believe most U. S. receivers are much more selective than that. The few I have checked over certainly were.

"This, combined in many cases with noisy signal sources, insufficient attention to contrast, and performance of the film scanners adds up, in my opinion, to the usual result which has led to the present comparison which may seem invidious to some people."

As for the observation that the British employ more technicians per picture, Col. Henn-Collins says it isn't so. "In fact," he states, "technical talent is that short that with the introduction of competitive TV the available chaps are spread more thinly on the ground than before."

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**B** RITISH NEWSPAPER efforts to deprecate TV advertising as practiced in America, and the tendency in some British quarters to look down their noses at the American system, got a few pointed answers from NBC pres. Pat Weaver, speaking Sept. 27 in London. Obviously aroused, pulling no punches, Weaver asserted:

"Because of the misinformation about TV in the U. S. that has been printed here, let me assure you of one certainty: In the States, TV advertising has been overpoweringly, overwhelmingly, fantastically successful, particularly for the advertiser. The *Daily Express* said in an editorial: 'In America businessmen are giving up this method of advertising,' that is, TV. This is true in precisely the same way that it is true to say that in America the people are giving up breathing. Some pass away every day."

Welcoming the new ITA, retorting to the antagonists of the new commercial TV system with which BBC must now share audience (the most articulate, apparently, being within the BBC itself), Pat Weaver went on: "As a believer in the incentive system, I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight . . .

"The BBC by its very nature will not do what commercial TV must do. Commercial TV [has a mission] to reach the big audiences and improve them. The BBC gives the people what they want, group by group. British commercial TV, like American TV, must give the people what they will look at, but they should always, as we do, realize that all programs can serve a purpose beyond diversion, can carry a higher information content. It is easy to program with what people already want to see. This is excellent but limited. It is difficult to program so that people watch what they want to see in a form that includes things they don't want to see.

"It seems to me that commercial TV, because of the need to attract a total audience, will have more influence in elevating British tastes than the BBC, which is filling and responsive to needs that already exist and that, thanks to commercial TV, will be ever enlarged. British commercial TV thus can follow what we at NBC consider the grand design of TV, the creation of an all-people elite.

Magazine of British business, *The Director*, estimates advertisers will spend \$50,930,000 on commercial TV during its first year, which began Sept. 22 (Vol. 11:39). Of this, 20% represents production costs and remainder goes to ITA contractors on the 3 stations thus far projected—one in London, now operating; one each in Birmingham & Manchester, due on air within next 3-6 months. "This is a high price to pay," comments *Advertising Age's* London correspondent, "when at present the number of London sets able to receive commercial TV does not exceed a half million. The question posed is whether the contractors can maintain the initial heavy demand for peak time. There are already indications that the demand has eased. This week both London contractors offered facilities for 5-second stills at average cost of \$140 at peak time." Note: London dispatches this week reported ITA running into difficulty trying to sell time on morning shows for housewives (at \$910 a minute as against \$2800 for night spots), but contractor Associated Rediffusion says it's not discouraged. Adless BBC runs only test films in morning in belief women have too much to do around the house to watch before lunchtime. It signs on in mid-afternoon.

Teleprompter's new "TelExecutive", cueing device about size of a portable typewriter and weighing under 20 lb., designed to be carried about by speakers and operable on a desk, table or lectern, is now being produced by Underwood Corp. and marketed at \$495 list.

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We believe that we are shaping a society which acknowledges that no true prosperity, no enduring culture can stand on a bedrock of human misery or of race or class or group subjection. We believe that it is impossible for a society to consider itself mature and intelligent and humane so long as any normal person in it has been denied exposure to the great ideas, the great achievements, the great history of man. This is the opportunity and the destiny of commercial TV. It is the one communications medium that can offer the heritage of man to everyone in a living, vibrant and interesting form.

"To do this, we must first engage the attention of the total audience. We must expose all of our people to the thrilling rewards that come from an understanding of fine music, ballet, the classics, science, the arts, everything. In our minds, to program for the intellectual alone is easy and duplicates other media. To make us all into intellectuals—there is the challenge for commercial TV."

All this isn't to say that we're satisfied in America with our program schedule, Weaver went on. "We are not. We have good things and we have bad things. We have problems that are serious and problems that are insoluble.

"In the design of our schedule to reach the entire public, we believe that if we do not reach the total audience we fail and that if our influence and impact on the total audience is not positively and affirmatively for good, we also fail . . . [But] those who decry the American system and commercial TV are wrong. If they say that we have failed, they have not sufficiently studied the records. We have not yet succeeded, it is true, but we have not failed."

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Exulting over turn of popular sentiment against subscription TV and FCC's lack of interest in subject, theatreman Alfred Starr, co-chairman of Committee Against Pay-to-See TV, outlined history of fight at Theatre Owners of America convention in Los Angeles Oct. 6. He told exhibitors they could take credit for being first to start organized campaign against pay-as-you-see, concluding: "It is most important to continue our efforts. Our opponents, although hurt, still are fighting and we must be prepared for any contingencies."

**Personal Notes:** C. M. Jansky Jr., senior member of Jansky & Bailey, consulting engineers, returns Oct. 12 on *S.S. Kungsholm* after attending Baltic & North Sea Radio-telephone Conference at Gothenburg, Sweden as a U. S. delegate . . . Curtis D. Peck, from NBC owned-&-operated stations div., N. Y., appointed operations director of its WNBK & WTAM, Cleveland . . . Wm. Hubbach promoted to sales mgr. of KOMO-TV, Seattle, King Mitchell to radio sales mgr., both sharing responsibilities of v.p.-commercial mgr. Ray Baker, resigned . . . George M. Burbach, gen. mgr. of KSD-TV & KSD and a director of *St. Louis Post-Dispatch*, of which he was formerly business mgr., honored with life membership on board of directors of city's famed Municipal Opera . . . Alvin E. Unger, Ziv radio sales v.p., placed in charge of new Chicago office handling TV-radio; Ben Philley becoming national radio sales mgr. . . . Gerald Lyons, DuMont Network public relations director, resigned this week to join Carl Ruff Assoc., N. Y. (public relations) . . . W. R. (Ike) Twining, in Pacific Coast newspaper brokerage business, joins San Francisco staff of Blackburn-Hamilton Co., TV-radio-newspaper brokers, under mgr. Wm. T. Stubblefield . . . Earl Corbett, station director of radio WCPO, Cincinnati, named to new post of commercial program mgr., WCPO-TV . . . Robert Rierson, ex-WBTW, Florence, S. C., named production director, WBTW, Charlotte, replacing Sam Zurich, now N. W. Ayer, N. Y. . . . Charles R. Howard, ex-KBTV, named promotion mgr. of KFEL-TV, Denver . . . Gustav B. Margraf, NBC v.p. in charge of program talent procurement, has resigned to join Reynolds Metals Co. as general solicitor under Joseph B. McConnell, ex-NBC pres., now Reynolds gen. counsel . . . Robert F. Davis promoted to research director, CBS-TV Spot Sales . . . Jason Lane promoted to research mgr., NBC film div. . . . John J. Keenan, ex-WSJV, Elkhart, Ind. and WKZO-TV, Kalamazoo, named sales mgr. of WNEM-TV, Bay City, Mich. . . . Robert B. Smith, ex-Grant Adv., San Francisco & Reno, named national sales mgr. of KUTV, Salt Lake City, succeeding John Brophy, resigned . . . Alfred Mendelsohn promoted to asst. TV sales mgr. of Universal Pictures subsidiary, United World Films; Errol Linderman promoted to mgr. of TV service dept. . . . Herman Edel, ex-WABD, N. Y., named adv. & sales promotion mgr., Sterling TV . . . Leonard H. Golden-son, pres. of AB-PT, elected chairman of Research & Educational Foundation, United Cerebral Palsy, of which he's also chairman and past pres. . . . Donald Shaw Jr., promoted to director of ABC-TV's new station clearance dept., reporting to John H. Mitchell, v.p. in charge of TV network . . . Wendell B. Campbell, CBS v.p. in charge of administration, appointed to newly created position of v.p. in charge of CBS Radio spot sales . . . Harry Beaudouin, ex-NBC press dept., named asst. to director of public relations, Republican National Committee . . . Roger D. Rice resigns as Seattle mgr. of KTVW, Tacoma, to become sales mgr. of upcoming WIIC, Pittsburgh (Ch. 11), due in Nov. . . . Barry Hirsch returns to WKRC-TV, Cincinnati as film director after hitch in Navy.

Ex-FCC Comr. Robert F. Jones has opened own law offices in Perpetual Bldg., Washington (Metropolitan 8-6632), having retired from Scharfeld, Jones & Baron, which has changed its name to Scharfeld & Baron.

FCC Office of Chief Accountant will be abolished, as expected (Vol. 11:31), with retirement of chief accountant Wm. J. Norfleet Oct. 31. His staff will be split, economists incorporated as a div. of Broadcast Bureau, accountants going to Common Carrier Bureau.

Guy David Nottingham, who took leave from WBAL-TV, Baltimore to study British TV methods, then resigned, has been engaged as a producer for Granada TV, one of ITA commercial contractors.

**AGENCIES:** Horace Hagedorn, ex-pres. of Kiesewetter, Baker, Hagedorn & Smith, now dissolved, joins Sullivan, Stauffer, Colwell & Bayles as v.p. . . . A. J. Taranton, ex-pres. of Radio-TV Executives Society, N. Y., named a senior v.p. of Ted Bates & Co. . . . Peter S. Cardozo, creative supervisor of TV-radio dept., promoted to v.p., Fuller & Smith & Ross . . . Wm. A. Chalmers, ex-v.p. & TV-radio director of Campbell-Ewald, Detroit, named mgr. of Los Angeles office, Calkins & Holden . . . Herbert M. Johnson, ex-Sarra Inc., named TV creative director, MacFarland, Aveyard & Co., Chicago . . . Ralph Ward, ex-ABC-TV & Rockhill Productions, joins Young & Rubicam in charge of live TV commercials . . . Peter Keveson, ex-v.p. & TV-radio copy chief, Lennen & Newell, named TV-radio commercial copy director, Doherty, Clifford, Steers & Shenfield . . . Sumner J. Lyon joins Lennen & Newell as asst. director of TV commercial production . . . Trevor Evans, Pacific National Adv. Agency, Seattle, elected chairman of 1955-56 board of governors, American Assn. of Advertising Agencies Pacific region.

James B. Tharpe has resigned as mgr. of DuMont transmitter sales dept. to become pres. of Visual Electronics Corp., 500 Fifth Ave., N. Y., independent sales agency newly formed to handle DuMont TV and other transmission equipment; he will contact N. Y. area accounts and, in association with Herbert Bloomberg, will cover area between N. Y. & Chicago. Products of Tel-Instrument Co. and Adler Communications are also being represented by Tharpe, a Ga. Tech graduate and Navy electronics research & development veteran. To succeed Tharpe, DuMont this week promoted Kenneth F. Peterson to serve under C. Robert Mezger, gen. sales mgr. of technical products div.

FCC examiner Herbert Sharfman, taken to George Washington Hospital this week with undetermined ailment, reported at week's end that "I feel like a malingeringer because I feel so much better." He said his physician doubted he'd suffered heart attack but was awaiting conclusion of tests before making decision. He has 2 major cases pending: Edward Lamb's renewal of WICU, Erie, for which reply findings are due Oct. 10; protest against site-move of WJRT, Flint, for which reply findings were due Oct. 7.

FCC Comr. Edward Webster, recently returned from 3 weeks' conference on maritime safety in Gothenburg, Sweden, left for New Orleans this week to attend meeting of Radio Technical Commission for Maritime service and American Merchant Marine Conference; he's due back in Washington Oct. 13.

FCC Comr. Richard A. Mack will be speaker at next luncheon of Federal Communications Bar Assn. at Washington's Willard Hotel Oct. 17, with all commissioners to be guests. Meeting will also pay tribute to Mrs. Fanney Litvin, FCC examiner who retired Sept. 30 after 30 years with Govt.

George T. Cameron, 82, publisher of *San Francisco Chronicle*, who 3 years ago named his nephew Charles deYoung Thieriot as asst. publisher, died in that city Oct. 3. Surviving is his widow, Mrs. Helen deYoung Cameron, daughter of the *Chronicle's* founder. Thieriot helped found and has directed newspaper's pre-freeze Ch. 4 KRON-TV, an NBC basic (Harold P. See, gen. mgr.), and engineered acquisition of control of KBAK-TV, Bakersfield (Ch. 29).

George Blake, 38, head of the New York TV & industrial film production firm bearing his name, best known for his direction of *Candid Camera*, died of a heart ailment Oct. 7 in Yonkers, N. Y.

**S**SMALL-MARKET STATIONS will have access to more top NBC-TV programs as result of network's new Program Extension Plan (PEP) disclosed at press luncheon Oct. 5 in N.Y. Effective Nov. 1, plan offers to advertisers substantial cost reductions for extending their programs to 44 selected smaller-market stations. An advertiser buying a certain number of the 44 stations gets additional stations in group as "dividends." NBC will bear the cost of furnishing these additional stations at no reduction in compensation, a feature which distinguishes it from the CBS-TV "Extended Market Plan" (Vol. 10:49).

NBC exec. v.p. Robert Sarnoff explained that the more PEP stations ordered by the advertiser, the more stations in the group are made available to him without charge. The result, he said, is a large reduction in the over-all cost of stations in this group to a point where they become "very attractive" advertising values.

Along with PEP dividend plan is new provision whereby 100 stations become minimum "basic network" for advertisers (from present 55) in prime evening periods. Sarnoff said this provision does not apply to programs which are made available as a service to stations not ordered by advertiser under NBC's "Extended Program Service" plan (Vol. 11:17).

"The only advertisers who will have any cost increase in meeting the minimum requirements are those with

below-average evening lineups, who are unwilling to make their programs available to unordered stations," Sarnoff said. "By adding PEP stations, even these few advertisers can get valuable additional coverage at a fraction of what they normally would have to pay."

Another aspect of NBC's aid-small-market plan is addition of 6 top network programs to "Extended Program Service" plan, whereby stations not used by sponsor can receive programs with commercials deleted, for sale to local sponsors. During last season, 10 shows totaling over 25 hours of programming a week were made available on this basis to almost 100 stations which otherwise would not have carried them. The shows added this week are *NBC Matinee Theatre*, *Colgate Variety Hour*, *Perry Como Show*, Sun. night *Color Spread* spectaculars, *Milton Berle Show*, *Martha Raye Show*, *Pinky Lee Show*—bringing total amount of free programming to almost 35 hours a week.

These stations are participating in PEP: KRBC-TV, Abilene, Tex.; WALB-TV, Albany, Ga.; KALB-TV, Alexandria, La.; WLEV-TV, Bethlehem, Pa.; WISE-TV, Asheville, N. C.; KBMT, Beaumont, Tex.; KOOK-TV, Billings, Mont.; KFVR-TV, Bismarck, N. D.; WHIS-TV, Bluefield, W. Va.; KIDO-TV, Boise, Ida.; KXLF-TV, Butte, Mont.; KFBC-TV, Cheyenne, Wyo.; KRDO-TV, Colorado Springs, Colo.; KVBO-TV, Corpus Christi, Tex.; WMSL-TV, Decatur, Ala.; WEAU-TV, Eau Claire, Wis.; KVAL-TV, Eugene, Ore.; KIEM-TV, Eureka, Cal.; WFLB-TV, Fayetteville, N. C.; KQTV, Ft. Dodge, Ia.; KSFA-TV, Ft. Smith, Ark.; KFXJ-TV, Grand Junction, Colo.; KCKT-TV, Great Bend, Kans.; KHAS-TV, Hastings, Neb.; KID-TV, Idaho Falls, Ida.; KPLC, Lake Charles, La.; WKNY-TV, Kingston, N. Y.; KIRJ-TV, Las Vegas, Nev.; WLEX-TV, Lexington, Ky.; WIMA, Lima, O.; KBES-TV, Medford, Ore.; KCJB-TV, Minot, N. D.; WJDM-TV, Panama City, Fla.; WTAP-TV, Parkersburg, W. Va.; WIRI, Plattsburgh, N. Y.; KCSJ-TV, Pueblo, Colo.; KOTA-TV, Rapid City, S. D.; KZTV, Reno, Nev.; KROC-TV, Rochester, Minn.; KSWs-TV, Roswell, N. M.; WICS, Springfield, Ill.; KVOA-TV, Tucson, Ariz.; KIVA-TV, Yuma, Ariz.; WHIZ-TV, Zanesville, O.

**Station Accounts:** Detroit Lions' gen. mgr. Nick Kerbaway is one sports official who isn't worried about TV's alleged inroads on attendance. "We're not questioning whether pro football can live with TV," he told newsmen this week. "It's a question of whether we can live without it. TV represents the difference between making and losing money." Lions' games are sponsored on WJBK-TV by Speedway Petroleum and Goebel Brewing Co., thru W. B. Doner Co. & Campbell-Ewald . . . Among other pro football sponsors: Atlantic Refining Co. buys alt. sponsorship of Chicago Bears, N. Y. Giants, Philadelphia Eagles & Pittsburgh Steelers; Falstaff Beer buys Chicago Cardinals and alt. on Bears; Carling Beer, Cleveland Browns; Burgermeister Beer, Los Angeles Rams & San Francisco 49ers; Amoco, Washington Redskins; Ford Dealers Assn., alt. Eagles; Duquesne Beer, alt. on Steelers . . . Roto-Broil Corp. of America to spend \$1,000,000 for Xmas campaign starting Oct. 1, including spots in 75 major markets, thru Product Services Inc. . . . Magna Engineering Corp., L.A. (power tools) to sponsor twice-weekly *Tom Harmon's Workshop*, do-it-yourself show on KNXT, Hollywood, thru N. W. Ayer . . . American Bakeries buys Screencraft Pictures' *Judge Roy Bean* in 42 midwest markets, thru Young & Rubicam . . . Montgomery Ward to sponsor TPA's *Count of Monte Cristo* in Denver, Bristol Myers in L.A., among 34 markets where show has been sold . . . Phillips Petroleum now sponsors *Ziv's I Led Three Lives* in 46 markets, having added 16 last week, thru Lambert & Feasley, N. Y.; in 3rd year, show is now in 118 markets . . . Among advertisers currently reported using or preparing to use TV station time: Purple Plum Assn., Portland, Ore. (plum canners), thru Dawson & Turner, Portland; Lee Ltd., Beverly Hills, Cal. (Courtley men's deodorant), thru Erwin, Wasey & Co., L.A.; Stephen F. Whitman & Son, Philadelphia (chocolates), thru N. W. Ayer, Philadelphia; Oswego Jelly Co., Oswego, Ore. (jams & jellies), thru Wyckoff & Assoc., San Francisco; Richfield Oil Corp of N. Y. (gasoline), thru Morey, Humm & Johnstone, N. Y.; Kraft Foods Co., Chicago (Italian dressing), thru Needham, Louis & Brorby, Chicago; Denta-Fresh Inc., Evansville, Ind. (disposable toothbrush), thru B & M Adv. Co.,

Evansville; Monticello Drug Co., Jacksonville, Fla. ("666" cold preparation), thru Charles W. Hoyt Co., N. Y.; Electric Storage Battery Co., Philadelphia (Exide batteries), thru Aitkin-Kynett Co., Philadelphia; Bonnie Dog Food Co., Sacramento (Bonnie dog & cat food), thru Wilson-Markey Adv., San Francisco; Ratsey & Laphorn Inc., N. Y. (Draw-Tite tents), thru Woodward & Byron, Westport, Conn.; AnSCO Div., General Aniline & Film Corp., Binghamton, N. Y. (photographic products), thru Benton & Bowles, N. Y.; Bostwick Labs, Bridgeport, Conn. (Hep Safe-T-Spray Oven Cleaner), thru Ovesey, Berlow & Straus, N. Y.; Valvoline Oil Co., Freedom, Pa., thru James Stewart Adv., Carnegie, Pa.

**Network Accounts:** Steve Allen, who recently signed new 3-year contract with NBC-TV, will shift his *Tonight* schedule later in year, dropping Mon. show and adding Sat. program (11:30 p.m.-1 a.m.) NBC is also contemplating increased budget, new cast & separate production unit for Sat. show . . . Pharmaceuticals Inc. to sponsor *Life Begins at 80* on ABC-TV Sun. 9:30-10 p.m., later moving to Sun. 10-10:30 p.m., and *Ted Mack's Original Amateur Hour* on ABC-TV Thu. 10-10:30 p.m., thru Edward Kletter Assoc. . . . ABC-TV reports sellout of sponsors on J. Arthur Rank package, *Famous Film Festival*, Sun. 7:30-9 p.m.—latest being Johnson & Johnson (surgical supplies), 6 partic., thru Young & Rubicam & N. W. Ayer; Beltone Hearing Aid Co., 2 partic., thru Olian & Bronner Inc., Chicago; Chrysler, 1 partic., thru McCann-Erickson, Detroit . . . Mutual of Omaha to be alt. sponsor (with American Chicle) of *Zoo Parade* on NBC-TV starting Oct. 23, Sun. 3:30-4 p.m., thru Bozell & Jacobs . . . Crosley to be alt. sponsor (with Whitehall Pharmacal) of *Midwestern Hayride* on NBC-TV starting in Nov., Wed. 10:30-11 p.m., thru Earle Ludgin & Co. . . . Whitehall Pharmacal buys twice-weekly partic. on NBC-TV's *Tonight* starting Oct. 10, Mon.-thru-Fri. 11:30-1 a.m., thru Biow-Beirn-Toigo . . . Admiral reports 115 stations cleared for Bishop Sheen's *Life Is Worth Living* on ABC-TV starting Oct. 13, Thu. 8-8:30 p.m. . . . Brown & Williamson Tobacco Co. (Viceroy, Kool) drops *Penny to a Million* on ABC-TV.

**A** LLOCATIONS CHANGES suggested by virtually everyone so far have one thing in common—that substantial number of vhf assignments can be made in major cities by dropping present mileage-power minima. Where they differ is in degree—and the role of uhf.

ABC's proposal to FCC this week (p. 1), submitted in form of petition to revise allocations standards and table of assignments, makes these specific recommendations:

(1) FCC should reaffirm importance and permanence of uhf.

(2) Deintermixture should be undertaken "by removing ungranted vhf channels from cities where there are existing uhf stations having a good chance of survival and reassigning these vhf channels to cities where they are needed because uhf cannot compete effectively."

(3) Add vhf to cities with 2 vhfs by: cutting co-channel separations to as low as 130 mi. in all zones; tailoring powers of new drop-in stations by having them produce no more interference to co-channel stations than they would if they operated with 1000-ft. heights and maximum powers at minimum distances now specified in rules; adding directional antennas; taking over unused or ungranted vhf educational channels where needed.

(4) Give new vhf channels to operating uhfs.

One point stressed hard by ABC is that its plan leaves road clear to other remedies if it doesn't work; that other plans guarantee death of uhf.

\* \* \* \*

CBS's "Plan A" would put 3 or more vhf channels in 84 of top 100 markets instead of 52 currently in prospect. It would do this by:

(1) Reduction of co-channel mileages to 130 in Zone I, 140 in Zone II, 150 in Zone III—but protecting co-channel stations' Grade B contours even more than present rules protect them.

(2) Use of directional antennas.

(3) Employment of vertical polarization.

(4) Deintermixture in Peoria and Madison only, leaving them all-uhf.

(5) "Move-ins" of 8 vhf stations from smaller to larger cities.

CBS's "Plan B" assumes 3 more channels might be obtained — 88-94 mc from FM, 134-140 mc from military, 168-174 mc from govt. non-military — and uhf would be eliminated. This would provide 3 or more vhf channels in first 100 markets plus 50 or so more stations in markets not covered by stations in first 100 markets. Operating uhf stations would be shifted to vhf wherever possible, but some 60 uhfs wouldn't get vhf in their present markets.

CBS presentation, submitted as letter to FCC, not a petition, recommends that Plan A be adopted immediately unless 3 extra channels can be obtained quickly. In latter case, it says Plan B is preferable.

CBS acknowledges that there's conversion problem in Plan B; that present sets aren't equipped to get new channels. But it estimated conversions can be made for \$10-\$20, plus \$10 more if vertical polarization is used.

Criticism of "Mullaney Plan," advanced by CBS, is that new stations would be so closely spaced that they'd seriously reduce coverage of existing stations while having only very small coverage themselves.

\* \* \* \*

Engineer John Mullaney's letter to Commission was intended, he said, to dispel belief his proposal is a "low-power plan"; show where assignments may be made; indicate how offset carrier may be employed; demonstrate that high-gain directional receiving and transmitting an-

**C**OMMISSION GRANTED construction permit this week for Ch. 10 in Minot, N. D. to owners of KFYZ-TV, Bismarck (Ch. 5), and proposed to open 2 educational channels to commercial applicants. (New Bismarck station KBMB-TV, Ch. 12, linked to present one in Minot, meanwhile prepared for debut; see p. 10.)

The proposed educational channel changes could develop into battle royal, Joint Committee on Educational TV having decided at Oct. 6 meeting to fight them as it is now opposing FCC's proposal to switch Des Moines' Ch. 11 from educational to commercial (Vol. 11:23, 29). Channels involved in new proposal are Ch. 5 in Weston, W. Va. and Ch. 3 in College Station, Tex.

Weston rule-making, with Comr. Bartley dissenting and Comr. Mack not voting, was in response to petition by WJPB-TV, Fairmont, W. Va. (Ch. 35) and supported by Fairmont State College — but opposed by West Virginia U, Morgantown; Salem College, Salem; West Virginia's Research Center Inc., and Rep. Bailey (D-W. Va.). In Texas case, FCC proposed that Ch. 3 be assigned jointly to Bryan & College Station and that Ch. 54, currently assigned to Bryan, be reserved for educational use in place of Ch. 3. Move was requested by group of Brazos County businessmen headed by John M. Lawrence III. Deadline for comments on both proposals is Nov. 7.

NBC's current Buffalo affiliate, WGR-TV, this week filed "economic injury" protest seeking stay of network's purchase of competitor WBUF-TV (Ch. 17), approved last week by Commission (Vol. 11:11, 15, 39-40). WGR-TV charged sale would cause loss of its NBC affiliation and result in economic injury. It also questioned NBC's qualifications as licensee, referring to reports Commission is investigating proposed Westinghouse swap of its WPTZ, Philadelphia (Ch. 3) for NBC's WNBK, Cleveland (Ch. 3) along with their radio affiliates (Vol. 11:21). If FCC finds "coercion" existed in this proposed transfer, WGR-TV argued, it can only conclude that network is unfit "to operate any broadcast station in the public interest."

Other activities at FCC this week were highlighted by:

(1) Initial decision by Examiner Cooper ruling that there was no evidence of "trafficking in licenses" involved in transfer of CP for KNAC-TV, Ft. Smith, Ark. (Ch. 5) to Donald W. Reynolds who now owns uhf KFSA-TV, Ft. Smith (Vol. 11:18-19). (2) Petition by WLOW, Portsmouth, Va. — which once operated Norfolk uhf WTOV-TV—to cancel CP for WNBE-TV, New Bern, N. C. (Ch. 13) because of failure to construct station, and assign Ch. 12 to Princess Anne, Va. (Norfolk), substituting Ch. 13 for 12 at Arapahoe, N. C.



Four TV applications were filed this week, bringing total pending FCC action to 159 (19 uhf). They were: For Montrose, Colo., Ch. 10, satellite installation, by owners of KFXJ & KFXJ-TV, Grand Junction & KGLN, Glenwood Springs, Colo.; for Clovis, N. M., Ch. 12, by local radio KICA; for Roswell, N. M., Ch. 10, by KBIM; for Deadwood, S. D., Ch. 5, by KDSJ. [For details, see *TV Addenda 21-M* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

tennas are practical. He says average distance of proposed new "secondary" stations to existing stations would be 137 mi. (lowest is 86 mi.) and he reports average minimum ERP would be 63 kw. Lowest would be about 100 watts, highest 316 kw. He notes that only 31 uhf stations wouldn't be provided vhf, though he believes most of these can be taken care of by careful juggling.



**Telecasting Notes:** Sudden snag may be developing to hinder or even block future release of theatrical films to TV—in form of possible upped demands from Jimmy Petrillo's AFM. Musicians' union this week caused new group of 45 feature films to be removed from the TV market by Associated Artists Productions, though some 30 stations had already ordered the films in "Movieland" package. Involved were 35 Pine-Thomas features originally released through Paramount and 10 productions distributed theatrically by Universal-International. It's been AFM's practice in past to collect 5% of TV gross for films produced since 1948, but in case of the "Movieland" group, Petrillo reportedly asked for retroactive payment of 5% of Associated Artists' total gross on all televised films since 1947. The syndicator refused, turned back the 45 features . . . Is this a warning from Petrillo of things to come, as more and more recent features are released to TV? An AFM spokesman insists it's not precedential, but there's general uneasiness lest this is opening blow which could set off new demands not only by musicians' union, but by other unions, as price of showing features on TV . . . Still going up: CBS-TV's \$64,000 *Question* topped all ratings for third straight month in Sept. ARB's Sept. 11-17 survey gave it rating of 66.4—nearly 20 points above No. 2 show, CBS-TV's *Toast of the Town* with 46.9—and an estimated 58,980,000 viewers. Nielsen poll for 2 weeks ended Sept. 10 showed 55.5 rating and 17,766,000 viewing homes for \$64,000 *Question* and 38.6 & 12,360,000 for *Toast*. NBC believes it's chipping away at former's rating, however; its new *Playwrights '56*, which bowed Oct. 4, Tue. 9:30-10:30 p.m., got 11.8 Trendex during 10-10:30 period compared with 45.2 for \$64,000 . . . Walt Disney's *Mickey Mouse Club* opened Oct. 3 on ABC-TV, 5-6 p.m. to mixed reviews—but apparently the kiddies liked it, ABC boasting that Trendex gave it 9.2 rating and 44.9 share of audience vs. 8.8 and 42.9 for other 2 networks combined on opening day; by Oct. 5, show's rating was 12.3 vs. 9 for other 2 networks in same time period . . . Uplift and information, in the form of public affairs programming, will cost CBS-TV nearly \$3,000,000 in production costs this year, representing work of 200 staff members, according to public affairs director Irving Gitlin . . . CBS planning 3 documentaries for theatrical release, all based on TV series—(1) version of its upcoming *Air Power* series; (2) *The Pacific*, using footage from *Adventure* series; (3) *Navy Log* . . . Orson Welles and CBS have called off plans

**Color Trends & Briefs:** World Series colorcasts brought more residual pro-&-con comment this week. Our own view, after seeing several of the games in color, was that quality ranged from poor to fair; that industry has to gain more operating experience and/or technical development before outdoor colorcasts are comparable with studio originations. In addition, it's clear that while color may add to enjoyment of sportscasts, it adds far less than it does to typical studio spectaculars.

Problem in World Series was largely the inability of camera to handle enormous contrast between deep shadow and bright sunlight without extraordinary care by cameramen.

To comments of others last week may be added observations of Herald Tribune Syndicate's John Crosby and *Billboard's* Sam Chase. Crosby was peeved, wrote: "I have now seen a fight, a tennis match and a World Series in color and none of them has been nearly as effective as plain old black-&-white." Chase liked it, stating: "Coverage of the Series in hue adds vastly to the excitement. It brings the TV-bound fan many steps closer to the real thing."

Comments on color quality of studio shows, however, have been uniformly favorable—regardless of programs' other entertainment values. Particularly impressive re-

for his production of half-dozen 90-min. color film spectaculars, some of which were to have been shot in Europe . . . Talk about oldies: Cinema-Vue Corp., 90-08 68th St., Forest Hills, N. Y., headed by Joseph Smith, offering TV stations shorts dating back to 1910 that include Charlie Chaplin, Keystone Kops, Hal Roach & silent cartoons . . . Betty Hutton, who "retired" after getting poor reviews on early NBC-TV color spectacular *Satins & Spurs*, returns to same network Oct. 25 for 8-9 p.m. show with Jimmy Durante & Sophie Tucker . . . News every hour on the hour—an old standby on radio—will be adapted to TV by Fred Weber's new WHTN-TV, Huntington, W. Va. (Ch. 13); varying in length "according to the time and importance of the material," hourly news reports will be accompanied by UP facsimile photos . . . *Movieman* with an idea: On Tuesdays at 9 p.m., just after the feature movie ends, a TV set is moved onto the stage at G. E. Schnibben's Carolina Theatre in Florence, S. C., and the audience watches \$64,000 *Question* via local WBTW.

How feature film prices have soared in last 10 years was related by TV executives this week as Govt. presented witnesses in its "16mm" anti-trust suit against 5 major movie companies, contending they conspired to keep features off TV (Vol. 8:30 & 11:38-39). CBS-TV pres. J. L. Van Volkenburg told Los Angeles Federal Court he negotiated with RKO and Universal for old features in 1951, but gave up because price was too high. He said average price of feature films, for 6-7 showings on TV, has jumped from \$125-\$130 in 1948 to \$7500-\$10,000 today. WOR-TV's Milford Fenster testified feature film prices have jumped tenfold since 1950—from top price of about \$800 then to \$8000 now. This week's court sessions were marked by clashes between Judge Yankwitch and gov't. attorney Samuel Flatow. At one point the judge accused Flatow of having "gone the New Deal 100% better" by contending that a legal action "can become illegal merely because it is a result of a concert [of action] regardless of whether it results in an unreasonable restraint of trade." At another point, he accused Gov't. of seeking to regulate movie industry as a public utility.

Withdrawal of Vitapix Corp., station-owned film organization, from its exclusive tieup with Guild Films was announced this week by Edward E. Hall, exec. v.p., who stated Vitapix is being reorganized and will move to new quarters in mid-Oct.

cently were CBS's Oct. 6 *Shower of Stars*, starring Jack Benny & Ruth Hussey in "Time Out for Ginger" and NBC's Oct. 1 *Max Liebman Presents*, featuring Jeannie Carson, Wally Cox & Elsa Lanchester in "Heidi."

Another interesting reaction is that of children to *Howdy Doody* in color. Previously not particularly excited about color, youngsters rush to color set, are mighty disappointed if relegated to black-&-white receiver.

\* \* \* \*

Network color schedules for next 2 weeks: NBC-TV—Oct. 10-14 & 17-21, *Howdy Doody*, 5:30-6 p.m.; Oct. 15, NCAA football, Notre Dame vs. Mich. State, 2:45-5:30 p.m.; Oct. 17, *Producers' Showcase*, "Cyrano de Bergerac," starring Jose Ferrer, Claire Bloom, 8-9:30 p.m.; Oct. 18, *Milton Berle Show*, 8-9 p.m.; Oct. 23, *Maurice Evans Presents*, "Alice in Wonderland," starring Gillian Barber, Eva LeGallienne, Bobby Clark, Martyn Green, Burr Tillstrom, 4-5:30 p.m. CBS-TV—Oct. 11 & 18, *Red Skelton Show*, 9:30-10 p.m.; Oct. 15 & 22, *Gene Autry Show*, 7-7:30 p.m.; Oct. 12, *Arthur Godfrey*, 8-9 p.m.; Oct. 20, *Shower of Stars*, "House of Shadows," starring Diana Lynn, James Daly, James Gleason, Jane Darwell, 8:30-9:30 p.m.; Oct. 22, *Ford Star Jubilee*, "Together with Music," starring Noel Coward, Mary Martin, 9:30-11 p.m.

**TWO MORE VHF starters**—KBMB-TV, Bismarck, N. D. (Ch. 12) and WORA-TV, Mayaguez, Puerto Rico (Ch. 5)—bring to an even 50 the number of new stations that have gone on the air thus far this year and leave only 14 on roster of likely starters during remainder of year (for list, see Vol. 11:40). On-air total is now 455, of which 108 are uhf outlets.

KBMB-TV's test patterns, all set to start Oct. 10 and to run 9 a.m.-5 p.m. daily, are preliminary to commercial debut by month's end with CBS programs. Chief owner John W. Boler also operates KCJB-TV, Minot (Ch. 3) & KXJB-TV, Valley City (Ch. 4) and recently got FCC approval of microwave system to link all 3 (Vol. 11:39). KBMB-TV has 10-kw Federal transmitter & 4-bay Federal antenna atop State Capitol building, will rebroadcast CBS shows of KXJB-TV for most part. National sales v.p. for Boler stations is Wm. L. Hurley, 4000 Front St., Fargo, N. D.; Fred Drewry is resident mgr. Base hour rate is \$150, all 3 stations being offered in combination at \$637.50. Rep is Weed.

WORA-TV, Mayaguez, begins programming Oct. 12, having started test patterns Oct. 1. Island's third TV, it's at western end, over 70 mi. from other two in San Juan. It has 500-watt RCA driver and GE antenna on 100-ft. tower at site 2972-ft. above sea level, some 2000-ft. above av. terrain. Power boost is planned within a month, or as soon as 10-kw transmitter is installed. Owner is sugar cane grower Alfredo R. de Arellano Jr.; New Orleans' WJMR-TV, with which it's affiliated, is due to acquire 30%. Senor de Arellano is gen. mgr., with WJMR-TV's George R. Mayoral as exec. v.p.; Reinaldo DuPont, from WORA, sales mgr.; Tom Abbott, from WJMR-TV, program mgr. Base hour is \$120. Rep is Adam Young.

Only recent equipment reports were RCA's shipment Sept. 23 of 50-kw transmitter to KSLA, Shreveport (Ch. 12); GE order for 5-kw transmitter and 6-bay antenna for upcoming Ch. 6 satellite KHOK-TV, Hayes Center, Neb. (Vol. 11:39) and for used 20-kw amplifier and new 12-bay antenna to go within 45 days to KOOL-TV, Phoenix (Ch. 10).

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

WSAV-TV, Savannah, Ga. (Ch. 3) plans to start construction immediately, now that it has met condition imposed by FCC in awarding CP, reports pres.-gen. mgr. Harben Daniel. FCC prohibited it from using as tower base 3 small steel sleeves installed on penthouse roof of Liberty National Bank Bldg. during remodeling. Now Commission has approved plans to install new steel sleeves on roof for Ideco tower base. Station doesn't expect to be on air for several months, plans to start with limited studio facilities, more elaborate plant later. RCA equipment has been ordered and station will be primary NBC, according to Daniel. Meanwhile, U. S. Court of Appeals in Washington has scheduled oral argument Oct. 10 on competing WJIV appeal to set aside grant to WSAV (Vol. 11:10).

CJLH-TV, Lethbridge, Alta. (Ch. 7), 50 mi. from Montana border, now has Oct. 22 test pattern date, plans programming last week of Oct., reports production mgr. Bob Ranson, ex-radio CJOC. It's first Canadian station to use a Standard Electronics transmitter (10-kw), due from Canadian Westinghouse by Oct. 11. Alford antenna is scheduled for installation on 600-ft. Stainless tower week of Oct. 10. Outlet is equally owned by Norman Botterill, mgr. of CJOC, and Hugh Buchanan, publisher of *Lethbridge Herald*. Base rate will be \$160. Reps will be Weed and All-Canada.

**TELEVISION** penetration of farm homes in 3 more states was revealed this week in latest installment of Census Bureau's county-by-county Census of Agriculture, conducted in Oct.-Nov. 1954. In Maine, 8921, or 38.2% of state's 23,368 farms had TV; in Oregon, 15,933, out of 54,442, or 29.2%; in New Mexico, 3648 out of 21,070, or 17.3%. The county-by-county figures:

MAINE					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Androscoggin	1,009	490	Penobscot	2,219	1,109
Aroostook	3,940	354	Piscataquis	530	257
Cumberland	1,749	966	Somerset	1,878	679
Franklin	968	242	Sagadahoc	368	202
Hancock	1,252	565	Waldo	1,553	677
Kennebec	2,132	994	Washington	1,120	273
Knox	806	305	York	1,477	810
Lincoln	975	497			
Oxford	1,392	501	<b>State Total</b>	<b>23,368</b>	<b>8,921</b>

  

OREGON					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Baker	998	101	Lane	4,042	1,229
Benton	1,153	370	Lincoln	677	71
Clackamas	5,607	2,487	Linn	3,196	935
Clatsop	697	172	Malheur	2,446	891
Columbia	1,773	719	Marion	4,543	1,934
Coos	1,408	15	Morrow	463	24
Crook	393	17	Multnomah	1,680	886
Curry	390	41	Polk	1,605	532
Deschutes	1,067	44	Sherman	265	82
Douglas	2,155	235	Tillamook	857	215
Gilliam	212	27	Umatilla	2,143	143
Grant	403	2	Union	987	51
Harney	322	10	Wallowa	686	33
Hood River	1,002	275	Wasco	805	110
Jackson	2,647	1,228	Washington	3,676	1,558
Jefferson	590	69	Wheeler	173	—
Josephine	1,443	481	Yamhill	2,473	863
Klamath	1,297	75			
Lake	426	8	<b>State Total</b>	<b>54,442</b>	<b>15,933</b>

  

NEW MEXICO					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Bernalillo	883	402	Otero	369	53
Catron	315	30	Quay	863	55
Chaves	672	367	Rio Arriba	1,880	167
Colfax	442	13	Roosevelt	1,585	144
Curry	957	65	Sandoval	879	105
De Baca	267	31	San Juan	830	6
Dona Ana	1,119	561	San Miguel	865	48
Eddy	630	202	Santa Fe	703	128
Grant	340	31	Sierra	256	22
Guadalupe	333	27	Socorro	398	105
Harding	263	23	Taos	1,082	73
Hidalgo	175	4	Torrance	551	125
Lea	747	193	Union	680	63
Lincoln	418	62	Valencia	1,074	348
Los Alamos	*	*			
Luna	325	165	<b>State Total</b>	<b>21,070</b>	<b>3,648</b>
McKinley	419	1			
Mora	750	29			

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40).

Radio station sales, involving TV principals, approved by FCC: (1) WALT, Tampa, from W. Walter Tison to admen Harold Kaye & Emil J. Arnold, for \$100,000 (Vol. 11:36); Tison is v.p.-mgr. & 20% owner of WTVT (Ch. 13). (2) KBAK, Bakersfield, Cal., from *San Francisco Chronicle* to ex-FCC attorney John P. Hearne and admen Howard L. Tullis & Benton Paschall, for \$85,000 (Vol. 11:33); *Chronicle* owns KBAK-TV (Ch. 29). (3) KGWA, Enid, Okla., from George E. Failing to group headed by R. H. Drewry, owner of 53.5% of KSWO-TV, Lawton, Okla. (Ch. 7) and 29% of KMID-TV, Midland, Tex. (Ch. 2), for \$62,500 (Vol. 11:33).

Station sales consummated this week, subject to FCC approval: KXL, Portland, Ore. (10-kw, 770 kc, independent), sold by group headed by E. B. Craney, who also is pres.-gen. mgr. of KXLF-TV, Butte, Mont. (Ch. 6), to Lester M. Smith & Lincoln Dellar, owners of KJR, Seattle, for \$450,000. KVNI, Coeur d'Alene, Ida. (250-watts, 1240 kc, MBS), by Scripps Newspapers and Burl C. Hagadone to Alan Pollock, who also owns 5% of KBET-TV, Sacramento (Ch. 10), for \$85,000. Both sales were negotiated by Blackburn-Hamilton.

**MORE SET MAKERS GETTING INTO COLOR SWIM:** With NBC and CBS accelerating their color-casting schedules, with publicity about color rampant in all media, and with RCA claiming "satisfactory sales results" so far, there were signs this week that other manufacturers are preparing for more active color merchandising. For example:

(1) Philco is telling its distributors -- who manifestly are bothered by the RCA publicity about color, whether or not they're convinced of its saleability -- that it will deliver "a few sets" to those who want them by Thanksgiving. This is in keeping, a spokesman said, with promise at June convention where mock-ups were shown but where the attitude toward color was distinctly bearish.

The Philco color sets, said the spokesman, "aren't the last word, engineering-wise" -- and he emphasized, as did pres. James H. Carmine at convention, that they will use "the 21-in. CBS-Hytron tube, produced by Sylvania." They will retail at \$795 in consolette, \$895 as console.

(2) Admiral will accelerate color production later this month, but spokesman declined to give any figures. He said his company is currently making "a handful" of color sets (though it hasn't been promoting them very heavily) and will get "considerably more active" within the month.

(3) Motorola stepped up its color promotions beyond earlier plans, is using its partic. sponsorship on NBC Matinee Theatre colorcasts to talk up color, and also expects to soup up its production schedule shortly. Motorola, it's recalled, took financial setback in its earlier effort to merchandise 19-in. color (Vol. 10:44, 47).

(4) Hoffman Electronics completed installation of all special equipment to produce color sets at its Pasadena plant, with main Los Angeles factory devoted to black-&-white exclusively. Pres. H.L. Hoffman said regular shipments of its 21-in. "Colorcaster" receivers (at \$795 & \$895) will start immediately.

Previously announced color receivers by Andrea, Capehart-Farnsworth, CBS-Columbia, DuMont, Emerson, Hallicrafters, Magnavox, Packard-Bell, Raytheon, Sentinel, Sylvania, Stromberg-Carlson & Westinghouse haven't made much dent on market yet -- obviously because they're not being produced in quantity or promoted heavily, or both.

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RCA has given out no over-all color sales figures so far. Though it admits that totals are not very impressive when ranged alongside the continually high sales of black-&-white (which have averaged 165,000 a week at retail so far this year), RCA appears to be quite satisfied with results of its color merchandising to date. An official statement from company said:

"Public reaction to colorcasts of World Series...is creating a demand for color TV receivers reminiscent of the early postwar days of black-&-white TV. In many areas, local inventories of color TV receivers were sold out before and during the World Series games."

RCA distributors reported mounting interest and sales generated by the Series and unusual NBC-CBS colorcasts. In addition to those reported last week (Vol. 11:40), John Holzman, Ohio Appliances Inc., Cincinnati, reports selling 68 sets during the Series; RCA Victor Los Angeles factory branch sold 181 in last 10 days; Southern Wholesalers, Washington, sold 90 to dealers last 3 weeks, 35 of them sold to public.

Biggest RCA distributor, Bruno-New York, reported its dealers sold 60 units in 4-day week, as against 102 preceding week. This wasn't surprising, it was said, because dealer business generally was poor this week -- "a sort of letdown after the Series." Numbers right now aren't too important, said Bruno's David Oreck, for sets aren't too plentiful; the important thing, in his words, is that "dealer lethargy toward color has pretty well washed out and there's now a different attitude on the part of the trade." He cited Liberty Music Store's enthusiastic ad in Herald Tribune

Oct. 2 "thanking RCA Victor and NBC for making color TV a reality," which will be repeated in the Times this Sun., Oct. 9. During Nov., Bruno itself is posting 250 "billboard spectaculars" around its area devoted to color. Bruno confidently expects to average better than 150 per week sales.

Thomas F. Joyce, pres. of Raymond Rosen Co., Philadelphia, said "momentum of the Series is still being maintained here, though sales this week were slightly off the Series week, as we expected." He told us he still hoped to meet his original goal of 150 sales a week "if I can be assured of getting the merchandise." He also remarked that distributor sales to dealers were equivalent to dealer sales to consumers. "There's no inventory in this stuff," he said. "The dealers move the sets out as fast as they get them from the distributors."

Note: Perhaps one sign of color's "maturity" appeared this week in big ad in Washington newspapers by Todd's, big dealer, offering 15-in. color set for \$388. He told us he bought the set "for considerably under that figure" in close-out sale by Emerson, but declined to reveal profit margin.

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Increases in black-&-white TV prices will become virtually industry-wide in fortnight or so, following RCA's hike of its 21-in. table model leader from \$170 to \$180. It was last of TV's Big Four (RCA, Philco, Admiral, Motorola) to increase prices. This week also, Sylvania increased 3 sets by \$10 & \$20 -- and prospect is that others who have awaited RCA move will follow suit shortly.

Brief highlights of other major trade developments this week:

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**Dealer Appreciation:** The "forgotten man" in trade is the TV-radio-appliance retailer, says NARDA pres. Harry B. Price Jr., Norfolk. Addressing the International Assn. of Electrical Leagues in Toronto, he said: "Look at the illogicality of an industry that is setting impossible production and sales records, introducing many new items which are finding acceptance in hundreds of thousands, even millions of households all over America, in which dealers show an average net profit of less than 3%. This despite the fact that they pay a fat rent, tie up large chunks of capital in big-ticket merchandise, hire and pay regular salaries to the people in their organizations -- make all that investment and take all that risk." He called for greater cooperation between dealers and local electric leagues and praised the "spirit of good fellowship" at NARDA's recent Institute of Management in Washington, in which representatives of several electric leagues participated (Vol. 11:34).

**Whirlpool Spinning:** More tugging and hauling at the distribution pattern this week, following Whirlpool-Seeger purchase of International Harvester's refrigerator plant in Evansville last week (Vol. 11:40). Week's scoreboard showed that 2 more RCA distributors are taking over Whirlpool-Seeger line -- plus persistent rumor which continues to crop up despite vigorous denials. RCA owns 20% of Whirlpool-Seeger, as does Sears Roebuck. The shifts were in Buffalo, where RCA Victor Distributing Corp. branch took the line from Cladco Distributors, onetime Hallicrafters outlet, and in Syracuse, where Morris Distributing Co. took line from B.H. Spinney Co. The big rumor involved reported shift of Whirlpool-Seeger line to Raymond B. Rosen Co., the RCA distributor in Philadelphia, which now handles ABC-Kelvinator. Tom Joyce, pres. of Rosen Co., told us "there is absolutely no truth to this rumor."

**Appliance Boom:** Tremendous upsurge in household appliances in next decade was foreseen this week by Roger Kyes, General Motors v.p. in charge of appliances. In address at preview of 1956 Frigidaire line in Detroit, he said appliance industry in next 10 years has opportunity to become as important in economy as auto industry is today and should promote "product obsolescence" as auto industry does. By 1965, he said, 60% of American homes would be air-conditioned (compared to 5% now) and the annual sales of refrigerators and automatic washers will increase by some 1,000,000 units over current volume. Also, he predicted that as many as 10,000,000 families would have 2 refrigerators and that millions of cars would be air-conditioned. He said Frigidaire will try to increase its replacement business by improving products and by providing "a more orderly and satisfactory method for arriving at trade-in values of used products."

**Economic Outlook:** Torrent of high-level economic reports, all pointing to a continuing boom, came from leaders of Govt. and industry this week. Here's quick capsule summary of their conclusions: (1) Dr. Arthur F. Burns, chairman of President's Council of Economic Advisers, told N.Y. Chamber of Commerce that national economy could reach \$400 billion "in the near future"; he also said that "the widespread tendency toward increasingly liberal credit terms...has apparently run its course." (2) General Motors pres. Harlow H. Curtice, before sailing for Europe, said over-all business conditions in last 3 months of 1955 should prove as prosperous as first 9, primarily because of 65,000,000 employment; he didn't believe President's illness would affect economy. (3) J. Howard Edgerton, pres. of U.S. Savings & Loan League, predicted home mortgage loans will continue "in substantial flow" despite any Govt. curbs on credit. (4) Labor Secy. Mitchell said more Americans held jobs last month than in any previous Sept., though total declined from Aug., as students returned to school. (5) Mitchell and Commerce Secy. Weeks, in joint report, noted that value of new construction started in Sept. reached record high of \$4 billion.

**Production:** TV output totaled 186,467 week ended Sept. 30, compared to 189,899 preceding week and 198,874 week ended Sept. 16. It brought 9-month production to about 5,600,000 vs. 5,000,000 in same 1954 period. Radio production totaled 284,949 (103,932 auto) week ended Sept. 30, compared to 267,994 units week ended Sept. 23 and 270,207 week before. For 9 months, radio production was estimated at 9,900,000 vs. 7,900,000 in corresponding period of 1954. Note: RETMA this week put official 8-month TV production at 4,820,991, radio output at 8,725,012. They compared with 3,785,519 TVs, 6,110,119 radios produced in first 8 months of 1954. Of TV output, 727,941 were equipped for uhf at factory.

**Trade Personals:** J. E. Hall promoted to Capehart-Farnsworth purchasing agent, succeeding Ned S. Underhill, now operations director; Raymond W. Herrick, Chicago regional sales mgr., named national radio sales mgr. . . . Robert B. Brown named materials director, Magnavox govt. & industrial div., reporting to Howard B. Allen Jr., div. operations director . . . Wm. Balderston, Philco chairman, appointed chairman of 1955 Philadelphia Orchestra Fund . . . Robert B. Sampson, ex-administrator of distributor finances, RCA corporate staff, Camden, and ex-secy-treas. of RCA Distributing Corp., appointed mgr. of market research, RCA tube div., Harrison, N. J., under Harold F. Bersche, mgr. of marketing services . . . Ernest Setlowe, ex-Jefferson-Travis Inc., Emerson cabinet subsidiary, named cabinet buyer, DuMont TV receiver div. . . . Frank A. Mitchell, ex-Remington Corp., named sales mgr. of Emerson air conditioning div. . . . Charles H. Belzer Jr. promoted to Motorola asst. sales training mgr. . . . Wm. J. Bakrow, ex-General Motors & UP, named CBS-Hytron public relations mgr. . . . J. Stephen Katonah, ex-Arvin and Crosley-Bendix, named north central regional mgr., DuMont TV receiver div., working out of Minneapolis . . . Eugene R. Freling named Sylvania district sales mgr., Seattle . . . Charles F. Rey appointed Sperton district merchandiser for western Cal. . . . Walter Nachtigall, ex-Peck Adv., named sales & adv. mgr., Fanon Electric Co., Jamaica, N. Y. (phonos) . . . John J. Eibye Jr. named mgr. of Raytheon's New England sales & service district, equipment marketing div., succeeding Burton B. Stuart in Boston office, recently appointed product planning mgr., industrial sales dept.; Eugene H. Clark Jr. succeeds Eibye as product planning mgr., component sales dept. . . . John Greenwell promoted to mgr. of Hoffman Electronics' new color plant at Pasadena; Paul Kliment named chief color engineer.

Carl V. Haecker, 59, RCA mgr. of displays & sales promotion, died Oct. 6 in Presbyterian Hospital, Philadelphia, after a heart attack. He was onetime Montgomery Ward display & store planning mgr. and asst. advertising director of W. T. Grant Co. His widow survives.

**DISTRIBUTOR NOTES:** Philco appoints Love Electric Co., Seattle, replacing Radio Television & Appliance Co. . . . Sylvania appoints Air Products Inc., 2 NW 6th St., Oklahoma City (Earl Holyfield, pres.); Paul-Jeffrey Co., 112 Baker St., Syracuse (S. P. Solomon, pres.) and V. J. Stanley Co. Inc., 20 Curtice St., Rochester, N. Y. (V. J. Stanley, pres.) . . . CBS-Columbia appoints D'Elia Distributors Inc., 1330 Fairfield Ave., Bridgeport, Conn. (Charles A. D'Elia, pres.) and Arthur Fulmer of Kentucky Inc., Louisville, replacing Sutcliffe's Inc. . . . Raytheon appoints Hub Distributors, Boston, replacing Boyd Corp. . . . Bendix Radio appoints Paige E. Mulhollan Co., Tulsa, and McGowin-Lyons Hardware & Supply Co., Mobile . . . Sonora appoints Auerbach Distributing Co., Chicago . . . Krich-New Jersey, Newark (RCA) promotes Leonard Fischer to gen. sales mgr.; James S. Cohan rejoins firm as merchandise mgr. after year with GE Supply Co., N. Y. . . . North Pacific Co., Portland, Ore. (RCA) appoints Robert W. Page adv. & sales promotion mgr. . . . GE Supply Co., N. Y., names Wm. G. Speckin, ex-DuMont N. Y., as adv. & sales promotion mgr. . . . Ray Distributing Co., Savannah (DuMont), extends territory to include Jacksonville area . . . DuMont appoints Bomar Appliance Co. Inc., 520 Western Ave., Knoxville (Mike Balitsaris, v.p.).

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**Color buildup:** Dave Garroway's *Today* offering 4 RCA color sets as prizes in contest asking writers to finish sentence: "I want to see *Cyrano de Bergerac* on NBC-TV in color Oct. 17 because . . ." It's to be *Producers' Showcase* spectacular starring Jose Ferrer.

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Two Sylvania executives and their wives were killed Oct. 6 in United Air Lines DC-4 crash near Laramie, Wyo., which took toll of 66 lives. They were John B. Merrill, 45, operations v.p. in charge of tungsten & chemical, atomic energy, electronics, parts divisions; James E. McGarr, 45, gen. mgr. of tungsten & chemical div. Mr. & Mrs. Merrill are survived by 2 children—Peter Gray, 3; Martha Cutter, 2. Mr. & Mrs. McGarr are survived by 4 children—Peter, 18; David, 16; Stephen, 12; Jane, 10. Both families resided in Towanda, Pa.

**Topics & Trends of TV Trade:** Chances of excise tax relief for uhf and color sets when Congress reconvenes still look rather dim, following opposition this week of Treasury Dept. In testimony before House Ways & Means subcommittee Oct. 5, Dan T. Smith, asst. to Treasury Secy. Humphrey, declared:

"It is our feeling that special tax treatment would be in effect a concealed subsidy. If it is desirable for the Govt. to do something to promote the manufacture of these sets, it would be better to have a direct subsidy so that the cost would be known." Smith said the Administration is "concerned with what seems to be the momentum of exemptions" from excise taxes. He noted that frequently one exemption is used as a precedent for a request for another, and the result is a "snowballing" effect.

A spokesman for RETMA, which has been pressing for excise tax relief, admitted that the Treasury's position, while not wholly unexpected, had weakened industry's position on sought-for uhf and color exemption. But, he said, it would have no effect on RETMA's battle for a general 5% reduction on all TV sets, to equate them with the 5% tax now in effect on most household appliances. Sigurd Tranmal, Stromberg-Carlson, member of RETMA tax committee, will explain RETMA's views further in testimony before the House subcommittee Oct. 12.

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Labor developments: (1) IUE set Oct. 16 deadline for new strike by 44,000 workers in 28 Westinghouse plants, including TV-radio factory at Metuchen, N. J., following rejection of 23½¢ hourly wage boost proposal. (2) Sylvania signed 3-year contract with IUE covering 750 workers at Buffalo and Batavia, N. Y. TV-radio plants, ending 5-day walkout in Buffalo. (3) Bendix Radio strike at Towson, Md. plant entered 6th week as we went to press, with no sign of settlement in sight.

First DuMont-brand radios will reach consumer market in Nov., v.p.-gen. mgr. Wm. H. Kelley telling us company will "feel its way" slowly with "modest production" at outset. First line consists of 2 table radios at \$30 & \$35, two clock radios at \$40 & \$45. Though DuMont has incorporated radios in some of its large TV consoles in past, this is its first separate radio line.

Phonograph price increases by year's end seem near certain, judging from announcement by Phonograph Mfrs. Assn. this week expressing concern of several key members about rising cost of components and national shortages. Joseph Dworken, Dynavox, pres. of group, said shortages of copper & nickel could have serious impact in Sept.-Nov. quarter, which accounts for 65% of industry sales. Ben Birns, pres. of Sonic Industries, said he has alerted all distributors to problems of costs and shortages. Marvin Frank, pres. of Vanity Fair, said shortages have "already crippled production and deliveries."

Kaye-Halbert Corp., Culver City, Cal., was adjudicated bankrupt this week in Los Angeles Federal Court. Long identified as manufacturer of higher-priced, custom-feature TVs, company was headed by co-founder Harry Kaye. Referee Brink authorized trustee Milton D. Klein to keep plant open for 30 days to facilitate its sale.

Sylvania has increased prices on Decatur, a 21-in. table model, from \$260 to \$270; Kelsey, 21-in. open-face console, from \$260 to \$270; Pembroke, 21-in. console, from \$300 to \$320. It also added a 21-in. table at \$190 and 21-in. console at \$220—line now ranging from \$190 to \$470.

Magnavox adds 21-in. 3-way cordovan combination at \$330, a 24-in. open-face console at \$340 and a 24-in. 3-way full-door deluxe combination at \$625.

CBS-Hytron Sales Corp. has been set up as new CBS Inc. subsidiary to handle CBS tubes & semi-conductors.

**Financial & Trade Notes:** Carl M. Loeb, Rhoades & Co., which recently published a 42-p. report on RCA and on the future of the electronics industry in general (Vol. 11:35), has the following comment in its Sept. 20 *Fortnightly Review* on recent disclosure (Vol. 11:36) that RCA is considering raising additional capital for expansion, possibly through issuance of \$100,000,000 of convertible debentures:

"The need for new capital of such magnitude is only partially explained by the company's growth which will see revenue this year at new record of \$1 billion, or twice the level of 1950 and over 4 times that of 1946. Additional working capital may be necessary (1) to replace a \$15,500,000 cash investment in Whirlpool-Seeger Corp.; (2) to finance NBC's fivefold increase in color TV network broadcasting; and (3) to prepare for the expected near-term breakthrough of color TV which should result in a doubling of the TV-receiver industry's present \$1 billion manufacturing volume.

"However, the most significant contribution of new funds would be to bring to commercial fruition a large number of technological developments that have been germinating in RCA's laboratories. Specifically . . . computers, inventory control systems, and advanced communications techniques including microwave. When RCA ultimately establishes itself in these expanding frontiers, the relative sales importance of 'industrial electronics' may well be on a par with 'consumer electronics' (TV receivers, radios and broadcasting) which today contributes about 60% of revenues."

RCA's working capital at end of 1954 was \$235,000,000 and current ratio was 2½ to 1, report points out, with annual cash generation approaching \$40,000,000. Capitalization consists of \$150,000,000 of long-term debt, first maturities falling due in 1970, \$90,000,000 of straight preferred stock and 14,000,000 common shares. Latter's 1955 earnings are estimated at around \$3 vs. \$2.77 in 1954.

"If the new financing were to materialize," says the Loeb, Rhoades *Review*, "potential equity dilution of some 15% would be a small price to pay for maintaining leadership in TV, securing an important minority position in the largest domestic appliance company and participating prominently in the brilliant future for industrial electronics."

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McIntosh Laboratory Inc., Binghamton, N. Y. (hi-fi), headed by Washington consulting engineer Frank H. McIntosh, which in Jan. offered some of its stock on open market (Vol. 11:2), earned \$33,021 on sales of \$355,743 during 6 months ended June 30 vs. \$22,332 on \$255,051 for same 1954 period. For all 1954, net profit was \$23,928 on sales of \$540,414. As of last June 30, firm's assets totaled \$248,093; its liabilities included 24,000 shares of \$10 par 6% capital stock authorized (676 shares outstanding) and 24,000 shares of common (10,346 outstanding). Earned surplus was \$35,567.

Collins Radio Co., for fiscal year ended July 31, 1955, will report revenues in excess of \$100,000,000 and net income of about \$3,300,000 (\$2.25 per common share). This compares with \$90,300,464 revenues, \$3,390,306 net profit (\$6.83) in 1954 (since which time the common has been split 1½ for 1) and \$80,028,767 sales, \$1,953,613 profit (\$3.90) in preceding year (Vol. 10:43).

Avco earned \$63,801 on sales of \$206,433,203 for first 9 months of 1955 after \$665,000 tax credit vs. \$3,326,721 on \$283,355,394 for same 1954 period. Third quarter was seriously affected by 3-month strike at Richmond, Ind. plant. Firm anticipates improvement in civilian lines including TV & radio, has defense backlog of \$200,000,000.

**Electronics Reports:** New sources of electrical energy—human voice and sunlight—were tested successfully this week when Army Signal Corps at Ft. Monmouth powered a diminutive radio transmitter by sound waves and Bell Labs began operating a transistorized telephone circuit with solar battery.

Signal Corps "wrist-watch" transmitter uses single transistor, is small enough to fit inside telephone mouth-piece, can be produced for about \$20 and is expected to have range of one mile; first test covered approximately 600 ft. After audio wave hits microphone, part of its power is filtered to provide power for transmitter. Future sets are expected to be fitted into matchbox-sized "cabinet"; companion receiver with ability to store power is in works.

At Americus, Ga., Bell's solar-powered telephone (Vol. 10:18 & 11:39) made commercial debut on 8-loop rural line, was pronounced success and placed in operation for long-range study. WRBL-TV, Columbus, Ga., became first station to use tape recording of sun-energized conversation with 60-mile hookup to home of farmer who made initial call on system; WRBL-TV reported quality of tape superior to that usually recorded from rural phones.

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Single sideband transmission for radiotelephone service under 25 mc, saving half present channel width, is aim of proposed rule-making issued by FCC this week (Doc. 11513, Mimeo 22939). Proposal looks toward requiring all fixed stations under 25 mc, except Alaskan and maritime fixed stations, to switch to new type of transmission. About a year later, Commission plans to begin consideration of changing mobile stations, along with Alaskan and maritime fixed, to single sideband. Proposal suggests 5-10-year changeover period. Comments are due Dec. 30.

Clevite Corp. has acquired Intermetal G. m. b. H., Dusseldorf, Germany, which will be operated in conjunction with its subsidiary Transistor Products Inc., Waltham, Mass., major supplier of germanium diodes for TV. German firm employs 70, produces about 15 kinds of semi-conductor devices, including low level junction transistors and glass diodes. Dr. R. B. Holt, Transistor pres., this week named E. F. Giguere, ex-Federal, as sales v.p.

Sylvania broke ground for 50,000-sq. ft. Data Processing Center at Camillus, N. Y. (Vol. 11:15-16) this week in move to link 43 plants, 16 labs, 22 sales offices in 19 states to focal point for financial & production information. Center will open next Feb. 1, will house Univac system with 12,000-mi. private electronic communications network leased from Western Union.

Sparks-Withington Co., Jackson, Mich. (Sparton) has acquired Allied Steel & Conveyors Inc., Detroit, producer of custom-built conveyor systems.

A. Henry Casey named mgr. of new closed-circuit TV development of Hallamore Mfg. Co., Long Beach, Cal., recently made a div. of Siegler Corp., Centralia, Ill. (heaters).

Brig. Gen. William P. Pence, ex-asst. to Chief Signal Officer, has assumed new duties as chief of signal plans & operations div.

Dr. William O. Baker elected Bell Labs research v.p., succeeding Dr. James M. Fisk, who became exec. v.p. June 1.

Anthony J. Katona, Jerrold mgr. of community sales div., ex-Philco, appointed mgr. of Jerrold-Southwest Inc., headquartering in Dallas.

A. H. Hardwick, mgr. of International Resistance Co.'s N. Y. sales office, elected a v.p.

Martin W. Rogers, ex-Raytheon, named director of quality control, National Co.

Romus Soucek promoted to Westinghouse west coast mgr. for defense products, Los Angeles.

"Economy-priced" color TV is still some distance away, Motorola exec. v.p. Robert W. Galvin implies in Oct. 1 *Forbes Magazine* which reviews company's success in auto radio-TV-electronics field and forecasts continued rosy financial outlook. Of color TV at near black-&-white prices, he says: "That's not possible now. We'd need to sell a couple of million color sets a year to bring the price down to \$400. Frankly, we don't know when that will be." Article profiles Motorola pres. Paul V. Galvin, credits him with meeting terrific competition in post-war TV production (RCA, Philco, Admiral) and pulling firm up to fourth place among Big 4 TV manufacturers (Vol. 11:38). Galvins are sure of sound future in TV, radio & transistor business with \$1,500,000 already laid out to prepare for mass transistor production at Phoenix, Ariz. plant. "I don't know to the penny what we'll make this year," Pres. Galvin told *Forbes*, "but it seems safe to predict that it will be more than last year's \$7,600,000 earnings." Note: In July, Galvin predicted record volume of \$225,000,000 this year (Vol. 11:30). Motorola earned \$2,945,001 (\$1.52 per share) on sales of \$134,708,059 in first half of 1955 (Vol. 11:32).

SMPTE officers re-elected at Lake Placid, N. Y. convention Oct. 4, all unopposed: National Theatre Supply's John W. Servies, financial v.p.; Bell Labs TV research director Axel G. Jensen, engineering v.p.; Colburn Labs' George W. Colburn, treas. John G. Frayne, Westrex, continues as pres.; Wilton R. Holm, DuPont, was appointed secy. following resignation of Edward S. Seeley. Elected for 2-year terms as governors: Frank N. Gillette, GPL; Garland C. Misener, Anasco; Richard O. Painter, General Motors; Reid H. Ray, Ray Film Industries; Lorin D. Grignon, 20th Century-Fox; Ralph E. Lovell, NBC.

Electronics industry leaders among witnesses to be heard at joint Congressional hearings on automation starting Oct. 14: Ralph J. Cordiner, GE pres.; Don G. Mitchell, Sylvania chairman-pres.; Robert C. Tait, Stromberg-Carlson pres.; Cleo Brunetti, director of General Mills engineering research & development. Hearings will go into economic and social impacts of automation.

Excellent subjects lined up for RETMA-IRE annual fall meeting in Syracuse Oct. 17-19 include transistors for TV-radio sets, color, reliability & quality control—with papers delivered by top industry engineers. Speaker at Oct. 18 dinner will be ex-RETMA chairman Robert C. Sprague, chairman of Sprague Electric, discussing "The Future of Electronics Through Automation."

RETMA's Military Products Div., recently-formed (Vol. 11:25), will hold first general membership meeting at Hotel Miramar, Santa Monica, Cal., Oct. 12-13. Donald W. Douglas Jr., Douglas Aviation v.p., will discuss electronics and aircraft industry; non-member electronics equipment manufacturers from West Coast are invited.

Sharp reduction in cost of industrial TV installations was reported by Jerrold Electronics' Max H. Kraus in paper Oct. 4 at AIEE fall meeting in Chicago. He said closed-circuit systems which used to cost \$5000-\$9000 now can be installed for \$1000-\$5000.

Hycon Mfg. Co. has formed new subsidiary, Hycon Electronics Inc., to take over design, manufacture & sale of commercial electronic test equipment developed by parent firm.

Dynamics Corp. of America (formerly Claude Neon) subsidiaries report \$13,000,000 in govt. radar and other electronics orders in last 3 months.

George E. McLaughlin, supt. of N. Y. Trade School, was presented with a plaque by RETMA Oct. 4 for his help in RETMA's vocational training program for servicemen.

Explosion in Aerovox plant at New Bedford, Mass. Oct. 7 killed 3 persons, injured 4.

## Network Television Billings

August 1955 and January-August 1955

(For July TV-Radio report see *Television Digest*, Vol. 11:38)

**N**ETWORK RADIO billings figures, released monthly by Publishers Information Bureau since 1949 and regularly published in this column, have been discontinued as of Aug. 1955 for reason that "recent changes in the rate and discount structures of the various networks have seriously affected the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past." PIB has concluded that any such data, as previously published, isn't valid any longer as indicative of month-to-month trends or relative time costs of sponsored programs. Networks were consulted and, since figures have been downtrending for several years and since none will release exact billings, they weren't averse to the discontinuance.

No similar problem, PIB states, arises in case of network TV—and the monthly TV reports, embracing gross time costs for each program, will continue to be released in same form as in past. Aug. report came out this week, showing combined gross of \$30,344,948 for month, up only slightly from year's low in July (Vol. 11:38). All networks showed substantial gains over Aug. 1954—save DuMont, which changed from a national network to a local operation as of Sept. 15.

For first 8 months of 1955, combined networks grossed \$257,517,496 vs. \$196,626,697 for same 1954 period. The \$30,000,000-plus Aug. gross, with best 4 months yet to be reported, augurs virtually certain record billings in excess of \$400,000,000 for the year, as predicted (Vol. 11:39). The PIB report:

### NETWORK TELEVISION

	August 1955	August 1954	Jan.-Aug. 1955	Jan.-Aug. 1954
CBS	\$14,959,098	\$12,275,908	\$123,285,950	\$ 90,053,871
NBC	11,767,789	8,057,484	102,545,292	78,501,043
ABC	3,562,676	2,514,815	28,595,084	20,032,760
DuMont	55,385	820,633	3,091,170	8,039,023
<b>Total</b>	<b>\$30,344,948</b>	<b>\$23,668,840</b>	<b>\$257,517,496</b>	<b>\$196,626,697</b>

### NETWORK TELEVISION—January-August 1955

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 3,718,195	\$15,831,141	\$ 723,960	\$13,172,695	\$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,418,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
<b>Tot.</b>	<b>\$28,595,084</b>	<b>\$123,285,950</b>	<b>\$3,091,170</b>	<b>\$102,545,292</b>	<b>\$257,517,496</b>

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 25%. However, they're generally accepted in the trade as an index.

NARTB's long-awaited continuing set census, county-by-county, probably won't be in operation before mid-1957—despite pres. Harold Fellows' hope, expressed at NARTB convention in May, for start of census before 1956 parley (Vol. 11:21). Following meeting this week of NARTB's TV circulation committee, chairman Robert D. Swezey, WDSU-TV, New Orleans, said that committee "hopes and anticipates" that set count "can be available for the industry by mid-1957." Alfred Politz Research, he said, is nearing completion of field tests on interview methods in first of 2 pilot markets. Next step will be to evaluate Politz findings in report to NARTB's TV board. Assuming board approves, a full-scale pilot study of a selected market will be conducted next year. Biggest delay thus far, said Swezey, has been development and manufacture of a special meter to be attached to TV sets for measurement of program viewing.

**A**BANDONING FIGHT for 1000-ft. ceiling on TV antenna towers, military and civilian aviation this week formally agreed to compromise plan drafted by working group of Joint Industry-Govt. Tall Structure Committee set up early this year by Air Coordinating Committee (Vol. 11:38). Agreement doesn't affect TV towers currently in use. As substitutes for a flat height limitation, the TV-aviation-govt. group adopted this 3-point program:

(1) Criteria for Airspace Subcommittee tower clearance will be re-examined to provide additional protection to heavily-traveled high-density airspace.

(2) FCC will be asked to institute rule-making to enhance attractiveness of "antenna farms" and multiple antenna towers.

(3) Legislation will be drafted to control location and height of TV receiving antennas and other structures which may be hazards to aviation.

Approval was unanimous—except for abstention of NARTB engineering mgr. A. Prose Walker, who said he can't take position on policy matters without authorization of NARTB board of directors, which meets in January.

The "antenna farm" proposal would seek FCC ruling that each applicant for tower over 500 ft. should be required to show why his antenna can't be located in a "farm" area. There's no assurance that any such rule-making procedure would be successful, although present FCC rules encourage use of multiple antenna sites. New proposal would put burden of proof on applicant to tell why he could not locate on common site.

New criteria for Airspace Subcommittee approval of towers over 500 ft. are likely to be tougher than present standards—but since TV industry will have voice in their drafting, they're not likely to be overly restrictive or prejudicial to best interests of the telecasters.

TV-radio planning for political conventions is nearing final phase with Republicans, but is still somewhat indefinite for Democrats. Network industry committee composed of NBC v.p. Davidson Taylor, CBS v.p. Sig Mickelson, ABC v.p. Thomas Velotta meets with GOP national committee in Washington Oct. 13 on pool coverage for San Francisco convention Aug. 20, expects to meet with Democrats later. CBS will be responsible for GOP pool arrangements, NBC for Democrats in Chicago Aug. 13.

Two-way international TV: Cuban baseball fans watched live World Series telecast this week as airplane over Gulf of Mexico picked up signals from Miami and relayed them to Matanzas on Cuba's north coast. Then production crew for NBC-TV's *Wide Wide World* succeeded in transmitting test pattern from Cuba to U. S., using same technique. First live network originations from Cuba will be seen on that program Nov. 13 & Dec. 18.

First AT&T off-air microwave service (Vol. 11:23) was inaugurated Sept. 28 in time for first World Series game. It brought signals of WDAY-TV, Fargo, N. D. to KFVR-TV, Bismarck. Latter station's exec. v.p. F. E. Fitzsimonds was delighted with quality of pictures, called off-air pickup "a workable system that will undoubtedly expand live network service."

TV for free and TV for fee were combined Oct. 7 when Miami's WTVJ televised Miami-Notre Dame game for free showing over its own facilities and those of Notre Dame's WNDU-TV, South Bend, as well as \$4-a-head projection showing in Sheraton hotels in 10 cities through Sheraton Closed-Circuit Network.

Call letter change: KFEL-TV, Denver to KTVR—result of recent change of ownership (Vol. 11:31, 39).



OCT 17 1955

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# MARTIN CODEL'S

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

# Television Digest

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with **ELECTRONICS REPORTS**

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

**LOBBYING OVER UHF** and allocations gets feverish at FCC; uhf operators urge Commission to delay deintermixture action; Crosley's 3-more-vhf plan (p. 1).

**THE PUBLIC WINS** as "modest moviemaker" decides to cut free plugs (p. 2). Movie companies' shows, "adult westerns" suffer in new-season ratings (p. 9).

**NEW UHF TUBE**, tiny GE "micro-miniature," may hold key to vastly improved uhf reception; manufacturers tell FCC of uhf tuner improvements (pp. 2 & 7).

**BRITISH IMAGES NO BETTER**, say engineers Wm. Lodge & Frank Marx; broadcasters Dick Shafto & Clair McCollough; McCann-Erickson's Harry McMahan (pp. 3 & 5).

**8TH "VIDEOTOWN" SURVEY** shows increased TV viewing, big rise in moviegoing, a little more radio listening; average would buy color set at \$336 (p. 7).

**COURT OF APPEALS** hears 4 decisions contested; Supreme Court to review FCC ownership rules; Mayer granted second uhf, Boston's Ch. 38 (p. 7).

**AVERAGE RETAIL TV PRICE** rises to \$215. Sylvania and Tung-Sol in limited color tube production; others stand by temporarily to gauge demand (p. 11).

**RETMA EXCISE TAX APPEAL** hits back at Treasury charge of "subsidy," says uhf and color exemptions needed to create new markets, employment expansion (p. 14).

**CBS ECONOMIC STUDIES** indicate 600 as maximum supportable stations, while conversion to all-uhf TV would take service from 3-6,000,000 families (p. 8).

**PHILADELPHIA-BOSTON UHF** grants to Herbert Mayer followed up by petition seeking all-uhf allocations for Philadelphia; reports on upcoming stations (p. 10).

**LIVE COLOR CAMERA** chains now operating at 16 stations; some have originated network shows (p. 17). Industry evaluates GE color tube (p. 13).

**DuMONT SPINOFF PLAN** approved, Goodwin & Cott heading broadcasting company which will sell stock for more capital; new manufacturing setup also in works (p. 16).

**ALLOCATIONS FEVER MOUNTS AT COMMISSION:** Seldom has FCC been center of such a maelstrom of pulling-&-hauling as it has been last week and this -- as time for crucial decisions on uhf and allocations seems to be at hand. And seldom have there been as many strong and unconfirmable rumors wafted about.

Most alarmed of all were the uhf operators who feared they were being forgotten by Commission as it listened to ideas of ABC, CBS & NBC -- as presented to FCC by network executives in person and on paper (Vol. 11:41). Startled, they asked for "audience" with commissioners, met with them Oct. 14.

Still another allocations suggestion was circulated at Commission -- Crosley submitting plan showing how 3 additional vhf channels could be allocated in the east. Crosley also told Commission it estimates cost of converting sets to new vhf channels would be minimum of \$17.50 for strip tuners. Plan suggests that new vhf channels be quarried from FM and safety & special services.

Also circulating this week was the talk, unconfirmed, that high Defense Dept. officials have assured FCC that 4 vhf channels could be given to TV. And there were plenty of informal suggestions offered to Commission -- quite a few of them recommending use of FM channels for TV. FM operators are expected to speak up shortly, along with manufacturers and others clamoring for more spectrum.

CBS's proposed allocations plan, submitted last week, has been backed by its economic analyses -- one covering maximum number of stations it believes U.S. can support, another weighing cost of shifting all TV to uhf (for details, see p. 8).

And still another deintermixture petition was thrown into the hopper -- a request that Philadelphia be made all-uhf, filed by Herbert Mayer, who recently was granted CP for Ch. 23 there as well as for Ch. 38 in Boston (see p. 10).

\* \* \* \*

Uhf operators really descended en masse upon FCC -- 50-man delegation representing some 60 stations meeting all commissioners except McConnaughey & Bartley. They urged FCC not to take any action further complicating allocations situation,

proposed full public hearings be conducted. They plan filing petition incorporating these recommendations. Commission is still scheduled to discuss deintermixture on Oct. 17, but uhf operators were confident it would hold off any critical decisions pending study of whole allocations situation.

Attendance at meeting wasn't limited to "have-not" uhf stations; plenty of the "haves" were also there, including George B. Storer and Earl Gammons (who now represents both CBS & Storer).

No one predicts with confidence where all this is leading. One veteran FCC staff member ventures that it will still wind up in a general allocations hearing -- without a "freeze"; the word is anathema at Commission.

**ABC-TV BOWS TO HOLLYWOOD'S 'MODESTY':** The movie industry's traditional aversion to superlatives came to the fore this week -- when MGM in effect told ABC, according to the press statements: "Please stop calling us colossal."

MGM thinks the word "good" should be substituted for "stupendous" -- "fair" for "sensational" -- "pretty" for "spectacular" -- or so we're led to believe. And it feels those program people over at ABC are giving MGM pictures too many free plugs.

At least that's the impression we get from the 1955-56 programming season's most sensational -- oops, we mean interesting -- announcement, to the effect that Hollywood's most flamboyant half-hour free commercial, MGM Parade, is going to be revamped, with more emphasis on entertainment. With a straight face, apparently, ABC-TV program director Robert R. Lewine commented this week that the MGM folks "are responsible for cutting down the plugs."

"They have told us to go easy in mentioning MGM," he said. "In the continuity of the show we will lessen the references to MGM and drop some of the superlatives, such as the word 'great'."

We think that's a great (excuse us, good) idea. But we can't help wondering why ABC is taking the rap. It was our understanding that the show was produced by MGM itself. Actually, there's no secret who was "responsible for cutting down the plugs" -- and both MGM & ABC concede it was really the public.

Other movie companies which have dipped their toes into TV this year via network programs should be hearing from the viewers, too. Already they've found that they can't all be Disneys -- nor will their magic names alone assure top TV ratings (see Telecasting Notes, p. 9). Like MGM, they must be sensitive to viewer opinion. Our own comment on MGM-ABC announcement: Other moviemakers please copy!

\* \* \* \*

The millenium has arrived in Hollywood -- and if you still have any doubt, consider this news flash from the cinema capital: The movie industry is thinking of buying some TV time! Council of Motion Picture Organizations is drafting plans for combined film industry sponsorship of its Audience Awards telecast, to keep it out of the hands of those awful "commercial sponsors."

**NEW RECEIVING TUBE OFFERED AS UHF AID:** Potentially the most important improvement to date in uhf receiver design was shown to set and tuner makers this week by GE.

It's the long-awaited "reasonably priced" uhf-vhf RF amplifier tube -- first such tube to be announced as ready for production, though other manufacturers are understood to be working on them, too.

Its principal advantages, as described by GE engineers: (1) Low noise factor (8 db), with relatively high gain of 15 db, can make possible far more sensitive uhf receivers. (2) Relatively low price of about \$2 to manufacturers, once the tube is in production in 6-9 months. Though \$2 is higher than most receiving tubes, the only previous uhf amplifier tube with satisfactory characteristics was priced at \$50-\$55.

Tube would make possible the first real vhf-uhf tuner, says GE. All previous "combination tuners" have consisted of separate uhf tuners mounted "piggyback" on vhf tuners. Using new tube, GE says a vhf-uhf tuner could be made as cheaply as the current piggyback models, with no loss in vhf performance but vastly better reception of uhf signals. (For description of vhf-uhf circuit, see p. 7).

The new tube is radical departure from all previous receiving tubes, in both appearance and construction. Only slightly larger than a transistor (3/8-in. long, 5/8-in. diameter), it's a ceramic tube constructed in layers, its metal parts made of titanium. Designated 6BY4, it's first in new line of "micro-miniature" tubes and is said also to have important military possibilities.

TV tuner manufacturers are taking wait-&-see attitude on the new GE tube. The ones we contacted were anxious to know more about it, get samples, put it through its paces. They weren't ready to go overboard, feeling changes in current uhf tuner design may not be feasible until it can be determined what FCC will do to encourage or discourage uhf (see p. 1) and what Congress does about excise tax exemption for all-channel sets (p. 14). It was obvious that the development would have gotten a much warmer reception 3 years ago.

\* \* \* \*

Need for a low-noise uhf amplifier tube was cited by several set manufacturers in comments filed by RETMA in response to FCC request for data on performance and possible improvements in uhf receivers (Vol. 11:26).

Data from 15 manufacturing companies indicated that noise figure of uhf sets built before 1955 varied widely, ranging from 10 to 25 db. During 1955 this range was reduced to about 12-16 db, and most manufacturers foresee a slight additional improvement for 1956. Among other improvements cited in the past year were ease of tuning, mechanical & electrical stability, smaller size, reduction of radiation.

Most manufacturers thought improvement in tuners could be achieved without additional cost, though some felt a new uhf amplifier tube might increase retail price about \$4. One set maker traced retail price differential of his vhf-uhf sets: In 1953, customer paid \$40-\$50 extra for uhf; in 1954, \$30-\$40; in 1955, \$20-\$25.

There were a couple of dissenting voices in the report: (1) "We purchase tuners made by tuner manufacturers. These are no better than last year and on the average the quality seems to have deteriorated." (2) While uhf tuner performance for black-&-white receivers has improved without increase in cost, in color sets "the oscillator drift problem seems to have no practical solution at the present time, and may require a substantial cost increase to achieve satisfactory tuner operation."

**BETTER BRITISH PICTURES? THE OTHER SIDE:** It may be the difference in picture sizes -- but it isn't superior technical excellence -- that gives the impression of better images on British TV than on American, according to those who differ with our observations and those of the technical experts who thus far have contributed to our symposium on the subject (Vol. 10:45 & 11:36, 40-41).

Space doesn't permit adequate excerpting of all the additional comments we've received, so we're confining this week's (see pp. 5-6) to those who dispute our premise and/or take exception to what the supporting experts have stated.

Nobody seems to disagree completely with our main thesis, which is that the British image to the lay American observer appears to be more satisfactory than ours. Even those who object to any broad indictment seek to explain away that "impression" by pointing to such factors as single-channel tuners in British receivers, antennas oriented to only one station rather than to multiple stations as here, losses in network transmission -- and even the use by some American stations of second-hand orthicons which they purchase from the more exacting networks for \$50.

Thus, in agreeing partially, they would seem to be self-contradictory -- but it's noteworthy that non-technical observers McCann-Erickson's Harry Wayne McMahan, v.p. for TV-radio commercials, and NARTB's TV chairman Clair McCullough, president of WGAL-TV, Lancaster, think we've been deluded by the smaller screen sizes there.

CBS engineering v.p. William B. Lodge spells out the receiver and other differences; ABC engineering v.p. Frank Marx notes different techniques, notably in operating procedure and maintenance; G. Richard Shafto, pres. of WIS-TV, Columbia, S.C. sees a combination of factors, particularly network, as accounting for "the general impression." They're all capable technicians, all but Marx having been in England only recently. (For the essence of their comments, see pp. 5-6.)

**Personal Notes:** Charles deYoung Thieriot, v.p. & gen. mgr. of Chronicle Publishing Co., operating KRON-TV, San Francisco & KBAK-TV, Bakersfield, named editor & publisher of *San Francisco Chronicle*, succeeding his uncle George T. Cameron, who died Oct. 3 . . . Harold E. Fellows, NARTB pres., currently recovering from pneumonia at Peter Bent Brigham Hospital, Boston . . . Ted Bergmann, director of DuMont broadcasting div. until new DuMont Broadcasting Corp. setup (see p. 16), has been assigned to director of Electronicam production services, which remains with Allen B. DuMont Laboratories Inc.; he reports directly to Dr. DuMont . . . E. C. Page, head of consulting engineering firm of Page, Creutz, Garrison & Waldschmitt, and Mrs. Page (the former Virginia Irwin, ex-FCC engineer) leave week of Oct. 17 for several months in South Pacific on defense communications business . . . Adolph L. Seton promoted to ABC-TV publicity mgr., N. Y., succeeding Ernest E. Stern, now director of adv., promotion & publicity for western div., Los Angeles; Anthony Leighton promoted to asst. to Seton . . . Duke Weitzman resigns as ABC mgr. of TV-radio promotion to join American Newspaper Publishers' Assn.'s Bureau of Advertising, with Seymour Vail, ex-NBC Spot Sales, succeeding him with title of copy chief, audience promotion . . . M. Clay Adams promoted to mgr. of new CBS film productions operations dept.; Clement Stigdon appointed asst. mgr. . . . Edward J. DeGray, ex-Vitapix-Guild Films & CBS Radio, named director of ABC Radio station relations; Earl Mullin promoted to mgr. of station relations . . . Robert E. Noble Jr., nephew of Edward J. Noble, ABC-Paramount chairman, recently in TV station relations, named sales mgr. of WABC, N. Y., succeeding Charles Bernard, now with ABC Radio network sales . . . Marian Y. Komar promoted to gen. mgr. of KLAS-TV, Las Vegas, with Alex Gold succeeding her as sales mgr.; James P. Hart, from KLAS, to program director; Ralph E. Smith, chief engineer, now operations mgr. . . . Edward E. Gardner, ex-Headley-Reed Chicago TV sales mgr., joins NBC Chicago radio staff . . . Carl Kent, ex-KVAR, Phoenix, named program director of KTVK, same city . . . Joe Roddy, gen. mgr. of Gordon McLendon's El Paso radio KERP, promoted to v.p. in charge of El Paso broadcast operations, also assuming charge of upcoming KOKE (Ch. 13), due in Dec. . . . Dr. D. Morgan Neu named director of TV programs at Daniel Starch & Staff (research), replacing Jack Boyle, resigned to become pres. of Qualitative Research Inc., new Trendex subsidiary . . . Wm. Crumley, ex-*Television Magazine*, named research director of Adam Young TV . . . Charles W. Godwin has resigned as ABC director of radio station relations to become v.p. & adv. mgr. of *Sponsor Magazine*; Arnold Alpert, *Sponsor* midwest mgr., becomes asst. adv. mgr. in N. Y. . . . Joseph M. Bryan, pres. of Jefferson Standard Bcstg. Co. (WBTV & WBT, Charlotte; WBTW, Florence, S. C.) elected pres. of American Life Insurance Convention . . . E. A. (Buzz) Hassett Jr., ex-sales director of WMT-TV, Cedar Rapids, Ia., named national sales mgr. of KDUB-TV, Lubbock, Tex. . . . Maitland Jordan, ex-mgr. of radio KJR, named national sales mgr., KOMO-TV, Seattle.

Donald Honrath, 44, mgr. of NBC's west coast continuity acceptance dept., died of polio in Mexico City last week while vacationing. He was unmarried, is survived by father.

Hugo A. Murray, 52, farm director of *Milwaukee Journal's* WTMJ-TV & WTMJ, also traffic mgr. of Milwaukee Stockyards, died of a heart attack Oct. 10.

Edward N. (Jim) McWilliams, whose *Ask-It Basket* on CBS was one of earliest quiz shows, died Oct. 14 at his home in Virginia Beach, Va.

**AGENCIES:** Hendrik Booraem Jr. resigns as McCann-Erickson v.p. to become TV-radio v.p. and member of plans board, C. J. LaRoche & Co. . . . Clarence Hatch, who recently left D. P. Brother & Co., Detroit, to become a senior v.p. at Kudner, elected to agency's board of directors and exec. committee . . . Arthur A. Bailey, ex-pres. of Ward Wheelock Co., Philadelphia, Nov. 1 becomes exec. v.p. of Marschalk & Pratt div., McCann-Erickson . . . Joseph Forest, ex-v.p. of Transfilm Inc., joins William Esty Co. as exec. producer in TV commercial dept. . . . Jay Kacin, ex-TV-radio director of Gardner Adv., St. Louis, joins McCann-Erickson as TV film production director . . . Mike A. Rakmil, TV production supervisor, named account exec., Harold F. Stanfield Ltd., Montreal . . . Paul B. Marion, ex-WBTV, Charlotte, now TV-radio director, Bennett Adv. Inc., High Point, N. C. . . . Herbert Berger, ex-Guy Lombardo Enterprises, named business mgr. of TV-radio dept., Dancer-Fitzgerald-Sample . . . Joan Stark, ex-chief timebuyer, Wm. Weintraub & Co., joins Grey Adv. as timebuyer.

**Big agency switches:** Coca-Cola ends 49-year association with D'Arcy Adv. March 31, when it turns over estimated \$15,000,000 annual account to McCann-Erickson; Coca-Cola pres. Wm. E. Robinson, an RCA director & ex-publisher of *N. Y. Herald Tribune*, said company wants to take advantage of McCann-Erickson's world-wide setup in integrating its international and domestic operations. Also this week, Warwick & Legler took Schick account from Kenyon & Eckhardt but lost Pabst Blue Ribbon to Leo Burnett Co.

Assn. for Professional Broadcasting Education (APBE), organization of broadcasters and educators created to encourage careers in TV-radio, elects these officers for 1955-56: pres., Dr. Sydney Head, TV-radio director, U of Miami; v.p., Rex Howell, KFXJ-TV & KFXJ, Grand Junction, Colo.; secy.-treas., Russell Porter, U of Denver. At first meeting of directors this week, it was decided to establish an employment exchange as clearing house for graduates of APBE member schools and to publish a quarterly *Journal of Broadcasting*.

Commissioned by Robert H. Hinckley, who was a member of CAA and then Asst. Secy. of Commerce in the Roosevelt Administration and is now Washington v.p. of ABC and member of board of ABC-Paramount, sculptor Jock Manton has completed a bronze bust of former President Harry S. Truman, which was shown on John Daly's news show on ABC-TV Oct. 14. He has also done busts of Daly and Robert S. Kintner, ABC pres.

TV, radio & film producers will be presented awards by Edison Foundation at N. Y.'s Waldorf-Astoria Dec. 13 for best juvenile programs, in move to raise standards of mass media to combat juvenile delinquency. Recipients will be announced later.

Robert E. Kintner, ABC pres., named 1955 "Man of the Year" by *The Pulse* research organization for his "outstanding contribution to communications industry," will receive award at luncheon Oct. 26 at Plaza Hotel, N. Y.

Frank Lowe, TV production mgr., Anderson & Cairns Inc., will direct his folk drama script, which won prize of University Women's Club of Virginia, in the repertory of next summer's famed Barter Theatre, Abingdon, Va.

Honorary degree of "American Farmer" has been awarded to W. A. (Doc) Ruhmann, farm editor of WBAP-TV & WBAP, Ft. Worth, by Future Farmers of America.

Another all-night TV experiment fails: New York's WOR-TV drops its 1-7 a.m. show after 3-week run.

New reps: WATV, Newark, to Forjoe (from Petry); new CKVR-TV, Barrie, Ont., to Adam Young.

**Station Accounts:** Association campaigns in offing: National Assn. of Independent Tire Dealers, Washington, for its newly-formed Tire Retreading Institute, thru Bozell & Jacobs, Washington; Independent Grocers Assn. of America, Chicago, thru Reach, Yates & Mattoon Adv., N. Y.; Supina Assn. of America, El Paso (new Supina long staple cotton), thru Douglas D. Simon Adv., N. Y. (Charles Sandak, account exec.; Mrs. Mary Alice Stewart, 40 Worth St., N. Y. rep.); New 100% Pure Maple Syrup Institute, St. Johnsbury, Vt., thru Bosh Stack Assoc., N. Y. . . . N. Y. State Bankers Assn., representing 650 commercial and savings banks, to conduct big spot campaign during "Know Your Bank Week" starting Oct. 16 in effort to "humanize" bankers, offering 21-in. color set and Bermuda vacation among contest prizes . . . Biggest sponsors of syndicated films are local auto dealers, spending \$36,000,000 this season (not including additional co-op dollars shared with manufacturers), reports Oct. 12 *Variety*; auto makers are top sponsors on network TV, spending estimated \$83,400,000 this season (Vol. 11:35) . . . Billboard, specializing in coverage of films for TV, this week (Oct. 15 issue) instituted new 4-p *TV Program & Time-Buying Guide* charting ratings of network and syndicated film shows and designed to show "who's buying what where" even before new shows are aired . . . "CBS Week" will start in Milwaukee Oct. 19 as result of promotional tie-in by CBS-Columbia factory branch and CBS-owned WXIX; about 50 dealers will display pictures of CBS personalities in their windows, while factory branch conducts big spot campaign to sell its TV-radio line. Similar promotions are planned later with CBS affiliates WBAY-TV, Green Bay, and WKOW-TV, Madison . . . Philip Morris has increased appropriation for 10 & 20-sec. spots on about 50 stations for next 52 weeks, placed thru Biow-Beirn-Toigo (Isabel Ziegler) . . . Kellogg Co. to use TV spots in selected markets to introduce new "Special K" high-protein cereal, thru Leo Burnett Co., Chicago . . . Research for Better Living Inc. plans \$200,000 TV-newspaper campaign for its T-W-O, new weight control plan, thru Weston Adv., N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: International Breweries Inc., Detroit (Mel-O-Dry beer & ale), thru Brooke, Smith, French & Dorrance, Detroit; Midland Pharmacal Corp., N. Y. (Snug denture cushions), thru Street & Finney,

N. Y.; Harold F. Ritchie, Clifton, N. J. (Scott's emulsion), thru Atherton & Currier, N. Y.; White House Co., Harrison, N. J. (record packages, ornaments), thru Parker Adv., N. Y.; Borden (Rich Roast Instant Coffee), thru Young & Rubicam and Doherty, Clifford, Steers & Shenfield; John Oster Co., San Francisco (Cummins Tools), thru Diamond & Sherwood Inc., San Francisco; Redi-Magic Milk Shake Mix Co., L. A., thru Roy S. Durstine Inc., L. A.; Mothers Cake & Cookie Co., Oakland, Cal., thru Honig-Cooper Co., San Francisco.

**Network Accounts:** CBS-TV's "Extended Market Plan," whereby small-market stations get top-rated network programs at minimum cost to advertisers (Vol. 10:49), got another boost this week when Miles Labs and Anheuser-Busch each ordered all 22 EMP stations for their shows—*Bob Crosby Show*, Tue. 3:30-4:45 p.m., and *Damon Runyon Theatre*, Sat. 10:30-11 p.m., respectively. Additions brought to 46 the number of programs (for 40 advertisers) being carried under EMP plan . . . Alcoa buys annual Xmas classic, *Amahl and the Night Visitors*, for *Alcoa Hour* Xmas on NBC-TV, 9-10 p.m.; it's 5th straight year the prize-winning Gian-Carlo Menotti opera has been on NBC-TV . . . Quaker Oats to sponsor *Sgt. Preston of the Yukon* on CBS-TV starting Oct. 20, Thu. 7:30-8 p.m., thru Wherry, Baker & Tilden . . . Ralston-Purina and Masland Carpets buy 15-min. segment of *Garry Moore Show* on CBS-TV starting Oct. 17, Mon.-thru-Fri. 10-11 a.m., thru Guild, Bascom & Bonfigli and Anderson & Cairns . . . Toni buys remaining sixth of *Perry Como Show* on NBC-TV starting Oct. 14, Sat. 8-9 p.m., thru Tatham-Laird . . . American Radiator & Standard Sanitary Corp., Pittsburgh, to spend \$1,200,000 for partic. on NBC-TV's *Today, Home & Tonight*, thru BBDO . . . GE to sponsor annual L. Bamberger dept. store Thanksgiving Day parade from Newark on CBS-TV Nov. 23, Wed. 6:15-6:45 p.m.

Network affiliations: Switch of KDAL-TV, Duluth (Ch. 3) to CBS will be effective Oct. 30, with WDSM-TV (Ch. 6), controlled by Ridder newspaper interests who also control CBS-affiliate WCCO-TV, Minneapolis (Ch. 4), becoming NBC basic (Vol. 11:33). Upcoming KPAR-TV, Sweetwater, Tex. (Ch. 12), owned by KDUB-TV, Lubbock, joins CBS under Extended Market Plan Nov. 1.

**DOUBTS THAT BRITISH technical quality** surpasses American when it comes to TV images (see p. 3) are expressed in letters received this week from others who have observed TV in Britain—the always-lucid William B. Lodge, CBS engineering v.p. who returned only a few weeks ago, putting the case thus:

"Frankly, I doubt that the technical quality of day-in, day-out transmissions in Great Britain is superior to that of our national networks and of better-run American stations. On the other hand, I can understand why this impression is not uncommon. The reported transmission differences, I believe, are occasioned by receiver differences.

"First, British TV receivers generally have smaller picture tubes than Americans are used to. A picture that looks 'sharp' on a 14 or 17-in. screen looks 'softer' on a 21 or 24-in. screen.

"Second, British receivers generally incorporate what is known as a DC restorer—a circuit which makes black look properly black under all conditions, giving an impression of greater sharpness. You may have noticed this effect at times in using a color set, which does have DC restoration for black-&-white reception. (There are coun-

terbalancing factors in favor of American receiver design practice, but that is too long a story to go into here.)

"Third, until very recently, British receivers were tuned and carefully adjusted to a single channel. In our country, all receivers have multi-channel tuners. In channel-to-channel tuning, the receiver is not always carefully tuned to each channel. Further, receiving antenna installations are frequently a compromise for a number of channels rather than, as was common in Great Britain, optimized for a single channel.

"I believe that these point-of-reception differences have led many American observers subconsciously to conclude that American TV transmission is inferior."

Until recently, Lodge adds, BBC film transmission was probably superior to ours, and he sets forth much the same reasons explained by Hazeltine's Arthur V. Loughren last week (Vol. 11:41). But now, for equally good film, he believes "it's a toss-up between U. S. and British film transmission." As for studio work, about which *New York Times'* Jack Gould gave accolade to the British (Vol. 11:40), Lodge observed:

"The British, in some TV studios, use other types of camera tubes than the image orthicon. These require more light but, under certain conditions, offer an improvement in grey scale or tonal rendition. On the other hand,

British pictures have fewer scanning lines (405 vs. our 525) and, if the picture is very bright, flicker is quite noticeable at the 50cps half-frame rate. I believe it is true that BBC uses greater care and refinements in achieving the maximum attainable resolution with their 405-line picture. But, based on our observations during several months at the time of the Coronation, and admitting that there are show-to-show and scene-to-scene variations in quality on both sides of the Atlantic, I do not believe there is any consistent superiority of British TV pictures over American."

\* \* \* \*

Another top network engineering authority, ABC's engineering v.p. Frank Marx, also doesn't go along with the broad thesis that the British do a better job. "Properly produced, transmitted and received pictures on the U. S. system," he insists, "are in every respect equal to, if not superior to, those viewed on the English system."

Differences may arise, Marx concedes, from techniques, operating procedures and maintenance, for BBC from its first TV days used a larger technical staff than the commercial people felt they could afford, and it was put through a careful training program with repeated refreshers. Moreover, he states, the tempo of British TV is different—the pace slower.

"But I don't think you can point to any one reason why their pictures have been reported superior to ours. From a purely technical standpoint, assuming all things being equal, there is no reason for this to occur. With highly trained operating personnel, peak operating conditions, well adjusted monitors and/or receivers, and time in which to produce technically perfect pictures, I have no hesitancy in saying that we can do—and do from time to time—turn out a product comparable to none."

\* \* \* \*

"I don't go along," says G. Richard Shafto, a technician who literally grew up with the broadcasting business and who now heads WIS-TV, Columbia, S. C., along with several radio stations, "with the general characterization that the British image is much better than ours. The British picture is uniformly closer to the upper capabilities of their system. This may be quibbling—but what I'm saying is that the British picture is subject to less variation in quality. It seldom recedes to the level of our TV at its worst and it never gets up to ours at its best..."

"There is no single fault . . . but in the aggregate they do result in creating the general impression which you and other observers have voiced."

Dick Shafto, who also was in England last summer, points out that all network transmissions in England are via microwave, which he says is vastly superior to the oldest type of coaxial cable that still serves several thousands of miles of U. S. interconnections. In England, he adds, the small number of stations, most carrying the same program, results in "permanent termination of the network, corrected to reduce noise and provide high quality," whereas the varying lineups of U. S. stations ordered for commercial programs forces AT&T to re-route networks between station breaks. At WIS-TV, for example, it isn't unusual to get one program from N. Y. via Chicago, the next via Atlanta, another via Washington-Charlotte.

"Remember that in the U. S. we have 3 program sources which are switched to different interconnected station lineups, and we have vastly greater network distances and many, many more interconnected stations. Our network transmission problems become complex compared with the simple stability of British interconnections. Whereas AT&T network transmissions once constituted the highest quality pictures on most stations, many good films now excel the best quality of a live network show, and good local camera pickup is as real as life."

The networks, Shafto charges, "are guilty of sending out some horrible black-&-white transmissions of color originations in their zeal to bring color to the public" and they "must be more alert to the serious impairment that so often occurs on 99% of the sets that must see this color picture in black-&-white. Most of this trouble can be traced to the pickup point where AT&T is helpless to correct it."

As for film, the good U. S. product has it all over the British, he adds, pointing to *Groucho Marx, Life of Riley, Fireside Theatre* as examples. In live camera work, he thinks the American job, "under normal operating conditions and with good lighting," is vastly superior.

"I note your recent published comments [Vol. 11:36] that '4 times as many engineers per program' may account for superior British performance. I submit that it is not the number of engineers during the program which makes the greater contribution to good live camera performance. Because image orthicons cost \$1200 and may have only 300-500 hours of the best picture quality, economics has forced some U. S. stations to buy used orthicons for \$50 from the networks—and with such picture tubes there no longer exists the capability of a good live camera picture."

Trust the American broadcaster, Shafto concludes, to keep abreast of progress and make improvements as they come along. "There will always be good and bad images on our TV stations," he states. "But because this is becoming a highly competitive business, and because the public is growing in its appreciation of good quality program content and transmission, the reward of greater audience will inspire ever-improving performance from our American stations."

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McCann-Erickson's Harry Wayne McMahan, v.p. for TV-radio commercials, who observed British TV rather closely for 4 weeks this summer, is the first to state flatly "It isn't so."

"I'm not qualified from an engineering standpoint," he states, "but I must say I cannot agree with those who believe the engineering quality of the British TV image is superior to ours . . . I found many examples of fine techniques and craftsmanship—but no engineering superiority."

"For example, in watching the studio production of the Ben Lyons-Bebe Daniels show, I felt that the camera work and lighting were perhaps a shade under our present standards here. If this were true, it seems to me it might make it doubly difficult for the final picture quality to give an impression of superiority. Hence I'm somewhat baffled at the conflicting viewpoint."

McMahan suggests those who believe the British image superior might have been led astray by watching 14 & 17-in. sets as against our dominantly 21 & 24-in. "If American and British TV pictures were viewed side by side on 14-in. screens, would there really be that difference?" he asks. "Come to think of it, I'd like to go back and recheck this point."

WGAL-TV's Clair McCollough, who was there last spring, said he didn't notice that the British pictures were particularly better, though he, too, thinks the impression might have been gained from the smaller screens.

\* \* \* \*

Editor's Note: We watched BBC for a week or so on a 14-in. set, to be sure, but we still think that the picture quality as viewed on that set and on others during our tour was consistently better than anything we get in our home or have seen in others here on either 14, 17, 19 or 21-in. screens. And the preponderance of testimony, including that from some of the objectors to our thesis, thus far seems to support our observations. We'll have more from the experts to report in ensuing weeks.

**T**ELEVIEWING is on the increase in "Videotown," Cunningham & Walsh found in 8th annual study of now-mature New Brunswick, N. J. market, first results of which were announced this week. Survey showed that all members of family now watch TV average of nearly 3 hours daily, about 12 minutes more than 1954 (Vol. 10:41, 50). Morning viewing has fallen off to 17% from 22% last year, but afternoon viewing by women increased to 27% in 1955. Other 1955 Videotown findings:

**Viewing time:** Children under 10 spend least amount of time watching TV—about 11 hours Mon. thru Fri. Teenagers watch 12-13 hours, father & mother watch about 14-15 hours, respectively, weekday evenings. Some 19 out of 20 sets are turned on for 4½ hours each evening.

**Radio listening:** Morning radio listening by TV owners continued to rise from 10% in 1951 to 25% in 1955. Evening radio listening has stabilized at about 10%, while afternoon has also remained static.

**Reading & movies:** Both pastimes have increased markedly in 1955, magazine reading rising 50%, movie-going on weekday nights 60%—both continuing steady comeback since low point in 1952. Newspaper reading, never much affected by TV, continues to hold up.

**Set purchases:** Trend toward reduced set purchases was reversed in 1954, when sales increased over 1953. Cunningham & Walsh received these explanations: "Many families who did not expect to buy a TV set found themselves in a position to do so. A substantial number (25%) bought because of reduced prices and special offers. Some received the set as a gift. Others said it was cheaper to buy a new set than to repair the old. A small percentage were waiting for color but found the price too high and didn't wait any longer."

**Second sets:** In 1955, for first time, most sales (75%) were to households which already had TV. Nevertheless, second-set market hasn't materialized to great degree—2-set homes amounted to 5% in April 1954 and 7% in June 1955. Most new 2-set owners keep old one until tube wears out, 44% putting it in bedroom, 33% in recreation room. Second set is often discarded first time it needs repair.

**Color:** Some 17% had seen color TV, double last year's figure. While nearly ¾ preferred color to black-&-white, they weren't anxious for color "at any price." On the average, they would be willing to pay \$336, and wanted 18-21-in. screen. After World Series, Cunningham & Walsh surveyed New Brunswick TV dealers, found that 5 sets were sold because of interest engendered by Series colorcasts—2 to bars, 3 to private individuals.

GE's new "micro-miniature" uhf tube, the 6BY4 (see story, p. 2), can be used in combination uhf-vhf tuner "to yield considerably improved uhf performance at the same cost as present uhf-vhf combination units," according to GE engineers, who give this description of a combination tuner: "In this service, the 6BY4 replaces the RF amplifier used on vhf-only. The crystal mixer and local oscillator, formerly used only on uhf, now can be used on both uhf and vhf, thus eliminating the vhf mixer-oscillator tube. The reduction in gain caused by the shift to a crystal mixer can be made up with a low-cost IF amplifier pentode. The net result is that the 6BY4 eliminates the vhf amplifier and mixer-oscillator tubes and requires one new IF amplifier tube. An additional cost-saving feature of the tube is its relatively high gain of 15 db on uhf channels, which may permit use of less expensive mixer crystals than were previously used."

**B**OSTON UHF CP, a Ch. 38 grant to Herbert Mayer (see p. 10), was sole CP issued by FCC this week while its staff was busy in Court of Appeals defending several final decisions. At same time, Supreme Court agreed to review Court of Appeals decision which denied authority of Commission to set specific limit on number of stations anyone can own (Vol. 11:9).

Court of Appeals got chance to judge inconsistencies or arbitrariness of FCC decisions, if any, by hearing argument on 4 cases in a row: Oct. 10, Savannah Ch. 3, granted to WSAV-TV, and Beaumont Ch. 6, granted to KFDM-TV (Judges Bazelon, Fahey, Danaher); Oct. 11, Petersburg, Va. Ch. 8, granted to WXEX-TV (Judges Edgerton, Miller, Washington); Oct. 12, Tampa Ch. 13, granted to WTVT (Judges Prettyman, Miller, Danaher).

Commission regards multiple ownership argument before Supreme Court, due probably in latter Jan., extremely important to its rule-making power in general, not only to station ownership. Court of Appeals, ruling in favor of Storer Bestg. Co., had said that FCC can't deny an application without a hearing, regardless how many stations applicant owned. FCC lawyers say such logic jeopardizes many of its rules, could mean that it must grant hearing on almost any kind of application, regardless how little it conforms to rules.

In other actions this week, FCC questioned owners of KIDO-TV, Boise, about their application for Ch. 13 satellite in Twin Falls. "McFarland Letter" said it looks as if station will have no local live programs, implied that it should be able to do as much as Twin Falls' KLIX-TV (Ch. 11). Commission also turned down petition for rehearing and reconsideration of decision granting KOSA-TV, Odessa, Tex. (Ch. 7).

Continental Telecasting Corp., newly formed syndicate for acquiring TV-radio properties (Vol. 11:35) filed application this week for purchase of KRKD, Los Angeles (1150 kc, 5-kw D, 1-kw N, independent) from Mr. & Mrs. Frank Doherty for \$417,500. Continental is headed by Arthur B. Hogan, pres. of Albert Zugsmith Corp., Los Angeles, which owns 36⅔% of stock; Richard C. Simon-ton, principal in functional music operations in Los Angeles-Las Vegas, also 36⅔%; Frank Oxarart, of KFWB, Los Angeles, who acquired 20% of Tucson's KVOA-TV & KVOA when stations were sold by group headed by adman John J. Louis (Vol. 11:27), 26⅔%.

Two Birmingham radio stations sold, subject to usual FCC approval, involve TV interests. WILD (850 kc, 10-kw D, 1-kw N, MBS) is being acquired by Sherwood R. Gordon's WSAI, Cincinnati, for approximately \$400,000 from George Mattison and Houston's Mayor Roy Hofheinz, who also owns 16% of KTRK-TV and 25% of radio KTHH, both Houston. WSGN (610 kc, 5-kw D, 1-kw N, ABC), with WSGN-FM, is being leased by John S. Jemison Jr. group to owners of WTOV-TV, Winston-Salem (Ch. 26), with option to buy for \$123,250 after 5 years. Jemison group once held CP for WSGN-TV (Ch. 42), turned it in last year.

Gerald A. Bartell family's purchase of radio WBGE, Atlanta, for \$100,000 (Vol. 11:35) was approved by FCC this week. Bartells operate WMTV, Madison (Ch. 33), radios WOKY, Milwaukee & WAPL, Appleton, and are buying KCBQ, San Diego (Vol. 11:38).

Printers' Ink index for first 8 months of 1955 shows national ad expenditures up 12% from same 1954 period, with network TV up 26%, newspapers up 24%, magazines up 19%, network radio down 17%.

**I**NTRIGUING economic studies submitted to FCC by CBS (see p. 1) make 2 points: (1) Nation can't support more than approximately 600 stations plus some satellites, even if they're all vhf—for visible future, at least. (2) Cost of shifting all TV to uhf would be loss of service to 3,000,000-6,000,000 families, public outlay of \$700,000,000-\$2.3 billion, telecaster outlay of \$115,000,000-\$460,000,000.

Prepared by CBS's able economist Sidney Alexander, first study analyzes income and expenses of stations in various-sized markets, concludes "conservatively" that: (1) Four-station market needs minimum of 139,000 homes, and there are 78 such markets. (2) Three-station market needs at least 83,000-139,000 homes, and there are 30 markets that size. (3) Two-station market requires 50,000-83,000 homes, and U.S. has 57 of these. (4) One-station market must run 22,000-50,000 homes, and these number 52.

Analysis assumes networks have equal competitive strength, report says. Assuming inequality, it's estimated nation could support 513-550 stations plus some satellites.

Study indicates maximum number of stations supportable is about 600, regardless of average station's coverage area. If average station's radius is assumed to be 50 mi., maximum supportable is 588. If radius is 75 mi., maximum goes down to 523. Then, surprisingly, if radius is cut to 25 mi., total is reduced even more — to 483. Report states: "Larger radii permit fewer stations to cover a given area, and shorter radii reduce the number of market centers that can support a station. That is, many market centers which can support a station with a 50-mi. radius of coverage can no longer support one with a 25-mi. radius of coverage. . . . If the power is to be reduced, or uhf to be generally adopted, while more stations would be needed to cover the country, fewer could be supported economically."

Summary states: "The great bulk of the unsuccessful, or unapplied for, uhf channels could not be successfully operated as program-originating stations now or in the near future, even if they were, by some miracle, transformed into vhf channels. The analysis also implies that a much smaller, but substantial, number of vhf channels are not likely to be commercially operable under the present conditions.

"In the long-run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in TV. The first results of these tendencies will be the extension of the range of

profitable station opportunities into smaller and smaller markets. It may take somewhat longer, however, before a strain of TV stations is developed that can thrive in the shade of neighboring large-city stations. It is this latter development which is necessary to transform most of the present uneconomic channels into supportable ones, since most of the uneconomic channels are in 'overshadowed' markets, served by stations in nearby larger markets."

\* \* \* \*

CBS paints somber picture of an all-uhf TV system in America in its second study, a 20-p. document. Most serious cost, it says, would be loss of TV service to 3,000,000-6,000,000 American families "and the degradation of service to millions more."

Its lower figure — 3,000,000 — is based "on an assumption of future improvement in uhf coverage, and in particular, the universal use of superpower stations of 5,000,000 watts." The 6,000,000 figure is based on present uhf coverage "generously interpreted." Many additional families, says CBS, will probably lose service due to uhf's "swiss cheese effect" — holes and shadow areas.

If U.S. were converted entirely to uhf, the transition could be made either quickly or gradually. On basis of a quick shift — that is, a cut-off date on which every vhf station would drop vhf and start telecasting uhf signals — CBS estimates "once-&-for-all" conversion cost of \$1.6-\$2.6 billion to public and stations. Figure is broken down thus:

Total cost to public — \$1.5-\$2.3 billion. This includes 30,000,000 converters at \$25-\$35 installed, totaling \$750,000,000-\$1.05 billion; 20-25,000,000 antennas at \$20, totaling \$400-\$500,000,000; plus loss estimated at \$250 each on 1,500,000-3,000,000 "marooned" sets in areas which no longer get TV signal, for total of \$375-\$750,000,000. Total cost to stations — \$115-\$145,000,000, including \$85,000,000-\$115,000,000 for conversion of present facilities and \$30,000,000 for addition of boosters to increase power.

If a gradual transition were made, on basis of 7-year period during which every vhf station would also be required to telecast in uhf, CBS figures show wider latitude in costs, depending on whether public bought uhf-only, vhf-uhf or vhf-only sets during transition period. Total extra cost would be \$1-\$2.6 billion. The breakdown:

Total cost to public — \$690,000,000-\$2.15 billion, including \$315,000,000-\$1.4 billion for conversion of sets and antennas and \$375-\$750,000,000 loss on 2,500,000-5,000,000 marooned sets at \$150 each. Total cost to stations would be \$390-\$460,000,000, including \$115,000,000 for new facilities, \$30,000,000 for boosters, \$245,000,000 cumulated extra cost of simultaneous uhf-vhf operation and up to \$70,000,000 cumulated extra cost of uhf booster operation. CBS points out that the estimated cost to stations of the gradual transition is "about 1½ times as much as the total investment of all networks and vhf stations in tangible broadcast property."

**U**NIQUE 60-in. TV telephoto lens, built by engineers Earl Thoms and Al Smith of KING-TV, Seattle, was loaned to NBC-TV for highly effective use during Oct. 1 Ohio State-Stanford game. Station engineering director J. L. Middlebrooks reports that lens was developed because no manufacturer made one with sufficient focal length to cover certain sports events adequately. His description:

"The lens itself has a focal length of 60-in. and is of the reflecting type. It is folded back alongside the camera and attached to the side door of the camera case. The mounting of the lens does not restrict access to the components which are located on the left-hand side of the TV camera. This type of mounting maintains a balance of the camera and affords the same steadiness of the shortest focal length TV lenses.

"One of the most novel features of the lens is the coupling unit between the lens and the lens turret. This coupling is designed in such a fashion that 3 other lenses of any size can be used along with the 60-in. lens. The cameraman can rotate the turret with ease to any one of the 4 lenses. The front of the lens barrel does not project any farther forward than a small standard lens. This means that the lens itself is centered over the pivot point of the camera. This feature makes it extremely simple to pan and follow fast sporting events."



Sole TV application this week was for Ch. 16 satellite in Coos Bay, Ore., by KVAL-TV, Eugene (Ch. 13). Applications pending now total 159 (19 uhf). [For details, see TV Addenda 21-N herewith.]



**Telecasting Notes:** The Almighty Trendex, as an index to viewer preference, indicates some rather startling trends in the 3-network program battle, now that the 1955-56 season is well under way. Some long-time favorites are slipping, due to stiff opposition programming, and some of this season's programming innovations aren't making quite as much splash as anticipated . . . Movie producers' new TV programs have had tough time winning audiences, according to Trendex surveys—exceptions being excellent new *Disneyland* series and Disney's overcommercialized *Mickey Mouse Club* (both ABC). New *20th Century-Fox Hour* (CBS) did best with 19.8 on its debut last week; the incredibly poor *MGM Parade* (ABC) has been described as "disappointing," rating-wise; *Screen Directors' Playhouse* (NBC), slotted opposite *Disneyland*, got a mere 7 Trendex; *Warner Bros. Presents* (ABC) has had tough time, its second half competing with NBC's Bob Hope-Martha Raye-Milton Berle hour and gleaning only 6.8 & 9.9 in its first 2 weeks—but the full hour show came up to average 13.1 rating Oct. 11 . . . The new "adult westerns" aren't doing so well, either—CBS's *Gunsmoke*, NBC's *Frontier* and ABC's *Wyatt Earp* all taking trimming from same-time competition on other networks . . . Consistent No. 1 ratings for CBS's \$64,000 *Question* didn't rub off on NBC's new \$100,000 giveaway *Big Surprise*, whose premiere got a weak 11.5 vs. 20.4 for CBS's *Beat the Clock* in same time segment . . . Some of last season's favorites are lower on list this season, too—particularly *I Love Lucy* (CBS), *Dragnet* (NBC) & Jackie Gleason's *Honeymooners* (CBS), which declined due to strong competitive showings of *Medie* (NBC), *Climax-Shower of Stars* (CBS) & new *Perry Como Show* (NBC), respectively . . . Repeats of *Disneyland* drew larger audiences than originals, according to Nielsen survey of 42 of the first 46 shows in ABC-TV series; originals drew an average 57.3% share of audience, first repeats 62.9%, second repeats 59.4% . . . More movie talent to TV: Carey Wilson, veteran film writer-producer, comes out of retirement to join CBS-TV in seeking material for 90-min. dramatic

series . . . More TV talent to movies: Talent Associates Ltd., packager of live TV shows (*Philco-Goodyear Playhouse*, *Armstrong Circle Theatre*, *Justice*, et al.) goes into movie production through newly formed Jonathan Productions, whose films will be financed and distributed by MGM. Headed by David Susskind, Jonathan's first movie will be "A Man Is 10 Feet Tall," adaptation of Robert Alan Aurthur's TV play. Another TV drama purchase by MGM is "Return of Johnny Burro," originally performed on *Robert Montgomery Presents* . . . TV's competition for story material (Vol. 11:40) was viewed with alarm by MGM production chief Dore Schary in address at Hollywood convention of Theatre Owners of America. Noting that TV networks are now backing Broadway plays in order to get first call on material, he said: "This is a serious threat. We may have to go into the theatre and gamble earlier" . . . Co-star of TV's first spectaculars—Imogene Coca, who with Sid Caesar set mark for elaborate TV productions in Max Liebman's *Your Show of Shows* (NBC-TV)—at own request was released by NBC from \$1,000,000 contract which had 9 years and \$900,000 to run; she said she wanted more time for night club appearances, etc. . . . Second run for General Teleradio's *Million-Dollar Movie* begins in N. Y., with WABC-TV buying the package for daytime use, despite fact each film has been played for 16 shows a week over WOR-TV . . . Flourishing business by telefilm's "majors" exemplified by Ziv report that sales for Aug.-Sept. 1955 equal total for entire first half of 1954 . . . Henry Salomon Jr., NBC-TV documentary chief, now in Vienna to shoot Nov. 5 reopening of bombed-out State Opera.

Profitable good-will promotion: When Calif. State Grocers' Assn. held convention at nearby Coronado, San Diego's KFMB-TV recorded highlights of meeting on film, showing portions nightly on local TV newsreel and presenting full 40-min. movie version to the grocers before convention adjourned. Film will be re-shown at meetings of local and regional grocers groups.

Electronic TV audience "detective" which polls viewers on programs without their knowledge with "90% accuracy" has been developed by Calbest Engineering & Electronics Co., Hollywood manufacturer of TV-radio chassis; it's due on market early next year. "Poll-O-Meter" is highly sensitive receiver which uses "gun" type directional antenna to pick up individual TV set radiation, automatically registers channel in use, is powered by 6-volt storage battery, can be carried in car or truck. Company says large areas may be surveyed quickly through use of several "Poll-O-Meters," claims much greater accuracy than possible with phone calls or questionnaires.

Frank statement from TPA pres. Milton Gordon and exec. v.p. Michael Sillerman to staff this week on rumors of merger with Screen Gems admits negotiations have been "on and off for about 6 weeks," says there is still no agreement, states if there is agreement it could not be consummated before end of year "because of certain contingent problems," presumably tax. Statement repeats what Gordon has previously said—that "we do not know whether there is going to be a deal or not." It adds: "The TPA organization is a plum . . . Any deal would mean that all of us would play an important part in the largest, most important company in the industry."

Latest community-antenna microwave application is that filed by Alan J. Gardiner & Eugene C. Phillippi, 14 E. Fine Ave., Flagstaff, Ariz., to serve Winslow system with Phoenix signals. They propose transmitter on Mt. Elden, using Philco TLR-3 equipment costing \$12,095, plan to charge \$450 per month per microwave channel. They state they may acquire interest in Winslow system.

Closed-circuit TV for college football seems to have struck pay dirt in Notre Dame-Sheraton Hotels network arrangement introduced Oct. 7 at Irish-Miami U game in Miami which was telecast locally and in South Bend and also piped on closed circuit. It was standing-room-only at \$4 per person at 11 hotels in N.Y., Chicago, Detroit, Philadelphia, Cincinnati, Baltimore, St. Louis, Washington, Cleveland, Boston, Indianapolis. Notre Dame handled production and telecasting and received all "gate" receipts to defray cost of Sheraton TV Corp.'s closed-circuit lines while hotels relied on sale of drinks and food. Total gross admission receipts were estimated at \$33,000-\$50,000; hotels' take unreported. Next game to be handled same way will be Notre Dame-Navy Oct. 29.

Up-&-coming ABC-TV, profiting by success of tieups with Disney and other movie programmers and by demise of DuMont Network, plans to put on spectaculars, too, according to pres. Robert F. Kintner. In interview with *Billboard* (Oct. 8), Kintner also included in ABC-TV's blueprint for future: (1) Construction of own Hollywood TV film studios. (2) Expansion of daytime programming. (3) Addition of more top feature film shows in prime time. (4) Purchase of 2 uhf stations.

New York U, pioneering closed-circuit educational TV, is now transmitting 2 English courses to 6 classrooms thrice weekly, operating under \$52,000 grant from Fund for the Advancement of Education; cameras are set up in one classroom and there's also a campus studio headed by Robert E. Miller, ex-CBS. Penn State College, of which Milton Eisenhower is pres., and Stephens College, Columbia, Mo., are other pioneers in this technique.

**C**LUE TO UHF aspirations of Herbert Mayer in Philadelphia and Boston is deintermixture. Holding CPs for WPHD, Philadelphia (Ch. 23) and WHMB, Boston (Ch. 38)—latter granted this week—he filed petition Oct. 14 asking that Philadelphia be made all uhf, and it's assumed he'll ask similar action for Boston.

Whether Philadelphia is deintermixed or not, petition states, Mayer will build station, adding: "Everything possible will be done to make the station a success. Should the difficulties, however, prove too overwhelming to surmount, some undesirable results would follow. Apart from petitioner's financial loss will be the loss to the public in wasted set conversions, running perhaps to \$10-\$15,000,000. Even more serious would be the loss of faith that the public must inevitably feel in the existing allocation plan. Such a desultory result would be completely avoided by deintermixture, and your petitioner, to be sure, would build his station with a much lighter heart."

Mayer's petition asks that Philadelphia be assigned 7 uhf channels—3 for the existing 3 vhf stations, one for educational use, 3 for new stations. He suggests that the vhfs start broadcasting on both uhf and vhf 8 months after deintermixture is ordered, then discontinue vhf some 8 months later.

Ex-lawyer Mayer is the "wonder man" of TV, who filed for several stations in 1947 when channels were going begging, built Cleveland's WXEL (Ch. 8) and Portland's KPTV (Ch. 27), first of the uhf outlets and perhaps the most successful—then sold both along with his Empire Coil Co. last year to Storer for \$10,000,000 (Vol. 10:2). He thereupon took year's trip around the world with his wife and 5 children, returned about 2 weeks ago, is operating his Ajax Enterprises (including an art importing project) from his home in Greenwich, Conn.

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RCA shipped 25-kw transmitter Oct. 11 to WREC-TV, Memphis (Ch. 3), due on air in Dec.; 50-kw transmitter Oct. 12 to WFAA-TV, Dallas (Ch. 8), planning boost to 316-kw ERP; 2-kw visual, also Oct. 12, to KENI-TV, Anchorage, Alaska (Ch. 2). GE reports order for 35-kw amplifier from KREM-TV, Spokane (Ch. 2), and Sept. 30 shipment of 12-bay antenna to WSIX-TV, Nashville (Ch. 8).

Note: Return to air of KTVU, Stockton, Cal. (Ch. 36) as satellite of Sacramento's KCCC-TV (Ch. 40), as recently reported (Vol. 11:35), has not materialized. Our information was incorrect. KCCC-TV is reported still seeking ABC permission to rebroadcast network shows on KTVU. With no new starters this week, on-air total now is 454—107 uhf.

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

KRBB, El Dorado, Ark. (Ch. 10) has changed test pattern target to Nov. 10, plans Nov. 28 start with NBC, writes ½ owner-gen. mgr. Wm. M. Bigley. It will use 5-kw RCA transmitter acquired from Terre Haute's WTHI-TV (Ch. 10), already has 6-bay RCA antenna in place on 600-ft. Skyline tower. Near state's southern border, ownership interlocks with radio KVMA, Magnolia, Ark. Western sales mgr. will be W. Dudley Waller, from KVMA; eastern sales, W. C. Womack. Vernon Williamson, ex-KFDX-TV, Wichita Falls, is production-studio mgr. Base hour will be \$200. Rep will be Pearson.

WOBS-TV, Jacksonville (Ch. 30), which earlier asked for deintermixture by shifting vhf channels away from city (Vol. 11:31, 36), now hasn't target, reports 80% owner Jim Macri, who acquired control of radio WOBS and its CP from Georgia's ex-Gov. E. D. Rivers Sr. (Vol. 11:27, 31). It planned to use GPL transmitter, RCA antenna.

FARM TV COUNTS for Florida and Arizona are latest in series of county-by-county tabulations compiled by U.S. Census Bureau in its 1954 Census of Agriculture, based on 20% sample in Oct.-Nov. 1954. Arizona is shown to have TV sets on 3809 of its 9321 farms, or 40.9%; Florida, 13,477 of 57,543 farms, or 23.4%. County-by-county figures:

ARIZONA					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Apache	233	5	Navajo	456	—
Cochise	904	87	Pima	641	379
Coconino	216	5	Pinal	1,047	445
Gila	251	20	Santa Cruz	173	29
Graham	417	31	Yavapai	609	48
Greenlee	158	1	Yuma	569	284
Maricopa	3,502	2,475			
Mojave	145	—			
			State Total	9,321	3,809

  

FLORIDA					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Alachua	1,610	411	Lee	458	144
Baker	390	180	Leon	910	92
Bay	264	92	Levy	498	78
Bradford	617	205	Liberty	285	6
Brevard	1,017	256	Madison	1,104	102
Broward	408	197	Manatee	804	258
Calhoun	523	52	Marion	1,853	357
Charlotte	148	29	Martin	186	56
Citrus	278	14	Monroe	11	—
Clay	188	94	Nassau	205	88
Collier	116	21	Okaloosa	863	81
Columbia	987	269	Okeechobee	242	52
Dade	1,527	900	Orange	2,726	991
De Soto	505	63	Osceloa	527	195
Dixie	214	23	Palm Beach	874	309
Duval	475	326	Pasco	1,036	317
Escambia	1,334	413	Pinellas	758	315
Flagler	100	73	Polk	4,020	828
Franklin	36	2	Putnam	622	252
Gadsden	1,024	70	St. Johns	350	197
Gilchrist	369	62	St. Lucie	735	168
Glades	103	22	Santa Rosa	1,202	212
Gulf	98	15	Sarasota	349	68
Hamilton	747	140	Seminole	789	324
Hardee	1,114	99	Sumter	761	117
Hendry	188	28	Suwannee	1,705	299
Hernando	387	42	Taylor	323	38
Highlands	583	163	Union	385	77
Hillsborough	4,492	1,458	Volusia	1,173	283
Holmes	1,481	79	Wakulla	242	2
Indian River	683	98	Walton	1,214	108
Jackson	2,997	149	Washington	1,003	57
Jefferson	924	68			
Lafayette	483	73			
Lake	2,920	820	State Total	57,543	13,477

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41).

DuMont has franchised 5 independent companies to sell its broadcast equipment, including transmitters, camera chains, multi-scanners and live color Vitascan apparatus: James B. Tharpe & Herbert Bloomberg, 500 Fifth Ave., N. Y. (Vol. 11:41); Klindworth-Midwest Co., 6117 St. Johns Ave., Minneapolis (B. J. Klindworth); Western Transmitter Equipment Co., 7940 Fareholm Dr., Los Angeles (Robert J. Myers) and 901 S.W. King Ave., Portland, Ore. (Lyle O. Keys); Electronic Applications, 254 E. Paces Ferry Rd. NE, Atlanta (Lewis C. Radford Jr.) and 5 Ocean Ave., Rockport, Mass. (Frank A. O'Connell); Southern Video Bestg. Co., 3628 Marquette Ave., Dallas (Geo. R. Winston) and 5226 Homer St., Dallas (Harry Del Muro).

FCC's first mobile TV monitoring unit is now in field, studying individual station signals for compliance with engineering regulations and collecting data on general TV broadcast problems. Unit was developed and built by Field Engineering & Monitoring Bureau with Lab. Div. of Office of Chief Engineer playing big part in design. First monitor will remain in East; second, now under construction, will handle Western area.

Annual Marconi Award of the Sons of Italy was presented to RCA's Brig. Gen. Sarnoff at jubilee convention in Philadelphia Columbus Day, Oct. 12.

Grey Adv. Agency's Robert Bennett, art director, has devised game based on CBS-TV show *What's My Line?*

**BUY-UP MARKET BOOSTS AVERAGE TV TO \$215:** The average retail price of a TV receiver is currently estimated at about \$215, an increase of about \$20 since start of year. Even allowing for recent price increases on selected models, the upward movement reflects consumer preference for higher priced sets -- and only the enormous success of GE's 14-in. portable (at \$99.95 & \$119.95) has kept average from going higher.

"Loss leader" low-end models are becoming harder to find on dealer floors, as all levels of trade continue to play up to consumers' desire for better-quality sets. You can look for continuation of this trend in merchandising and promotions for upcoming Xmas selling season. Even now, the ads of notorious price-cutters in big metropolitan markets make scant mention of leader models.

Discount houses are said to be having rougher weather amid trend to middle and higher end of lines. Depending for their livelihood on appeals for "low, low" prices, they're reportedly leaving the field in larger numbers, or else organizing their sales techniques to go along with consumer preferences.

"There's a bit of a paradox to be found in today's price situation," remarked one manufacturer. "A year ago there was a sharp downward trend in monochrome prices which was due in large part, I believe, to fears about the imminence of color. A lot of consumers were buying the least expensive models possible in the belief that color was just around the corner. Well, color today is a lot closer to the consumer market, which might make people even more desirous of buying cheaper sets -- but instead we have this very decided trend to higher-priced receivers."

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On the color tube front, as well as in set production and promotion, RCA continues to be the most active. While other tube makers are still frankly waiting to see whether RCA's efforts spark demand, its spokesmen insist color is beginning to move. In fact, RCA electronic products exec. v.p. W.W. Watts even went so far as to say this week: "Color tubes are going to be scarce in a few months."

Others still regard color tubes gingerly -- but hopefully. Sylvania reports it's in "limited production" of 21-in. metal-coned tube, similar to RCA's, will step it up as demand grows. It's making no color sets yet, but plans to start early next year. Meanwhile, it has bought several hundred from RCA "to round out current line."

CBS-Hytron pres. Charles Stromeyer says it's been sampling 22-in. all-glass rectangular units since Jan., has been working on cost-reduction techniques since, is standing by for demand before going into production. "There's a sincere interest in the rectangular tube," he said. He estimates the industry could fill demand for 250,000 color sets in 1956 but couldn't make as many as 1,000,000. "However," he adds, "there's no chance that demand will be as high as 1,000,000 next year. A lot of people forget that black-&-white sales didn't grow that fast."

Tung-Sol is another tubemaker which is preparing for day when set makers need its output. Said sales v.p. R.E. Carlson: "We're in what might be called pilot production, developing know-how on the RCA-type tube. We're going ahead on a conservative basis, as we believe a smaller company should. After the first of the year, we should know how to expand. I believe color is just about getting off the ground, and I notice much more enthusiasm about it lately."

Note: For industry comments on projected new GE color tube, see p. 13.)

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No figures on color set sales are yet forthcoming, but enthusiasm among RCA distributors and dealers is unabated -- as evidenced by the comment this week from big Krich-New Jersey sales v.p. Fred Comins: "Color TV is a booming industry and may be growing even faster than the best oracles in the business predicted." He said his firm's inventory was depleted after World Series. "We were forced to write our

dealers telling them that one model must be back-ordered and another was in extremely short supply. Now we're completely out of stock and the shipments we expect will go as fast as we can get them, simply to fill our back orders."

RCA distributors see bars and other public places, as in TV's early days, as the best market now for the introductory phase of color. "These installations serve to expose color TV to a constantly increasing consumer market," said Comins. "From what we have been able to learn, the consumer seeing the high-quality color TV picture in a public place begins to think seriously of a color set for his own use. This is where the boom starts, and it's already in full swing in New Jersey."

Brief highlights of other major trade developments this week:

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**Chamber Muses:** U.S. Chamber of Commerce, in report titled "Can We Depression-Proof Our Economy?", said serious depressions can be avoided "if we have the courage to avoid excessive booms and the wit to use what we know." Based on report by its Committee on Economic Policy (Harry A. Bullis, General Mills, chairman), the Chamber warned that economic stability cannot be taken for granted but said big depressions can be avoided because of: (1) accelerating rate of business research; (2) progress toward overcoming seasonable instability through changes in marketing and new sales policies; (3) skill of Federal Reserve Board in maintaining "stable monetary and credit policies"; (4) recognition by Govt. that tax cuts can stimulate consumption and investment; (5) such "built-in stabilizers" as unemployment compensation & self-amortizing nature of pension programs. Burgeoning economy was also topic of Gov. Harriman's address to National Radio Advertising Clinic in N.Y., in which he urged advertisers to be "over-optimistic" on future economic growth. With proper management, he said, gross national product could rise 50% in next decade.

**Fair Trade:** Another nail in fair trade coffin was hammered by GE's abandonment of fair trade pricing in Indiana pending ruling by State Supreme Court on its validity. Last of appliance manufacturers to practice fair trading, GE promised it would resume fair trade program "aggressively" if court rules in its favor. A lower court judge ruled recently, in case of Bissell Carpet Sweeper Co., that state's fair trade laws were unconstitutional. That decision is now on appeal to State Supreme Court, with GE in role of "friend of the court." GE fair trade mgr. R. C. Walton wrote Indiana appliance dealers that fair trade contract provisions are being waived temporarily "so you will not be placed in an uncompetitive position."

**Retail Sales:** RETMA reports 8-month TV retail sales of 4,171,139, or 14% over the 3,658,927 sold in first 8 months of 1954. Aug. sales were 568,577, compared to 381,567 in July and 484,533 in Aug. 1954. Eight-month retail sales of radios, not including auto sets, totaled 3,189,608, compared to 3,269,115 in first 8 months of 1954. However, auto radio production (usually equivalent to retail sales) totaled 4,469,179 in first 8 months this year, compared to only 2,547,413 in same period of 1954. Aug. radio sales, excluding auto, totaled 456,625, compared to 303,965 in July and 447,025 in Aug. 1954.

**Production:** TV output totaled 185,435 week ended Oct. 7, compared to 186,467 preceding week and 189,899 week ended Sept. 23. It was year's 40th week and brought production for year to date to about 5,785,000 vs. 5,200,000 in same period of 1954. Radio production soared to 334,816 (125,780 auto) week ended Oct. 7, highest for any week in more than 4 years, compared to 284,949 (103,932 auto) in preceding week and 267,994 (109,420 auto) week before. For 40 weeks, radio output totaled 10,200,000, compared to approximately 8,100,000 in corresponding period of 1954.

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Admiral's 5,000,000th TV receiver will have been produced by end of Oct., impelling its astute public relations director Martin Sheridan to come up with these statistics: Combined viewing area of all their screens would equal a 228-acre screen—or 39 times as large as the front of the Merchandise Mart. Placed side by side, the sets would cover 1500 mi., or from Chicago to Las Vegas. Some 10,000,000 miles of wire, more than 100,000,000 picture & receiving tubes were used.

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Trend to full TV-radio-appliance lines by manufacturers may lead to elimination of many dealers in near future, according to NARDA chairman Mort Farr. Addressing Sales Managers Assn. of Philadelphia Oct. 10, Farr said full-line producers eventually will take on exclusive dealers in markets, like automobile franchises, not permitting them to sell competing lines. He predicted "shakeout" among dealers will start in smaller areas within 2 years.

**R**EACTIONS TO GE'S projected new color tube, called "post acceleration" type and using so-called "electron optical masking" as against RCA's shadow-mask, and demonstrated to press and to company's tube customers recently (Vol. 11:40), have come from several set makers. Consensus is that tube, which GE has stated won't be ready before 1957, is too far from production to be evaluated in terms of receiver output and marketability. Some of the comments:

Dorman D. Israel, Emerson exec. v.p.: "I feel that when a company like GE makes a statement that preliminary engineering laboratory samples of a color kinescope for their customers will not be delivered for 10-12 months, any guess or prediction as to the future of that kinescope is a wild speculation."

Leslie J. Woods, Philco v.p. & director of research: "The GE 22-in. rectangular color TV picture tube is particularly interesting because of its superiority in brightness over currently available tubes. As the engineers working on the project agree, there are several problems which must be solved before this tube can be manufactured in volume. However, we believe it represents an important step forward in the color TV art. None of the color tubes so far demonstrated is the ultimate answer to a satisfactory picture tube which can be mass-produced at a reasonable cost, and much work remains to be done in the laboratories."

Robert S. Bell, Packard-Bell exec. v.p.: "At the present time we do not know enough about the GE tube . . . Naturally, we hope for a better and simpler tube than the current shadow-mask job. I have a deep and abiding faith in the genius of American engineering and produc-

tion which I believe will solve the problem one of these days."

Robert W. Galvin, Motorola exec. v.p.: "The GE tube can be appraised only in the light of it being an engineering progress report, as they stated. Even in its present form it will provide stimulation for the cause of the rectangular tube, the all-glass tube, and an eventual brighter picture. Our preliminary analysis indicates that this tube should be reproducible eventually. But until we can examine it in our own laboratories it must still be considered a bird in the bush."

Clifford J. Hunt, Stromberg-Carlson TV-radio div. v.p.: "We feel that the GE color tube has a brighter picture than the RCA, but the resolution is not as good. Apparently it can be used in a somewhat less complicated set than the RCA but we can see very little price advantage in it."

Two respondents preferred not to be identified. One stated: "In its present stage, the GE tube represents a definite contribution to this science; I agree with the GE engineers that the phosphor must be placed on the face plate to overcome certain defects inherent in the current design. It is this prospective stage that seems doubtful to me. Past experience with this problem in connection with the Lawrence tube would not cause one to underrate this problem. Until this step has been successfully accomplished, I do not believe the GE tube can be evaluated in relation to an aperture-mask type."

Another spokesman is very dubious about the whole thing. Though not from RCA, he regards GE action in this light: "It seems to me that GE is merely making this move to answer its own management's and its dealers' questions as to why GE is dragging its feet and letting RCA run away with the color field."

**Trade Personals:** Charles M. Odorizzi, RCA corporate exec. v.p., leaves Oct. 17 by plane to inspect company's South American operations, stopping first in Caracas and Rio de Janeiro; he returns Nov. 23. Robert A. Seidel, consumer products exec. v.p., returns Oct. 17 from European trip . . . George Fearnought, RCA Victor TV sales mgr. for N. Y. district, promoted to field sales mgr. of TV div., succeeding Joseph P. Bannon, now gen. sales mgr. . . . P. J. Casella named v.p. of consumer products, RCA Victor Co. Ltd., Montreal, succeeding B. M. Barrett, now mgr. of appliance marketing dept., RCA International, N. Y.; Casella is succeeded by R. M. Macrae as distribution v.p. of Canadian operation . . . Joseph Solari appointed gen. sales mgr. of Federal Radio, components div. . . . Richard J. Bambery, Admiral regional sales mgr. in Memphis, appointed sales mgr. of freezer-air conditioner div., replacing Wm. B. Doyle, resigned . . . Herbert F. Berg promoted to production control mgr., DuMont technical products div., succeeding Morris Harris, now DuMont resident counsel . . . Allen J. Dusault, ex-CBS-Hytron, appointed gen. sales mgr. of Transistor Products Inc., unit of Clevite Corp., succeeding E. F. Giguere, now sales v.p.; Sam Rubinovitz promoted to govt. sales mgr. . . . Ken Curtiss, ex-Sparton, named Capehart-Farnsworth district mgr., San Francisco . . . Martin L. Burke appointed Sparton mid-Atlantic district merchandiser, Washington . . . Wm. J. Helt, onetime Raytheon TV-radio sales mgr., elected sales v.p. of Magnecord Inc. and Magne Music Inc., its background music subsidiary . . . Robert L. S. Leedy, ex-DuMont, named Hammarlund adv. & promotion mgr. . . . Vernon W. Moritz, on special assignments for GE TV-radio dept., appointed district sales mgr., Dallas, succeeding Philip H. Weil, now N. Y. district sales mgr. . . . Sam Schlüssel promoted to sales mgr., antennas & accessories, Channel Master Corp.

Strike at 28 Westinghouse plants, including TV-radio factory at Metuchen, N. J., seemed certain to start at midnight Oct. 16, with almost no hope of settlement in sight as we went to press. Federal Mediator J. A. Moran Oct. 14 reported "complete deadlock" in negotiations between company and IUE, representing 44,000 workers who now earn average of \$2.10 per hour. Union has rejected offer of 23½¢ hourly wage increase, spread over 5 years. Meanwhile, production resumed Oct. 10 at Bendix Radio plant in Towson, Md., following settlement of 39-day strike, with 2-year contract providing 6¢ hourly average wage increase and fringe benefits.

GE will spend \$40,000,000 in next 3 years to expand major appliance productive capacity at Louisville's Appliance Park, said v.p. Charles K. Rieger. Predicting GE's major appliance sales will double in next 10 years, he told newsmen firm intends to concentrate major appliance production, not merely assembly, at Appliance Park, with addition of new automatic machinery.

R. S. Yeandle, GE, named chairman of RETMA school equipment committee, succeeding Fred D. Wilson, DuKane Corp.; Frank W. Mansfield, Sylvania, named chairman of new RETMA statistical policy committee.

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**DISTRIBUTOR NOTES:** DuMont appoints Cherry-Tolle-son Inc., 1508 McGavock St., Nashville (John R. Cherry, pres.), replacing Hermitage Electrical Supply Co. . . . Capehart-Farnsworth appoints Gregnall Co., Western Merchandise Mart, San Francisco . . . Emerson Radio of Texas, Dallas, opens branch at 605 S. Flores St., San Antonio . . . Olympic Radio establishes factory branch at 715 Bryant St., San Francisco . . . Straus-Frank Co., Houston (Sylvania) promotes Herbert P. Haschke to v.p. . . . G. W. Onthank Co., Des Moines (Admiral) appoints Frank A. Hutton sales promotion mgr.

**Topics & Trends of TV Trade:** RETMA hit back with bristling reply this week to suggestion by Treasury spokesman that excise tax exemptions on uhf and color sets would constitute a "concealed subsidy" (Vol. 11:41). Sigurd Tranmal, Stromberg-Carlson tax mgr. and member of RETMA tax committee, told House Ways & Means subcommittee Oct. 12 that excise taxes "discourage buyers needed to establish important new markets and sources of revenue and employment." He added:

"To say that the omission from taxation constitutes a subsidy is to say that all items not selected for tax are subsidized. This ignores established canons of selective excise taxation. With few exceptions, of which uhf and color TV are the most notable, Congress has deliberately selected only those articles with such well-established markets that they could carry the special burden of the selective tax and yet yield substantial revenues with relatively slight administrative cost."

He said further that present excise tax laws create administrative headaches in TV-radio industry. "It is not at all unheard of for 2 manufacturers of the same article to have received conflicting rulings from the Internal Revenue Service," he said. "One ruling may hold the article to be tax-exempt while the other ruling may determine that the article is taxable. Since neither ruling is published, the article may be taxed to one seller and not to another. An example of this was the treatment of high-fidelity amplifiers. No ruling has yet been published, although the Internal Revenue Service has apparently resolved the conflict in its private rulings . . ."

"Manufacturers of our industry were also greatly interested in finding out whether subminiature tubes were subject to the excise tax. The Service issued a private ruling to one manufacturer, but it was not until 13 months later that this ruling was published for the information of all."

Note: RETMA officials privately hold little hope for uhf and color exemptions, are much more optimistic about chances of reducing excise tax from 10% to 5% on all TV-radio receivers, in line with treatment accorded household appliances last year.

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TV set sales by Canadian factories in first 8 months totaled 344,620, production 429,671, reports RETMA of Canada. This compares with 262,903 & 261,519 in first 8 months of 1954. Projected production estimate for Sept.-Nov. period is for 339,841 more sets. Aug. sales totaled 71,108 at average price of \$303, production 66,819. Inventory at end of Aug. was 132,935 vs. 67,449 at end of Aug. 1954. For sales from Jan. 1, 1949, thru Aug. 1955, Montreal led with 390,367; Toronto, 333,331; Hamilton-Niagara, 144,126; British Columbia, 118,756; Windsor, 99,064; Ottawa & eastern Ontario, 95,071; Manitoba, 57,866; London, 55,191; Quebec City, 52,503; Alberta, 48,307; other Ontario, 46,930; Nova Scotia, 34,723; New Brunswick & Prince Edward Island, 26,541; Saskatchewan, 22,103; Sudbury, 14,725; other Quebec, 5570; Lakehead, 4762; Newfoundland, 4323.

Picture tube sales in first 8 months totaled 6,478,351, valued at \$124,204,295, compared to 5,326,775 worth \$111,029,918 in corresponding period of 1954, reports RETMA. Aug. sales were 1,048,534—record for that month—valued at \$19,812,567, compared to 515,793 at \$9,498,169 in July and 855,191 at \$17,941,034 in Aug. 1954. Receiving tube sales in first 8 months totaled 300,080,000 valued at \$228,948,000, vs. 225,085,000 at \$162,807,000 in first 8 months of 1954. Aug. sales of 45,238,000—valued at \$33,099,000—set all-time monthly record, compared to 28,340,000 at \$21,167,000 in July, 35,229,772 at \$24,135,914 in Aug. 1954.

Among officers' & directors' stock transactions reported to SEC during Aug.-Sept.: Edward Lamb sold 572 shares Air-Way Industries, holds 2600 directly, 14,716 indirectly and acquired 1160 Air-Way 5% cumulative convertible preferred in exchange for shares of Lamb Industries Inc., holds 1160; Frank C. Oswald acquired 2000 Air-Way pfd. in exchange for 10,000 Lamb Industries; Walter A. Rudolphsen bought 298 Belden Mfg., holds 1462; Arthur L. Wanner bought 120 Belden, holds 3000; Hugo H. Wermin bought 298 Belden, holds 1776; Irving G. Rosenberg bought 200 DuMont Class A common, holds 400; Dr. W. R. G. Baker bought 2136 GE, holds 6972; John Holmes bought 400 GE, holds 1000; Ross I. Parker bought 1218 GE, holds 4400; Joseph A. Zock bought 1200 General Precision Equipment, holds 13,301; John M. Zimmermann bought 500 International Resistance, sold 100, holds 500; Richard A. O'Connor sold 300 Magnavox capital, holds 55,293; Gordon Dean sold 1000 Norden-Ketay, holds 1000; Frank J. Manheim sold 329 Norden-Ketay, holds 5571; Albert Parker sold 200 Norden-Ketay, holds 1667; Jack Stadler sold 1500 Norden-Ketay, holds 15,600; Larry F. Hardy sold 200 Philco, holds 6954; Robert L. Werner bought 100 RCA, holds 445; Charles F. Adams Jr. bought 1798 Raytheon, holds 12,798 and sold 600 \$2.40 cum. pfd., holds none; David R. Hull bought 1000 Raytheon, holds 1000; Harold C. Mattes sold 1100 Raytheon, holds 7959; Bernard O. Reuther bought 120 Sperry Rand, holds 10,734.

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Pushing second sets, New Orleans TV-Radio Appliance Assn. published brochure recently titled *Here's Why a 2-TV Family Is a Happy Family*. Second set, it says, promotes "household harmony" and "modern living" because: "Pop can have his baseball game, but Mom won't miss the cooking show. No more conflicts between Junior and Sis. Sis can watch the drama on one set while Junior enjoys his 'shoot 'em up western' in the privacy of his own room."

Emerson Radio will produce tape recorders shortly, retailing for \$192, as latest move in consumer products diversification begun 2 years ago with air conditioners. Pres. Benjamin Abrams also disclosed that Vigorelli sewing machine line is now merchandised through Emerson distributors and dealers, though company has no financial interest in its production.

NARDA convention Jan. 15-17 at Chicago's Conrad Hilton Hotel will include exhibits by 16 accessory manufacturers—first time displays have been permitted. Managing director A. W. Bernsohn declined to comment on reports NARDA allowed displays as "experiment" to determine whether to set up its own annual trade show.

Capehart-Farnsworth has licensed Canadian Westinghouse Co. as manufacturer and distributor of its TV-radio-phono line in Canada, starting in Nov. Canadian Westinghouse will set up a separate organization within company to market Capehart line, with production concentrated at main plant in Brantford, Ont.

More TV price hikes: CBS-Columbia has increased four 21-in. consoles and one 24-in. console by \$10-\$20. Hoffman Electronics has raised six 17, 21 & 24-in. models by \$10-\$20. Hoffman also added a 21-in. table to line, retailing at \$230 in walnut, \$240 in mahogany & blonde.

Color Converter Inc., Columbia City, Ind. maker of whirling disc converter (Vol. 11:22), reports negotiations with unidentified set maker who plans to use device. Disc has been on market at \$149.95. New sales mgr. is Gus Weik, ex-Crosley.

The Representatives" of Electronic Products Manufacturers Inc. has scheduled another symposium on color TV to be held in Nielsen's Restaurant, Elmhwood Park, Ill., Nov. 15.

**Electronics Reports:** Industrial electronics — called a “coming giant,” running at current rate of about \$600,000,000 a year and promising to become a \$1 billion business by 1960—is appraised in 8-p. report on the electronics industry issued this week by E. F. Hutton & Co. “Since this phase of electronics is still in its initial stage,” report states, “the substantial total of sales already achieved suggests an enormous potential.

“Already the list of products for electronic devices is becoming encyclopedic. Some of the more familiar applications would include the control of motors and machines, automatic elevator controls, electronic cooking, testing, sorting, closed-circuit TV, etc. Also significant here (although much broader in application) is the development of the transistor. This device will make it possible to decrease the size of products while increasing reliability, and will also permit the performance of tasks not possible with the use of tubes. In fact, the successful development of transistors will further enrich the scope of electronics.”

[See also “Industrial TV—Is the Giant Awakening?” *Television Digest*, Vol. 11:37.]

Hutton report appraises TV and military electronics with much same conclusions as recent Carl M. Loeb, Rhoades & Co. and Paine, Webber, Jackson & Curtis reports (Vol. 11:35, 38, 41)—but doesn’t emphasize RCA, as they did. It does, however, offer decidedly bullish estimates of Admiral, ABC-Paramount, Beckman Instruments, RCA, Sylvania. Its forecasts for broadcasting-telecasting run to \$3.5-\$4.5 billion in billings within 10 years, as against 1954’s \$809,100,000 [and 1955’s probable \$1 billion-plus; Vol. 11:39].

This table of “selected financial statistics” is carried in the report:

Company	Ap. Price	Earnings Per Share 1955E	1954	Share Div.	Ind. 1955	Yield	P/E Ratio 1955E	1954-55 Price Range
Admiral	21	\$ 2.75	\$ 2.78	\$ 3.48	\$1.00	4.8%	7.7	30-18
ABC-Para.	29	2.00	1.06	2.13	1.00	3.4	14.5	33-15
Beckman†	24	1.06	0.85	0.70	N11	—	22.6	27-14
CBS*	23	1.80	1.56	1.24	0.80	3.3	13.5	33-14
Consol. Eng.	21	0.90	0.95	0.57	0.40	1.9	23.3	31-14
Hoffman	22	2.00	2.08	2.07	1.00	4.5	11.0	31-14
Motorola	46	4.00	3.91	3.66	1.50	3.2	11.5	60-30
Philco	32	2.25	1.70	4.86	1.60	4.8	14.2	43-28
RCA	45	2.90	2.66	2.27	1.35	3.0	15.5	55-22
Sylvania	44	4.00	2.93	3.10	2.00	4.4	11.0	50-32
Tung-Sol	28	3.75	3.16	3.03	1.25	4.4	7.5	33-16
Zenith	120	14.50	10.98	12.61	4.00	3.3	8.2	134-63

E—Estimated. †Year ended June 30. \*On Class A & B shares.

Solar battery orders are “pouring in” from here and abroad and potential uses are unlimited, reports Fred Pollack, sales mgr. of Hoffman Electronics subsidiary National Fabricated Products which manufactures Bell Labs-designed unit (Vol. 11:41) under Western Electric license. Among future uses of cells, Pollack told *N.Y. Herald Tribune* Oct. 9, are operation of completely unmanned weather stations and soon-to-be-launched space satellites. Large-scale use of battery is unlikely, he said, until costs come down; unit of 400 cells now has \$8500 price tag.

Closed-circuit TV will be used experimentally to give airport control tower better view of newly extended runways at Alameda Naval Air Station, Cal. Three cameras will be located along runway, relaying view of aircraft to tower half mile away. Installation will cost \$50,000, about 10% of cost of moving tower or increasing its height to give operators better view of runway.

Vactron Corp., Fort Worth, manufacturer & rebuilder of TV picture tubes, headed by Don Houghton, has temporarily been denied SEC exemption from registering public offering of 300,000 shares of common stock at \$1 par value (filed May 13, 1955). SEC believes offering would exceed \$300,000 exemption limit, provides opportunity for hearing.

TV industry played major role in Senate hearing on patent laws this week when Dr. Allen B. DuMont and Donn Bennett, producer of *The Big Idea* (WCAU-TV), called for changes to stimulate invention. Dr. DuMont said that of thousands of radio patents only one or 2 have been judged valid by Supreme Court, saw “something wrong with system” and called for redefinition of patents. Bennett showed TV film of new inventions and explained part his show plays in presenting them to manufacturers. He also cited problems of private inventors under existing laws.

Southwestern Industrial Electronics Co., Houston manufacturer of electronic equipment for petroleum industry, plans merger with Dresser Industries Inc., Dallas manufacturer of gas, oil and chemical equipment, whose subsidiary Dresser-Ideco Co., Columbus, O., makes TV-radio antenna towers.

Recommended technical reading in Oct. *Electronics Magazine*: “Beyond-Horizon Signals Extend Communications” by v.p. James R. Day, Radio Engineering Labs; “Multiplexing FM Broadcast Transmitters” by John H. Bose, onetime asst. to Maj. Armstrong, now with Columbia U electronics research lab.

Sperti Products has acquired J. Leukart Machine Co., Columbus, O., thru exchange of stock in diversification move to expand nuclear and electronics production. Details were not announced but transfer in ownership does not affect executive, engineering or production personnel.

Maj. Gen. Jerry V. Matejka will become asst. to the director for telecommunications, Office of Defense Mobilization, on Nov. 1 following his retirement from Army Oct. 31, ODM director Arthur S. Flemming announced formally. Gen. Matejka is now serving with ODM on “temporary assignment” (Vol. 11:39).

Dr. James R. Whitehead, ex-McGill U associate professor of physics and radar veteran, named head of new RCA Victor Co. Ltd. Research Labs, Montreal, due to open before year’s end; associated with him in undisclosed capacity is Dr. Sydney Wagner, also from McGill.

Dr. Mervin J. Kelly, pres. of Bell Labs and Sir Gordon Radley, British Post Office director general, jointly received first Christopher Columbus International Communication prize at Genoa, Italy Oct. 12 for planning of 36-telephone circuit cable between Canada & Scotland.

Cleo F. Craig, pres. of AT&T, on Nov. 14 will receive 1955 gold medal of merit award of U of Pennsylvania’s Wharton School Alumni Assn. for “outstanding business leadership.”

Dr. Wm. O. Baker, Bell Labs physical sciences research director, elected v.p. in charge of research; Dr. Henrik W. Bode, mathematical research director, succeeds him.

Guy Entekin promoted to mgr. of Burlington, Ia. plant of International Resistance Co.; Roger Lowery promoted to senior mechanical engineer at Burlington.

John H. Beedle promoted to mgr. of Raytheon’s new commercial equipment div.; Gordon S. Humphrey elevated to mgr. of govt. equipment div.

William J. Barkley, ex-Collins Radio exec. v.p. & gen. sales mgr., named v.p. of Rust Industrial Co., Manchester, N.H., maker of remote control equipment.

George D. Butler, ex-sales v.p. of Warren Electronics Inc., Irvington, N.J., appointed sales director of Norden-Ketay Corp.

Matthew A. McLaughlin named Avco v.p. & gen. counsel, Henry J. Oechler appointed secy.

Charles P. Myers promoted to Westinghouse gen. counsel, Leonard E. Kust to gen. tax counsel.

**Financial & Trade Notes:** DuMont stockholders, at special meeting Oct. 10, approved in toto the plan to spin off broadcasting from manufacturing activities (Vol. 11:33-34, 39)—and board of directors of new DuMont Broadcasting Corp. proceeded forthwith to elect Bernard L. Goodwin, secy. of Allen B. DuMont Laboratories Inc. and v.p.-gen. mgr. of all music publishing subsidiaries of Paramount Pictures Inc., as pres. of the new company. Ted Cott was chosen v.p., and both went on the board.

An executive committee of 5 directors was set up, comprising Paramount v.p. Paul Raibourn as chairman, Dr. DuMont, Armand Erpf (partner of Carl M. Loeb, Rhoades & Co.) and Messrs. Goodwin and Cott. Raibourn was elected treas.; Richard L. Geismer & Irving Singer, asst. treas.; Paul O'Friel, asst. to secy. Other members of board are Barney Balaban, Dr. T. T. Goldsmith Jr., Stanley F. Patten, Percy M. Stewart, Edwin Weisl.

DuMont Broadcasting Co., it was announced, will seek to acquire more TV stations and some radio stations in addition to WABD, N. Y. and WTTG, Washington, which it takes over from parent company along with the DuMont Telecentre in N. Y. As soon as FCC approves transfers of stations, DBC will issue one share of stock for each 2½ now held. It will have 2,500,000 of \$1 par common outstanding (944,422 at start as result of 1-for-2½ distribution) and will seek additional working capital of at least \$1,500,000 through the sale of shares, to be offered first to present stockholders on pro rata basis.

DuMont Laboratories, which should shortly announce selection of a new pres., will increase its authorized shares from 2,500,000 to 5,000,000, will no longer have A & B classes. Presently 1,801,054 A shares are outstanding, 560,000 B, all latter owned by Paramount Pictures which also owns 68,500 A and which will thus continue to hold about 26% interest in the company. Stock option plan provides that 90,000 shares will be reserved for purchase by key executives, including the new pres., in addition to an option on 35,000 given Dr. DuMont.

Dr. DuMont becomes chairman of board, devoting full time to executive duties until 1966 at \$50,000 a year; thereafter, for 10 years, he will be paid \$20,000 a year as consultant. He no longer gets former incentive compensation of 2½% of companies' earnings in excess of \$1,000,000 before Federal taxes. New pres. will go on board, along with one other executive; other board members are same as DBC board except for Goodwin and Cott.

Note: Possibility that first new acquisition of DBC may be KTLA, Los Angeles (Klaus Landsburg, mgr.), owned by Paramount and operated as an independent, is seen in fact that Goodwin is v.p. of the KTLA operating company and Raibourn has been in charge of it virtually from its inception in 1947 as one of the pioneer TV stations of the country. However, it's undoubtedly valued at far more than the \$1,500,000 which it's proposed to raise for DBC initially. If KTLA is later merged into DBC on a stock basis, Paramount Pictures might conceivably acquire control of DBC. Paramount's interest is not only station operation but subscription TV, of which Paramount pres. Barney Balaban is one of the most ardent proponents.

\* \* \* \*

Electrical industry, including TV, radio & electronics, gained only .1% on rate of return on investment from 1940 to 1953, but in 1950 rose to 6.9% over 1940 figure, Federal Trade Commission reveals. In list of 25 selected industries, GE, Westinghouse, RCA, Sylvania were chosen as Big 4 of 68 firms in electrical category. GE showed return of 17.1% in 1940, 26.6% in 1950, 18.5% in 1953; Westinghouse return was 9.7%, 15.5% & 10.7% in those periods; RCA, 12.8%, 29% & 16.8%; Sylvania, 21.3%, 18.1% & 9.9%.

"Special earnings dynamics" in American Broadcasting-Paramount Theatres Inc. are seen in decidedly bullish report by S. B. Lurie, of Josephthal & Co., 120 Broadway, N. Y. in which he contrasts 1955 good profits prospects with losses of preceding 2 years and concludes "the 1956 potential could be explosive" and broadcast earnings "may exceed the respectable profits of the theatre division." Presently, his analysis states, the network has an indicated \$74,000,000 of billings on its books for the 1955-56 season, whereas this year's TV gross will be \$50-\$54,000,000 as compared with \$34,000,000 in 1954. He points out that NBC & CBS ("managed by advertising men rather than showmen") are practically "out" of saleable time; that ABC is gathering TV affiliates; that whereas Paramount division's profits were off 30% in first half of 1954, year ended with 11% gain; that current \$1 dividend rate may be raised; that AB-PT's working capital of nearly \$31,000,000 gives it strong position; that heavy depreciation charges permit rapid amortization of some \$40,000,000 of long-term debt. He concludes: "But it is the earnings potential inherent in a TV operation which has taken on a forward look that provides the immediate speculative 'plus.'"

Official Films Inc. (Harold L. Hackett, pres.-chairman; Herbert Jaffe, exec. v.p.) is asking its stockholders, in notice for Oct. 31 annual meeting, to approve increase in capital stock from present 2,000,000 shares to 3,000,000—stating it's to take advantage of profitable opportunities in near future. Acquisition of quality TV properties is goal. Present list includes *My Little Margie*, *Foreign Intrigue*, *Willy*, *Trouble with Father*, *Adventures of Robin Hood*.

Television Shares Management Corp., selling agent for Television-Electronics Fund, first open-end investment trust in the field, estimates factory value of electronic equipment and components, including TV-radio apparatus of all kinds, will run about \$8 billion this year, according to exec. v.p. Paul A. Just, speaking before Boston Investment Club. This compares, he said, with only \$213,000,000 in 1939.

General Instrument Corp., for 6 months ended Aug. 31, showed net loss of \$10,796 after carry-back tax credits on sales of \$13,350,127 vs. net loss of \$249,946 on sales of \$9,671,200 in 1954 period. The 1955 figures include sales and earnings since March 1 of Automatic Mfg. Corp., recently acquired subsidiary.

LaPointe Electronics reports loss of \$174,743 on sales of \$529,497 for 8 months ended June 30. No comparison available.

Teleprompter Corp. chairman Irving B. Kahn, announcing expansion program that includes absorption of franchiser Teleprompter National Sales Co., has named Herbert W. Hobler, formerly sales mgr. of the franchise company, as sales v.p., and has set up the following new divisions: stations div., headed by Warren Abrams, ex-CBS; public speaking & staging div., Wm. Marsh, director, handling govt. & export business and acting as liaison with Underwood Corp. in connection with production and sales of new "Telexecutive" portable cueing device (Vol. 11:41); sales service div., James Blair, director, and Ray Hagen, field sales rep.; network & film services div., Don Redell, director, in association with Bart Swift; field offices div., supervised by Hobler. Named director of operations is Nat Myers, with Phil Elbert as comptroller. The 3 organizers of the corporation—Kahn, Hubert J. Schlafly, Fred Barton—continue in their present positions, v.p. Schlafly directing engineering & development and v.p. Barton supervising western div. in Los Angeles. Firm now employs 200.



**Color Trends & Briefs:** Total of 16 stations, including network keys, are equipped with live color cameras as of today, RCA reports—with WFBM-TV, Indianapolis, the latest, installing chain this week and planning inauguration of colorcasts shortly. WOAI-TV, San Antonio, began live colorcasts Oct. 15 with 8 hours of color opening day and a schedule calling for average of 60 hours a month. RCA also reports that it has equipped 45 stations for color film & slides.

These are the stations with live color camera chains: WBAL-TV, Baltimore; WBEN-TV, Buffalo; WBAP-TV, Ft. Worth; WFBM-TV, Indianapolis; KNXT, KRCA & KTLA, Los Angeles; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; WDSU-TV, New Orleans; WCBS-TV & WRCA-TV, New York; WKY-TV, Oklahoma City; KMTV, Omaha; WOAI-TV, San Antonio; KRON-TV, San Francisco.

RCA lists following with film & slide equipment: WSB-TV, Atlanta; WBAL-TV & WMAR-TV, Baltimore; WBZ-TV, Boston; WBEN-TV, Buffalo; WCHS-TV, Charleston, W. Va.; WBTW, Charlotte; WNBQ, Chicago; WNBK, Cleveland; WWJ-TV, Detroit; WHO-TV, Des Moines; WBAP-TV Ft. Worth; KMJ-TV, Fresno; KPRC-TV, Houston; WSAZ-TV, Huntington; WJAC-TV, Johnstown; WDAF-TV, Kansas City; WGAL-TV, Lancaster; KRCA & KTTV, Los Angeles; WTMJ-TV, Milwaukee; KSTP-TV, Minneapolis-St. Paul; WSM-TV, Nashville; WNHC-TV, New Haven; WRCA-TV, New York; WKY-TV, Oklahoma City; KMTV, Omaha; WXEX-TV, Petersburg-Richmond; WCAU-TV & WFIL-TV, Philadelphia; KTVK, Phoenix; KPTV, Portland, Ore.; WTVR, Richmond; WSLs-TV, Roanoke; KCRA-TV, Sacramento; WOAI-TV, San Antonio; KRON-TV, San Francisco; KOMO-TV, Seattle; KSD-TV, St. Louis; KHQ-TV, Spokane; WSYR-TV, Syracuse; WFLA-TV & WTVT, Tampa; WTOP-TV, Washington; WPFH, Wilmington, Del. In addition, CBS has purchased RCA film cameras for network use.

Summarizing color-equipment of NBC-TV affiliates this week, NBC exec. v.p. Robert Sarnoff noted that affiliates have fed several color shows to network and stated: "We hope to do more and more color originations on the local level. We believe color must spring up from all parts of America if it is to reach maturity as a national service." He said that 31 NBC-TV affiliates can now produce local color; that 102 affiliates can handle network color, putting NBC's color shows within reach of 90% of nation's TV homes. NBC's output of some 40 hours of color monthly represents 10% of its entire schedule, he said.

\* \* \* \*

Closed-circuit preview in color of "Alice in Wonderland," to be presented by Maurice Evans on NBC-TV *Hallmark of Fame* Oct. 23, 4-5:30 p.m., was shown to about 1000 Hallmark salesmen assembled at 100 NBC affiliates Oct. 13. Also shown were scenes from other plays in series: Nov. 20 "The Devil's Disciple," Dec. 11 "The Corn is Green," Feb. 5 "The Good Fairy." On Oct. 14 closed-circuit briefing on upcoming daily 3-4 p.m. color dramatic series, *NBC Matinee Theatre* which starts Oct. 31, was fed to 112 affiliates, where sponsors and ad agency representatives gathered. Show included dress rehearsal from Burbank, Cal. color studios, switched to WKY-TV, Oklahoma City, where mgr. Proctor A. (Bud) Sugg described station's role in series, then to Lansing, Mich. for interview with Michigan State U drama Prof. Wilson Paul, winding up in New York with presentation by NBC executives.

Motorola exec. v.p. Robert W. Galvin's color predictions: Retail sales of 50,000 this year, 300,000 next year, 1,000,000 in 1957. And prices in 1957 should be \$500-\$600, he said.

Network color schedules for next 2 weeks: NBC-TV—Oct. 17-21 & 24-28, *Howdy Doody*, 5:30-6 p.m.; Oct. 17, *Producers' Showcase*, "Cyrano de Bergerac," starring Jose Ferrer, Claire Bloom, 8-9:30 p.m.; Oct. 18, *Milton Berle Show*, featuring Ann Sothern, 8-9 p.m.; Oct. 20, *Home* segment, 11:45 a.m.-noon; Oct. 23, *Maurice Evans Presents*, "Alice in Wonderland," starring Gillian Barber, Eva LeGallienne, Bobby Clark, Martyn Green, Burr Tillstrom, 4-5:30 p.m.; Oct. 25, *Today* segments, 7-10 a.m., *Home* segments, 11:45-noon; Oct. 28, *Today & Home* segments (usual times); Oct. 29, NCAA football game, Iowa vs. Michigan, 2:15-5 p.m. CBS-TV—Oct. 18, *Red Skelton Show*, 9:30-10:00 p.m.; Oct. 20, *Climax*, "House of Shadows," starring Diana Lynn, James Daly, James Gleason, Jane Darwell, 8:30-9:30 p.m.; Oct. 22 & 29, *Gene Autry Show*, 7-7:30 p.m.; Oct. 22, *Ford Star Jubilee*, "Together With Music," starring Mary Martin, Noel Coward, 9:30-11 p.m. Other shows: NBC-TV—Nov. 5, *Max Liebman Presents*, "The Great Waltz," 9-10:30 p.m.; Nov. 6, *Color Spread*, "Constant Husband" (film), 7:30-9 p.m.; Nov. 14, *Producers' Showcase*, "Wonderful Town," 8-9:30 p.m.; Nov. 20, *Maurice Evans Presents*, "The Devil's Disciple," 4-5:30 p.m.; Nov. 26, NCAA football game, Army vs. Navy, 1:15-4 p.m.; Nov. 26, *Max Liebman Presents*, "Dearest Enemy," 9-10:30 p.m.; Nov. 30, *Kraft Television Theatre*, 9-10 p.m. CBS-TV—Nov. 5, 12, 19 & 26, *Gene Autry Show*, 7-7:30 p.m.

"Whale of a success" with its World Series color promotion is reported by Lawrence H. Rogers II, v.p.-gen. mgr. of WSAZ-TV, Huntington, W. Va. Besides 21-in. sets which he states packed them into Huntington & Charleston studios all 7 days, station had three 46-passenger buses, each with color set installed and with own special aerials, stationed at heaviest traffic locations in downtown Huntington—and they played to full (and rotating) houses at all times. For Sun. game, one of buses was detailed to International Nickel Co. picnic attended by 2000. Games in color also displaced programs of both Rotary & Kiwanis, some 550 attending, including Gov. of W. Va. and staff.

Excellent idea: *You and Color TV* on KOA-TV, Denver Oct. 18, 5-5:15 p.m., is designed to show viewers how to tune color sets. Operations supervisor Jim Butts will conduct program, cutting into colorcast *Milton Berle Show* to give viewers color picture to work with. Berle show is normally shown in Denver at 8 p.m. in black-&-white via quick kine. Sponsors of unique program are local Pioneer TV Service and Daniels & Fisher.

NBC-TV "Colorcade," featuring 13 colorcasts of American scene inserted on *Today*, *Home & Howdy Doody*, started Oct. 14 with football game preview at Mich. State. Pickups are to be made by NBC color mobile unit (which televised World Series) at East Lansing, Mich., Oct. 20; Greenfield Village, Dearborn, Mich., Oct. 25; Ann Arbor, Mich., Oct. 28; Detroit, Nov. 3; Dayton, Nov. 9; Philadelphia, Nov. 23.

Foto-Video Labs (Albert J. Baracket, pres.), recently moved to larger quarters at 25 Amity St., Little Falls, N. J., reports shipment of color and black-&-white video equipment to WRCA-TV, New York; KSL-TV, Salt Lake City; WCCO-TV, Minneapolis.

Prize of 21-in. RCA color set is being offered by George Storer's WGBS-TV, Miami (Ch. 23) to contestant submitting best name for new 937-ft. tower. Contest is aimed to promote both station and NBC color shows it carries.

San Francisco Chronicle's KRON-TV, one of most ardent boosters of color TV, had exhibit devoted to it that was one of highlights of Oct. 1-9 Exposition of Modern Living in Oakland.

**T**HE RASH OF SALES of TV & radio stations appears to have subsided somewhat—and there are some that simply “can’t be had.” Nevertheless, the prudent owner ought to know the true worth of facilities he controls and new and improved methods of appraisal are available, according to Ray V. Hamilton, partner of Blackburn-Hamilton, station brokers, speaking Oct. 7 before Ohio Assn. of Radio & TV Bcstrs. in Columbus.

Market values have risen appreciably in last few years, said Hamilton, with AM values rising “gradually” and TV soaring “phenomenally.” For example, Blackburn-Hamilton over the last 12 months negotiated sales of three 1-kw daytime radio stations in good but not top markets for prices ranging from \$450,000 to \$500,000 each; sold a TV station in the Northwest for \$375,000 in 1949 that’s valued in excess of \$4,000,000 now; might have had another TV in California in 1950 for \$500,000 that’s currently valued at some \$7,000,000. (Good guess is he was referring to KPIX, San Francisco, now owned by Westinghouse, with whose radio counterpart KSFO he was once connected himself.)

Standard considerations in setting going price of a TV and/or radio station, he said, are power & frequency; network affiliation; competitive factors in market; size, character & growth potential of market; fixed assets, “net quick” position, equipment inventory & condition, replacement needs; length of time station has operated; history of gross income and net earnings. Other criteria, which he said might be termed “psychological,” include an estimate of the reputation of the station in its own community, i.e., an evaluation of its goodwill.

He urged stations to secure “through scientific means, an appraisal of their properties—not as a onetime service but as a continuing service over the years.” Owners should know values not necessarily for sales purposes but also in order that to determine on what basis they want to retain and operate their properties.

NARTB fund to retain experts for fight against possible AT&T line charge increase will be solicited by TV v.p. Thad Brown in letters to all members next week. Action came after WTAR-TV’s Campbell Arnoux, in panel discussion at 3-day regional meeting in Roanoke Oct. 12-14, voiced fear that expiration of line contracts Oct. 31 would bring “terrific boost” in cost of programming. Lawrence H. (Bud) Rogers II, WSAZ-TV, Huntington, complained of music licensing fees in TV, said his radio operations spent \$4800 annually for licenses, TV costs were \$60,000. G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of Code Review Board, said board had almost no complaints on films produced exclusively for TV.

Buying & selling seminar of Radio & TV Executives Society starts Oct. 18, meetings set at 12:15 p.m. at Old Brew House, 205 E. 54th St., N. Y. Curriculum arranged by co-chairmen H-R Representatives’ Frank Pellegrin and WNEW’S Mary McKenna includes Hugh Beville, NBC director of research; Hal Miller, Benton & Bowles; Beth Black, Harry B. Cohen Adv.; Anne Wright, J. Walter Thompson.

Pioneer FM broadcaster Capt. W. G. H. Finch has come the full circle by applying for an FM station to be operated from his home in Newtown, Conn. He established WGHF in New York in 1940, operated it until selling out to Muzak last June. In meantime, he returned to active naval duty during Korean war, rising to asst. chief of Office of Naval Research before retiring Aug. 1.

Power increases: WTVD, Durham, N.C. (Ch. 11) Oct. 5 to 316-kw ERP; KCRA-TV, Sacramento (Ch. 3) Sept. 23 to 100-kw; WCOV-TV, Montgomery, Ala. (Ch. 20) Sept. 30 resumed operation at 200-kw ERP, following temporary low-power operation due to fire (Vol. 11:35).

Some \$7,000,000 may be spent on TV political campaigning next year at both national and state-local levels, party spokesmen estimated this week. GOP chairman Leonard Hall told N. Y. Republican Club that national TV budget had been set at \$1,500,000-\$2,000,000, and national committee officials estimated that state-local spending would equal or exceed that amount. Democrats were vague on TV plans but admitted they wouldn’t let GOP get too far ahead. In 1952, Republicans spent \$1,643,909 on TV nationally, Democrats \$1,303,916 (Vol. 9:1). If GOP plans materialize—and if Democrats maintain 1952 ratio—total outlay at all levels will reach or exceed \$7,000,000. Chairman Hall said “a great deal” of Republican outlay would be spent in South because of high TV expansion there. Both parties are eyeing spot time at end of national campaign programs as ideal for state-local plugs. For Democrats, it will be “year of decision” on TV, party spokesman said, with chance to evaluate fully the effect of telecasts on campaigning. GOP time-buying will be handled by Carroll Newton, BBD&O, with Harry Beaudouin, ex-NBC press dept., in charge of promotion. Democrats haven’t named agency, but Jack Christie is director of TV-radio activity. There were 112 stations and approximately 20,000,000 sets-in-use at time of 1952 elections; by 1956 elections, there will be some 500 stations and at least 40,000,000 sets.

Dispute over private vs. AT&T microwave has resulted in litigation between North Dakota Bcstg. Co. (KCJB-TV, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck) and AT&T in Federal Court at Fargo. AT&T first filed suit seeking \$9000 from the broadcaster for alleged failure to pay expediting charges for construction of microwave relay system from Minneapolis to Fargo. North Dakota Bcstg. pres. John W. Boler then filed counterclaim and cross-complaint seeking \$20,180, including \$18,180 for costs incurred in preparations for building own microwave at a time it says AT&T would not agree to build the relay system connecting Minneapolis to Fargo. Boler also asked reimbursement of \$2000 in charges by AT&T which he called “excessive and unlawful.”

New speed records claimed: (1) RCA and KARD-TV, Wichita (Ch. 3) installed station from cameras to antenna tip, constructed transmitter building and went on air Sept. 1 with full power exactly 30 days after equipment arrived. (2) WHTN-TV, Huntington, W. Va. (Ch. 13) began operating Oct. 2 with temporary antenna just 24 days after start of construction, including 3000-seat studio. Among previous record claimants, KPTV, Portland, Ore. (Ch. 27) in 1952 went on air 60 hours after transmitter and tower had completed trip across continent (Vol. 8:38).

Sidelight on deintermixture squabble: WTIC, Hartford, applicant for Ch. 3, this week complained to FCC that uhf WWLP, Springfield, Mass., was “using its TV facilities in an attempt improperly to obtain public support for its position before the Commission to delete Ch. 3 from Hartford.” WTIC said WWLP gen. mgr. Wm. L. Putnam appeared on station Oct. 11 requesting viewers to write FCC urging deintermixture in Connecticut Valley. WTIC protested such use of WWLP’s facilities, urged full inquiry by Commission.

Long-distance uhf transmission using “scatter” principles (Vol. 11:32) is subject of RCA experiments with new antenna atop northern tip of Adirondack Mountains at Covey Hill, Que., 2 mi. north of U.S. border. Signals are beamed directly to receiver in Riverhead, L.I., 288 mi. away.

New “captive TV” closed circuit system—using Vidicon camera, self-contained receiver-control board combination & microphone-intercom unit—is being marketed by Siegler Corp.’s Hallamore Electronics Co., Long Beach, Cal. (sales headquarters at 221 N. LaSalle St., Chicago).

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY - INDEX OF THE WEEK'S NEWS — October 22, 1955

PAT WEAVER'S LONDON speech called "great" by leading British journal, is fine documentary on commercial telecasting (p. 1 and Supplement).

"STRAW VOTE" AT FCC generally opposes deintermixture, but decisions are still tentative; final word not expected for 2 weeks (p. 1).

2-MEGAWATT EQUIPMENT ordered by Scranton uhf outlet, along with gear for 2 new semi-satellites at Williamsport and Sunbury, Pa. (p. 2).

THEATRES OPPOSE THEATRE-TV for World Series, as Theatre Owners of America refuses to have any part in plan which would do "disservice to millions" (p. 3).

ILLEGAL BOOSTERS perform useful service, hurt no one, FCC examiner states, but attorneys agree FCC will reverse decision, silence boosters (p. 4).

ONE CRITIC BERATES us for inferring any foreigners can do better; more comments by technical experts on "whys" of the British TV image (p. 7).

MERCHANDISING GIMMICKS give big lift to record TV sales pace. GE's Dr. Baker sharply critical of current color marketing techniques (p. 10).

WAR ON TUBE "COUNTERFEITERS" intensified by Sylvania, which lists 5 ways for service dealer to determine whether tube is used or new (p. 13).

AUTOMATION MUST EXPAND, electronics spokesmen agree, though Sprague warns against plunging in without careful cost studies (p. 13).

GOLDMAN, SACHS & CO. report on electronics sees TV-radio-appliance business at \$3.8 billion this year, or 2.4% of nation's retail sales (p. 14).

TV-RADIO CENSUS, county-by-county, to be made this year by Nielsen, released in mid-1956. Farm TV figures compiled for Del., Ill., Ind., N. C. (p. 9).

"CYRANO" COLORCAST superb, but outdoor sports still disappointing; NBC & CBS update list of affiliates capable of rebroadcasting color (p. 15).

**'SYLVESTER WEAVER'S GREAT SPEECH':** That's how World's Press News and Advertisers' Review headlined p. 1 box calling attention to its 4-p. loose-leaf supplement carrying transcript of the NBC president's notable speech in London before the Institute of Practitioners of Advertising, which is a sort of counterpart of our AAAA. Though we recently published excerpts of that address (Vol. 11:41), which the trade press here apparently overlooked and full text of which NBC could not at first supply, we are also reproducing the WPN supplement this week and distributing it to you here-with through the cabled permission of that eminent mouthpiece of Fleet Street.

We regard it as one of the most lucid discussions and powerful defenses (if indeed defense is needed) of the American system of telecasting, which Britain has at least partially adopted. It's so cogently expressed, such a fine commentary on the business of telecasting, that it can be used as copybook material for American students of the industry. Interestingly, the British publication, which calls itself "The National Weekly for Press and Advertising," stands out in striking contrast to its U.S. counterpart for the generous treatment it accords the news of TV -- and, we might add, the substantial lineage it gets from the TV as well as printed media.

**FCC GROPING FOR NEW ALLOCATIONS POLICY:** This was another crucial week on deintermixture and allocations, and though FCC made some very tentative and unannounced decisions -- which tend somewhat to indicate that wind blows against deintermixture -- no really clearcut policy is expected to emerge for 2 weeks. Specifically, FCC on Oct. 17 instructed staff to draft series of decisions. But vote on each case was so close or so many commissioners abstained from voting, or votes had so many strings attached -- that it's foolhardy to predict ultimate final vote.

Here's how the "straw votes" ran: Evansville, Madison and Peoria -- 3-1 vote to turn down deintermixture; Hartford -- 3-2 vote for deintermixture; Albany -- 4-2 vote to drop Ch. 10 into nearby Vail Mills.

On top of these, there were instructions to begin general allocations rule-making to evaluate all plans submitted to date. Great uncertainty about final vote

stems from fact that as many as 3 commissioners abstained from tentative vote and that there's much concern in FCC that actions may not be consistent.

It's presumed Commission would begin issuing final decisions on vhf channels in areas affected if deintermixture decisions are finalized. But biggest question is whether new CP-holders would be permitted to build pending overall allocations study. Commission hasn't yet made up its mind on this.

There was speculation several commissioners might continue to abstain, declining to vote not only on final deintermixture go-around but on final vhf decisions which might be brought up for action thereafter.

No final action of any kind is expected next week. No meetings are scheduled, for members will be attending meeting of National Assn. of Railroad and Utilities Commissioners in Asheville, N.C. "Der Tag" may possibly be Nov. 2.

\* \* \* \*

Manufacturing industry went on record with FCC, meanwhile, when RETMA's new Frequency Allocation Study Committee sent letter urging that TV needs both vhf & uhf; that FCC's allocation plan (and therefore uhf) is not "fundamentally defective or inadequate" despite "statements of a pessimistic nature that have been made recently to the Commission and in the press"; that RETMA stands ready to make definitive technical studies of uhf to aid Commission in re-evaluating allocations.

RETMA group is headed by Dr. W.R.G. Baker, v.p. of GE, which has heavy commitments in uhf through manufacture of uhf equipment and its contributions to NATS station-aid plan. Other members: H. Leslie Hoffman, RETMA pres.; Max F. Balcom, Sylvania; Paul V. Galvin, Motorola; E.C. Anderson, RCA; H.C. Bonfig, CBS-Columbia; Leonard C. Truesdell, Zenith; James D. McLean, Philco.

Educators also urged that uhf be saved. Joint Committee on Educational TV noted that 172 of the 258 educational assignments are uhf; that only 3 educational uhf stations are on the air, whereas 12 vhfs are operating. "It is therefore clear," JCEET wrote FCC, "that the future development of educational TV on a nationwide basis is closely tied in with the development and success of uhf TV."

Uhf operators raced against time, meanwhile, filing numerous petitions asking Commission not to turn down deintermixture and not "aggravate" situation with new vhf grants until it has studied whole allocations picture.

Sharp attack on CBS's allocations proposals (Vol. 11:41) was launched by a group of New England uhfs. Hartford's WGTH-TV, New Britain's WKNB-TV, Springfield-Holyoke's WWLP & WHYN-TV filed petition stating, among other things: "The CBS allocation plan is exclusively a plan for the distribution of national TV network programs, utilizing the fewest possible number of stations. The concepts on which it is based are in conflict with the basic policies embodied in the Communications Act."

Vhf applicants who have won initial decisions were also jittery, and several told FCC that requests for delay should be turned down and CPs finally issued. Commission did turn down one petition for delay, denying request of Storer's uhf WGBS-TV & Ft. Lauderdale's WITV (Mortimer Loewi) that final decisions be delayed in Miami Ch. 7 & Ch. 10 cases. Commission said that petitioners had no standing to request such action; that they were "strangers" to the cases and had no right to ask FCC to tie its hands. Comr. Hyde dissented, said that because WGBS-TV & WITV have Miami deintermixture petition pending they're entitled to full Commission consideration.

FCC held up for another month, until Dec. 1, its change in rules to permit vhf stations in Zone I to go to 1250 ft. with full power.

**BOLD NEW UHF SCHEME IN SCRANTON:** If uhf is dying, they haven't heard about it in Wilkes-Barre & Scranton. That area already has nation's first two 1,000,000-watt TV stations -- and soon is scheduled to get first one that can deliver 2,000,000 watts, with its own 2 new uhf semi-satellite "associate stations" in nearby cities.

Scranton CBS affiliate WGBI-TV (Ch. 22) has signed contract with GE for more than \$500,000 worth of equipment -- "by far the largest single order for uhf TV broadcasting equipment ever signed" -- not only for its own unique power-boost "laboratory" but also to put on air 2 long-inactive grantees in Williamsport & Sunbury.

WGBI-TV isn't sure whether it will go permanently to 2,000,000 watts or not, but it has ordered equipment to make it possible -- GE 45-kw transmitter & 50-gain helical antenna. It also has bought special switching equipment for changing the antenna-transmitter groupings to test various power-&gain combinations for coverage and economic feasibility. It applied to FCC this week for authority to experiment with powers up to 2 megawatts. At same time it asked Commission to postpone any action to permit uhf powers up to 5 megawatts until WGBI-TV completes propagation tests at various powers, as nation's first high-power uhf laboratory.

Promising to make all data available to the industry, WGBI-TV proposes to increase height by 240-ft., install special 2-section antenna which can provide gain of 25 or 50, transmitter which can deliver 12, 23 or 45 kw. It will set up special field strength measuring stations at various distances from transmitter. It will operate both above and below 1-megawatt level to determine exactly how much difference high power really makes.

It is especially interested in solving a long-time TV controversy: antenna gain vs. transmitter power. So it will make exhaustive tests with 1-megawatt ERP achieved in 2 different ways: 45-kw transmitter power with 25-gain antenna, and 23-kw power with 50-gain antenna. A WGBI-TV official estimated that latter method would cost about \$5000 a month less than former, due to savings in electricity.

\* \* \* \*

Scranton station is expected to purchase controlling interest in CP-holder WRAK-TV, Williamsport (Ch. 36) through WGBI-TV attorney Vance L. Eckersley, who has option to buy Williamsport station. It's also probable that WGBI-TV will buy interest in its second "associate" station, Sunbury's WKOK-TV (Ch. 38).

Williamsport station will pick up WGBI-TV programs via one-hop microwave and rebroadcast them with 25-kw ERP. Sunbury outlet will use direct pickup and 250-kw power plant. Both stations will have local staffs and originate up to 3 hours of local programming daily. Williamsport construction will begin as soon as transfer application is approved by FCC, and is slated to be on air 90 days thereafter. The Sunbury construction will take longer, since site surveys, etc. must be made.

All equipment for the 3 stations is due for late fall delivery, but WGBI-TV spokesman says 2-megawatt gear probably won't be operative until early spring.

Other stations in area are Wilkes-Barre's WBRE-TV & WILK-TV, both now operating at 1-megawatt (Vol. 11:3) and Scranton's WARM-TV & WTVU (latter off air pending channel change) -- all uhf and all those on air reportedly doing very well.

**THEATRES NIX 'POPCORN WORLD SERIES':** Theatre-TV entrepreneurs who plan to negotiate for exclusive rights to the World Series had the rug pulled out from under them this week by their own best friends, the theatre owners.

Noting the already rising resentment of ball fans over reports that Theatre Network TV wants to tie up rights to 1957 Series (Vol. 11:41), big Theatre Owners of America decided to nip the whole business in the bud before it gets out of hand. The exhibitors' group put out strong statement pledging undying fealty to principle of free TV and invoking a pox on anyone who aids or abets any admission-fee TV scheme.

TOA had a threefold purpose in issuing its timely statement: (1) Theatres would reap an unprecedented harvest of public ill-will if Series were suddenly taken from free home screens and put on theatre screens at a price. (2) As active opponent of subscription TV through exhibitors' Committee Against Pay TV, TOA realizes the hypocrisy of opposing fee TV for the home while profiting from fee TV in the theatre. (3) TNT's chances of grabbing off World Series were so extremely remote that the theatres had nothing to lose and everything to gain by taking their stand.

Though it did not mention theatre TV, TOA's statement voiced "serious concern" over reports that negotiations may be conducted to make "the public pay an admission charge or a fee for the privilege of seeing each televised [World Series] game." TOA said it felt "that the mere announcement of such a completed plan will arouse a wave of indignation on the part of the public..."

"The tradition of watching the World Series on free TV is firmly entrenched

in American life. If the public should be deprived of this privilege, it is our opinion that not only organized baseball but also any organizations connected with such a plan would be doing a serious disservice to millions of Americans."

Note: American Federation of TV & Radio Artists this week announced that it opposes fee TV because "it will reduce the employment opportunities of our members, will adversely affect the entertainment industry and is not in the public interest."

**NO HARM IN ILLEGAL BOOSTERS, SAYS EXAMINER:** In one of the most startling examiners' decisions in many a moon, FCC examiner J.D. Bond held this week (FCC 55D-65, 66, 67) that there's nothing wrong with illegal boosters -- and recommended the Commission not take them off air. In ruling on cease-&-desist proceedings against operators of such boosters in Bridgeport, Nespelem & Quincy, all in the State of Washington, Bond flabbergasted the industry -- particularly the operators of community antenna systems -- when he wrote in his conclusions:

"The TV booster station does not cause objectionable or harmful interference to any existing or authorized radio broadcast or communications transmission or reception. This new use of radio, in practice, affords a larger and more effective use of TV broadcast channels so that many families in the area are provided with a better, dependable, and more economical TV program service...The utilization of radio channels and the Commission's essential controls thereof are not impaired or threatened by [unlicensed boosters]." Earlier in decision, Bond stated:

"In both highway and electronic airway traffic the cognizant authorities have rules for licensing and controlling the high-powered vehicles employed, but it does not follow in either situation that an unlicensed baby buggy or a low-powered booster station must be denied a little room to perform its useful chore."

Both FCC and industry attorneys told us unanimously that Commission is bound to reverse the decision -- with a vengeance. To do otherwise, they say, would be to abdicate FCC's basic control over transmissions. Said one: "He's simply repealing the Communications Act."

National Community TV Assn. counsel E. Stratford Smith alternated between hilarity and incredulity. Taking the "baby buggy" statement, he said:

"In this incredibly inept and short-sighted analogy, the Examiner reveals his complete lack of comprehension of the problem confronting him. He failed to perceive that hundreds, or perhaps thousands, of unlicensed 'baby buggies' on the same highways with high-powered vehicles must inevitably result in the mass destruction of the babies." Attacking Bond's opinion that boosters are doing no harm, Smith said: "This is like saying that if a victim can afford to be robbed and the loot will be put to good use, then larceny is of no consequence, or that the police need not concern themselves over a hit-&-run driver if the victim is not seriously injured and the driver had an excuse for being in a hurry."

With estimated 50-185 illegal boosters operating, with Washington Senators Magnuson & Jackson backing them, now with Bond's decision -- it's expected that the boosters will sprout like mushrooms until FCC finally acts.

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Signs of the TV times: NBC-owned TV-AM stations in Sept. increased local sales nearly 38% over Sept. 1954, all stations sharing in rise, reports v.p. Charles R. Denny; Local TV was up 36%, local radio up 44%; national spot in both media is also running well ahead. KRCA, Los Angeles, increased local TV sales 64%; WRC-TV, Washington, 63%. In radio, WMAQ, Chicago, was up 121%; KNBC, San Francisco, up 57% . . . KNXT-CBS, Los Angeles key, enjoyed all-time record summer quarter (July-Aug.-Sept.), according to sales mgr. Robert D. Wood; it was 62% ahead of same 1954 quarter, with local up 80% and spot up 45% . . . WOR-TV, General Tele-radio-owned, oft pointed out as one of the "unprofitable" N. Y. stations (which it has denied during last year), reports billings up 82% for first 9 months of year, increases rates 25-110%, first hike since Nov. 1952.

The two biggest concert artist bureaus and their subsidiaries, representing some 80% of nation's bookings, were fined total of \$16,000 in Federal court in N. Y. this week after pleading nolo contendere to Dept. of Justice civil & criminal anti-trust complaints charging conspiracy to restrain interstate trade, monopoly in management & booking of concert artists, illegal operation of audience associations, conspiracy to refrain from competing with one another. Columbia Artists Management Inc. was fined \$2000, its subsidiary Community Concerts Inc. \$10,000; National Concert & Artists Corp. and its subsidiary Civic Concert Service Inc. were fined \$2000 each. They said govt. charges related to activities discontinued 7 years ago. Note: Networks were once in artist bureau field, from which they had to withdraw, and they are connected with these companies now only as occasional clients.

**Personal Notes:** Harold E. Fellows, NARTB pres., due to be released from Boston hospital this week end, will convalesce from siege of pneumonia at home in Swampscott, Mass. during next 2 weeks . . . Sylvester L. (Pat) Weaver, NBC pres., returns to N. Y. Nov. 1 after trip around world; this week he was in Singapore, Manila, Hong Kong, then he proceeds to Tokyo & Honolulu . . . Earl M. Johnson, Mutual v.p. in charge of station relations & engineering, program v.p. Roy Danish, network programming v.p. Bert Hauser, among more than 30 dropped in staff reduction ordered this week . . . George Pamental, ex-NBC & Fletcher D. Richards Inc., joins expanded WOR-TV sales dept., along with Warren M. Morton, ex-ABC-TV & Crosley Bestg. Co., and Robert Bastian, latter assigned to Chicago office . . . Wm. C. Gillogly promoted to ABC-TV eastern sales mgr., reporting to national sales mgr. Charles R. Abry . . . Robert Curran promoted to mgr. of ABC co-op sales for TV, Wm. Aronson for radio, in separation of co-op depts. . . . Robert L. Coe promoted to midwest regional mgr., ABC-TV station relations dept. . . . Fred Ahern resigns as operations director, CBS-TV Hollywood . . . Joseph O. Meyers promoted to mgr. of NBC News, reporting to news director Wm. R. McAndrew . . . L. A. (Duke) Larson now is asst. gen. mgr. as well as sales mgr. of WISN-TV, Milwaukee, reporting to v.p. I. E. Showerman . . . Miss Fran Riley resigns as asst. director of NARTB publicity & informational services to join Ted Bates publicity dept., N. Y. . . . Warren Woods leaves Washington law firm of Roberts & McInnis Nov. 1, starting own practice at 1701 K St. NW (phone National 8-2520) . . . V. Byron (By) Williams promoted to program director of WTRF-TV, Wheeling, W. Va., succeeding Louis Meyer, with Garry Vorhees succeeding Williams as asst. program director . . . Mary Smith promoted to Trendex v.p., John P. List to comptroller . . . Stuart Nathanson, ex-asst. production mgr. of KIMA-TV, Yakima, Wash., becomes production chief of satellite KEPR-TV, Pasco, Wash., when on Nov. 1 it begins "live studio" programming; Robert Parnell, ex-KIMA, named chief studio engineer . . . O. W. Myers named gen. mgr. of WNEM-TV, Bay City, Mich., succeeding Harry E. Travis, with D. Scott Hager as asst. gen. mgr. . . . M. D. Hunnicutt, ex-WLOS-TV, Asheville, N. C., named operating supervisor of educational WTTW, Chicago . . . Joseph Bonansinga, v.p.-gen. mgr. of WGEM-TV, Quincy, Ill., elected pres. of Illinois Broadcasters Assn. . . . William L. Kost, ex-sales mgr., WRDW-TV, Augusta, Ga., ex-Headley-Reed, 1930 West Point graduate, joins WABC-TV sales, N. Y. . . . Paul Blair, ex-Ziv, appointed to head Chicago office of UM&M TV office of United Film Service, headquartered at 333 No. Michigan Ave. . . . Manny Reiner, ex-Guild Films sales v.p., succeeds Bernard Jacon as gen. sales mgr. of I.F.E. Releasing Corp. . . . Mrs. Shirley Hewitt promoted to exec. asst., Blair-TV, N. Y. . . . Bernard Musnik, ex-Crosley Bestg. Co. eastern sales v.p., joins Ziv in business development of new products . . . Joseph McDonald, NBC, named chairman of NARTB copyright committee, succeeding Joseph Baudino, Westinghouse.

Competent outside staff for FCC network study is proving extremely difficult to recruit. Meanwhile, 2 from Commission staff have been detailed to the investigation—chief economist H. H. Goldin and attorney Ashbrook Bryant. Other Commission people have been given assignments, but they're on part-time basis, paid from FCC funds—not from the \$80,000 appropriated by Congress for study. Those who may be called upon for specific tasks include economists James Sheridan & Irwin Fine, attorneys Max Paglin, Sol Schildhause & Thomas Fitzpatrick, engineer Louis Rein, accountant Robert Leahy.

**AGENCIES:** Charles W. Tennant Jr., creative director of Geoffrey Wade Adv., Chicago, named director of adv., Miles Laboratories, as Wade named Booth Luck chief of TV spot & film section, Jack Farnell director of network TV programs, Peter Lind radio director . . . Robert R. Newell, Cunningham & Walsh v.p. in charge of creative production & chairman of its operations committee, appointed exec. v.p. . . . John W. Forney, senior v.p., Campbell-Mithun Co., Minneapolis, has resigned to open own agency, John W. Forney Inc., Roanoke Bldg.; Kenneth D. Ruble promoted to v.p. . . . Robert P. Kleimann, ex-Strauchem & McKim Adv., Cincinnati, named TV-radio production supervisor, Foote, Cone & Belding, L. A. . . . William W. Suitt, ex-Maxon, Detroit, now v.p. & partner in new Wright, Campbell & Suitt Inc., Chicago . . . Robert Lee named Canadian TV-radio supervisor, Young & Rubicam, Montreal . . . Jeff Wilson transferred by Al Paul Lefton Co. to v.p.-gen. mgr. of Chicago office.

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Spot reps are "short-sighted" in their opposition to *Monitor* and its extension to a daily service, NBC exec. v.p. Robert W. Sarnoff told AAAA conference in N.Y. Oct. 19, declaring "everybody in the radio business ought to be concentrating on getting more total nourishment for the medium, instead of fighting over diminished scraps." He said network radio is far from dead, appealed to advertisers for support of its new forms of "block programming" (Vol. 11:41) to start new upward spiral. Sharing same platform, CBS Radio v.p. Howard G. Barnes defended CBS policy of big-name entertainment on regular schedules, said: "We are serving a mandate of the public based on 30 years of entrenched listening habits that cannot be tossed aside casually." Hope for "bedeviled TV viewer" in form of less offensive commercials that are more effective in promoting sales was held out by Horace Schwerin, pres. of Schwerin Research Corp. He warned against using size of audience as sole yardstick for effectiveness of commercials, said messages for Toni home permanents and General Mills' Sugar Jet cereals were examples of "mood" approach, which were both highly effective in sales and well received by audience.

Alexander Film Co., Colorado Springs, nation's largest producer of theatrical film commercials and also active in TV commercials, has been sold for more than \$2,500,000 to Harold Kaye and Monte E. Livingston, who are expected to step up firm's TV activities. New majority owner Kaye formerly headed Harold Kaye ad agency in N. Y., currently is part owner of AM stations WMFJ, Daytona Beach; WLOW, Portsmouth, Va.; WORC, Worcester, Mass.; WINN, Louisville; and WALT, Tampa—latter 2 stations having been recently purchased. Livingston, minority purchaser, is Hollywood attorney and exec. v.p. of Lone Ranger Inc. Sale was negotiated by Allen Kander and Edwin Tornberg.

New FCC examiner appointed this week: Jay A. Kyle, 49, now gen. counsel of Kansas Corp. Commission, state's utilities regulation body, and a former asst. attorney general of Kansas.

George C. Dibert, J. Walter Thompson Co. v.p., who owns a retail store in Conn. dealing exclusively in RCA receivers, elected chairman of Audit Bureau of Circulation, succeeding John H. Platt, Chicago.

Mrs. Frank U. Fletcher, 42, wife of partner of Spearman & Roberson law firm and daughter of the late Col. A. V. Dalrymple, onetime Radio Commission official, died in Washington Oct. 17. Besides her husband, she is survived by 3 children—Frank Jr. 18, Dalrymple 13, Anne 3.

**Network Accounts:** Electric Companies of America, assn. of utilities, will sponsor NBC-TV's "Project 20" series of 9 "telementaries," replacing Pontiac, which cancelled this week. Series will start early next year, leading off with *Nightmare in Red*, depicting rise of Communism in Russia. Pontiac also dropped 2 programs of Ed Murrow's *See It Now* series on CBS-TV; first show, Wed. Oct. 26, 9-10 p.m., will be profile of Vice President's role. It gave no reason for its sudden action, which took trade by surprise . . . Revlon and P. Lorillard Co. to share sponsorship of \$64,000 *Panel*, an outgrowth of Revlon's top-rated \$64,000 *Question*, on CBS-TV starting in late Nov., Sun. 10-10:30 p.m.; Revlon has also appointed Emil Mogul Co. to replace BBDO for its "Silknet" hair spray, "Aquamarine" shampoo and another unidentified product . . . Curtiss Candy to be alt. sponsor (with General Mills) of Screen Gems' *Tales of the Texas Rangers* on CBS-TV starting Oct. 29, Sat. 11:30-noon, thru C. L. Miller Adv., Chicago . . . Monsanto Chemical Co. (plastics div.) to sponsor 4 *Winky Dink and You* shows before Xmas on CBS-TV, Sat. 10:30-11 a.m. & Sun. noon-12:30 p.m., thru Needham, Louis & Brorby . . . Minute Maid (orange juice) buys alt. Wed. 12:15-12:30 p.m. segment of *Tennessee Ernie Show* on NBC-TV starting Nov. 2, Mon.-thru-Fri. 12-12:30, thru Ted Bates . . . General Foods to sponsor one-shot Ringling Brothers circus performance from Sarasota, Fla. on CBS-TV Dec. 16, Fri. 8-9 p.m., thru Benton & Bowles . . . NBC-TV to originate partic.-sponsored *World of Mr. Sweeney* from west coast starting Nov. 7, Mon.-thru-Fri. 4:30-4:45 p.m. . . Oldsmobile to use one-shot *Patti Page Premiere Party Show* on NBC-TV Nov. 2, Wed. 10:30-11 p.m., for introduction of its 1956 line . . . New name of *You'll Never Get Rich* on CBS-TV will be *Phil Silvers Show*, effective Oct. 25, Tue. 8-8:30 p.m.

Rate increases: WFIL-TV, Philadelphia, raises base hour from \$2400 to \$2875, min. \$450 to \$575; KTLA, Los Angeles, hour from \$1250 to \$1500, min. \$250 to \$300; WBAL-TV, Baltimore, from \$1100 to \$1250 & \$200 to \$275; KPRC-TV, Houston, from \$900 to \$1000 & \$180 to \$220; KERO-TV, Bakersfield, Cal., from \$400 to \$500 & \$80 to \$100; WVEC-TV, Hampton-Norfolk, from \$300 to \$350 & \$60 to \$70; WKBT, LaCrosse, Wis. adds Class AA hour (7:30-10 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250; KWFT-TV, Wichita Falls, raises hour from \$250 to \$300, min. \$50 to \$60; KVOA-TV, Tucson, from \$225 to \$250 & \$45 to \$50; KKTU, Colorado Springs, from \$150 to \$200 & \$40 to \$50; CKX-TV, Brandon, Man. from \$150 to \$170 & \$33 to \$37. Spot rate increases: WWJ-TV, Detroit, raises base min. from \$400 to \$500; WOAI-TV, San Antonio, min. from \$140 to \$160.

Among advertisers currently reported using or preparing to use TV station time: Norfolk Paint Co., Quincy, Mass. (paints), thru Hoag & Provandie, Boston; Smith Bros., Poughkeepsie, N. Y. (cough drops), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; C. F. Mueller Co., Jersey City (macaroni & spaghetti), thru Scheideler, Beck & Werner, N. Y.; SeaPak Corp., St. Simons Island, Ga. (frozen seafood), thru N. W. Ayer, N. Y.; Clayton Labs, subsidiary of Grove Laboratories, St. Louis (Citroid cold remedy), thru Dowd, Redfield & Johnstone, N. Y.; Tenilhist Co., Dallas (Tenilhist cough syrup), thru Pams Adv., Dallas; Pepperidge Farms, Norwalk, Conn. (bakery products), thru Kenyon & Eckhardt, N. Y.; Desert Inn, Palm Springs, Cal., thru Goodman-Anderson Adv., L.A.

Printers' Ink Advertisers' Guide to Marketing for 1956, released Oct. 21, lists top 100 advertisers and all those who spent more than \$1,000,000 in advertising in 1951, 1952, 1953 & 1954, giving combined totals for the 7 major media; also, for same years, are tabulations of 100 leading TV network and 100 top radio network advertisers.

**Telecasting Notes:** Masterpiece of understatement from Oct. 19 *Variety*, a publication not generally noted for understatement: "New season has further alerted the networks to one other major factor: In view of what's been happening on the Warner Bros. Presents, MGM Parade and Screen Directors Playhouse fronts, many feel the time has come for a re-evaluation of the picture in terms of what contribution, if any, the film industry can make to big-league TV" . . . "The Comics Are Still the Giants of TV," headlines same *Variety* article, pointing out that new season is now old enough to show that "drama, audience participation, quizzers, even a \$64,000 *Question* can come and go, but the comic who's worth his salt remains the A-1 basic ingredient who can pull 'em in and give a network a something extra when the Niensens and Trendexes are tabulated" . . . Movie producers reported agreeing to put up \$150,000 to sponsor telecast of Council of Motion Picture Organizations' Audience Awards (Vol. 11:42); in past, same companies have refused to sponsor Academy Award Oscar presentations . . . Motion Picture Academy's board has rejected number of offers for TV film series capitalizing on Oscar winners; Academy feels it "couldn't control the quality" of such a show . . . Bellyfull of Hollywood? Ziv announces "new film talent policy" of tapping east coast pool of actors and writers for its film series. "Hollywood is using up its TV talent at a rapid rate, and some acting faces and writing styles are in danger of becoming all-too-familiar," said pres. John L. Sinn . . . Speculation continues in trade press on General Teleradio's plans for TV release of RKO feature backlogs. Latest rumor is that company plans to release 60-75 a year beginning by next Jan. 1 . . . Kraft TV Theatre, which this week marked 503rd performance, offers \$50,000 award to writer of best TV play it uses from Nov. 2, 1955 to Oct. 31, 1956. Judges in unusual promotion-&-talent search will be N. Y. *Herald Tribune* drama critic Walter Kerr, actress Helen Hayes, playwright Maxwell Anderson . . . That off-again-on-again Bing Crosby musical version of *High Tor*, to be filmed as a CBS-TV spectacular, now reported preparing for first rehearsals Oct. 31 in N. Y. for filming by Desilu . . . CBS reopens negotiations for a TV natural—2-hour performance of *Porgy & Bess*, featuring current touring Robert Breen-Blevins Davis company . . . Weekly 90-min. drama series, possibly in color, live from its Hollywood Television City, reportedly is new secret CBS-TV project . . . MCA-TV to syndicate second run of *Kit Carson* series, just concluded for Coca-Cola in 130 markets . . . TPA and Jack Chertok in deal to produce *Tugboat Annie* series at General Service Studio . . . Fund for the Republic has dropped plan for TV series featuring *Washington Post* cartoonist Herbert L. Block (Herblock).

Latest list of 4649 theatrical films available for TV—*TV Film Program Directory—Feature Film*—was released Oct. 19 by Broadcast Information Bureau, 535 Fifth Ave., N. Y. (Judy Dupuy, editor). One section lists film available in color. In foreword, Miss Dupuy points out that use of whole list would enable a TV station to carry features & westerns 12 hours a day without repeats for about 13 months; she also points out that neither the recent Federal consent decree (Vol. 11:38) nor purchase of RKO by General Teleradio will produce current new film for TV until both the musicians and Screen Actors Guild come to working arrangements with studios and producers.

Miss Universe of 1955 (Miriam Stevenson, of Winnsboro, S. C.) has decided on a TV rather than movie career and has taken job as hostess of weekly night variety show and daily housewives show on WIS-TV, Columbia, S. C.

New portable theatre-TV projector is being manufactured by Trad Electronics Corp., Asbury Park, N. J., and marketed by Motiograph Inc., Chicago.



**H**OW DARE WE even imply that any foreign TV service has aspects superior to ours! Why, it's disloyal—it's un-American! The systems are different, so there's no basis for comparison. Do you want to substitute their system of non-commercial TV for ours?

That's one reaction we've had to the series of comments we've been publishing on our observation that the images we've seen in England are superior to those generally seen in the American home (Vol. 10:45 & 11:36, 40-42). The sole protestant, representing an equipment manufacturer, won't contribute to our symposium, nor does he want his identity revealed.

But he's plenty hot under the collar that we even undertook this discussion, regarding it as an indirect aspersion on American equipment and technicians.

Nothing could be further from our minds—and the frank remarks of the top-hole industry people who have thus far contributed to our symposium speak for themselves. Most agree with the basic thesis; some disagree—but none violently. And we've encountered nobody else who doesn't think the airing of this subject isn't all to the good. Our idea is that it may lead to more self-searching at the highest administrative and engineering levels, and perhaps the adaptation of superior foreign techniques and know-how to make our own system work better.

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Even FCC Chairman McConnaughey, just returned from a trip abroad, including England and Scotland, remarked in a recent talk (before the NARTB district meeting at Roanoke) that he was "greatly impressed by the quality and clarity of the British TV picture and by the similarity of their new commercial broadcasting system to our own." We've heard, too, that the French 819-line image and the West German 625-line are extraordinarily good—some say better than ours.

This week's contributors, all in the spirit of honest probing, offer some interesting new viewpoints and explanations, ranging from the psychological to the technical. One thinks our mental or psychological approach is different; several emphasize the British penchant for "meticulous care" in equipment maintenance; others mention fact that Britain has fewer transmitters, fewer receivers, single-channel receivers, different (and better) horizontal resolution."

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Dr. Frank G. Kear, the Washington consulting engineer, finds "seeds of truth but not the whole answer" in the recent observation that the British use more engineers. "I believe," he writes, "that one of the basic reasons is the American temperament, or we might say American impatience with today. Once we have attained a goal or acquired an object, our inclinations are to go to a new goal or a new object, whereas the British, having a more limited economy and a different mental approach, are more inclined to wring the last element of use or purpose out of each goal or object as they acquire it.

"The British, having decided upon a TV system which included a limitation of 405 lines, proceeded to direct their efforts toward extracting the last fine details of excellence possible from the TV system thus adopted. This they continue to do. If a change of one resistor in one camera would change the circuit one-half of 1%, the change is made and the picture is improved. If it is found that the lenses of a camera should be cleaned twice daily instead of once weekly, they are thereafter cleaned twice daily. Attention to detail and a serious interest and appreciation of this attention is the answer . . .

"It is true that in Britain they have fewer receivers, fewer transmitters, so that it is easier to keep both at the peak of operating condition. However, the point is that it is not a matter of its being easy, but rather that they do keep both receiving and transmitting equipment in proper operating condition.

"In this country we had scarcely achieved commercial TV when we sought nation-wide network operation. The existing cables were poor, the picture transmitted thereon was degraded—but we had networks. Before these network lines were improved to provide a really good picture, we dove into the problem of color. This absorbed an untold number of engineers who could and should have been busy improving maintenance of black-&-white transmissions.

"Before we had used our 12 vhf channels, we not only foresaw the demand for many more channels but insisted that they be allocated. Now we have many engineers trying to make uhf equipment work. There is no one left to run the station . . ."

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"The receiver is the key," in the opinion of Joseph B. Epperson, chief engineer of Scripps-Howard Radio. "A single channel receiver can be designed for optimum performance from the antenna all the way through the RF stages. They do not have the problem of making one antenna give satisfactory bandwidth through upper and lower vhf channels as in this country, not to mention the uhf problems. They have no problems of bandswitching and matching through a multiplicity of channels in an effort to provide maximum performance on all channels. Their antennas are cut and tuned for maximum performance at this one channel, thus minimizing the possibility of ghosts and insuring adequate bandwidth. With no tuners on their receivers, they have no tracking problems in the tuners and no problems of possible oscillator drifts on one channel as compared to another.

"Based on my own observations, I would say that more than 50% of picture deterioration with age in a TV receiver is caused by tuner difficulties in one form or another. Thus British receivers should maintain better pictures with less maintenance than those in this country. Installation difficulties are minimized with the single-channel receiver. Add these facts to the good craftsmanship of the British receivers and I believe we are getting close to the answer. I believe these facts will be generally true for the 2-channel receivers now coming into use, too."

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Leslie J. Woods, Philco v.p.-director for research engineering, himself British-trained, agrees that the technical quality of British transmissions are "definitely better than the average U. S. broadcast"—but he doesn't think they're superior to the best programs from some of our network originating stations, nor does he think foreign sets are better. He says:

"A first-class broadcast requires the exercise of considerable technical skill in lighting, camera manipulation and studio and transmitter equipment adjustment. Many programs originating at U. S. network headquarters command top technical personnel in their respective fields and the resultant broadcasts are hardly excelled anywhere. On occasion, however, lighting techniques which are extremely important for high quality transmission are sloppy and picture contrast suffers in video reproduction. Film transmissions from poor 16mm film are often atrocious, but I have seen excellent broadcasts from good film in conjunction with U. S.-made continuous film scanners."

In the matter of TV receivers, Woods contends that "U. S. techniques in design and factory adjustment of quality are unequalled anywhere." Foreign TV receivers

measured in the Philco labs, he says, do not indicate any superiority over our domestic product.

It must be recognized, he points out, that until now [with the ITA commercial system just starting] the British have had no interference problems and have been able to use full bandwidth without the handicap of trap circuits which can introduce phase problems. The British outdoor pickups, he thinks, are superior to ours and he ventures that "the image orthicon used by the British [may be] superior."

Generally, though, he agrees "it must be admitted that the quality of the picture in the home on a British TV receiver is usually superior to what we are accustomed to in this country and I believe that the superiority is definitely traceable to the care with which the British generate and transmit their TV signal."

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Motorola's George W. Fyler thinks the technical explanations offered by Hazeltine's Arthur V. Loughren (Vol. 11:41) are somewhat misleading. "I feel," he writes, "that the answer lies in the horizontal resolving powers of the 2 systems.

"Because of a higher intermediate frequency, U. S. TV receivers can only realize a receiver bandwidth of about 3.5 mc, as compared with about 3 mc for the British receivers. But with fewer lines per frame and fewer frames per second, the British line rate is only 10,125 per second as compared with our 15,750. Thus their cycles per line is 296 compared with 222 for our receivers.

"This means that they have 33% more horizontal detail in each line, although they do have fewer lines per picture. Nevertheless, their system is probably better balanced for vertical and horizontal resolution. Seldom if ever does the horizontal of U. S. pictures approach the vertical resolution . . ."

Also commenting on the Loughren thesis, Tore Lundahl, exec. v.p., Technical Appliance Corp. (Taco antennas) observes: "The only thing I can think of adding is the fact that in the U. S. system the time for one horizontal line to cross a tube is 63 microseconds, whereas in the British system it is approximately 89 microseconds,

giving them an opportunity to have more definition shown in their picture . . . better definition on the horizontal plane than we would have in the American system."

\* \* \* \*

"I think your question is one of personal opinion rather than of substantial fact," writes Jack Poppele, onetime WOR-TV engineering v.p., now asst. director for TV-radio of U. S. Information Agency, handling Voice of America, who returned recently from an overseas inspection tour that gave him an opportunity to look at British TV. He goes on:

"My conclusions would be that since British TV had adopted a standard of 405 lines, the engineering of their receiving sets more nearly matches the transmission standards which obviously produces a good picture. In America, for 525-line standards, the majority of TV receivers produce 350 to 375 lines . . . I believe there is a more universal degree of relationship between transmitter manufacturers and receiver manufacturers in England, where the entire system is built to the common standard.

"Picture monitors which I have observed in the control rooms of American TV broadcasters have infinitely the same or better quality than similar monitor observations that I have seen with the 405 lines in England." Poppele points out that a \$200 set here costs less to a man getting an average of \$80-\$100 a week than a \$200 set in England costs the man averaging \$50 a week, and he opines that "the person in America obviously gets more for his money but perhaps not the same quality."

\* \* \* \*

George W. Bailey, exec. secy. of the IRE, also believes "the British TV image is better than ours because it is inherent in the British to use meticulous care in the construction and operation of all scientific apparatus, including radio and TV gear." Over here, he says, our emphasis is on huge and expensive shows, over there on technique. "I have been assured by several of our well-known engineers who have visited the U. K.," he states, "that the TV budget there allows for many more engineers per station—some say 4 to 1—than in the U.S.A."

**E**QUIPMENT SHIPMENTS reported this week: By GE—5-kw transmitter to upcoming KHOK-TV, Hayes Center, Neb. (Ch. 6), due to start in late Nov. as satellite of KHOL-TV, Kearney, Neb. By RCA—50-kw transmitter Oct. 18 to WGN-TV, Chicago. By Gates Radio—500-watt transmitter to WORA-TV, Mayaguez, Puerto Rico (Ch. 5), which began operating Oct. 1. By Truscon—840-ft. guyed tower for early Nov. shipment to WIIC, Pittsburgh (Ch. 11), due for Nov. start.

\* \* \* \*

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

KDWI-TV, Tucson, Ariz. (Ch. 9) has completed construction plans, now that FCC has approved new transmitter site on Bigelow Mt., plans to be on air next May, reports owner D. W. Ingram. It has GE transmitter with color gear ordered for delivery next March, will use 200-ft. Ideco tower 8737 ft. above sea level. It will be 3rd outlet in city (1950 pop. 45,454). Base hour will be \$350. Rep not chosen.

WNBE-TV, New Bern, N.C. (Ch. 13) has given firm order for GE equipment, grantee Nathan Frank told FCC as he filed opposition to request of WLOW, Portsmouth, Va. that his CP be cancelled so that Ch. 12 can be assigned to Norfolk area (Vol. 11:41). Frank said he'd been held up by hurricanes and zoning difficulties.

CKNX-TV, Wingham, Ont. (Ch. 8) has rescheduled targets to early Nov. for test patterns, late that month for

commercial operation, writes asst. gen. mgr. G. W. Cruickshank. Wingham is about 65 mi. north of CFPL-TV, London, and about 20 mi. east of Lake Huron. Transmitter house is ready for 2-kw RCA unit, and 12-slot wavestack antenna was scheduled for installation on 600-ft. Stainless tower week of Oct. 10. Base hour will be \$200. Reps will be Adam Young and All-Canada.

CKRS-TV, Jonquiere, Que. (Ch. 12) now plans start in Nov., reports mgr. Tom Burham. RCA 250-ft. wavestack antenna, with Oct. 20 delivery date, is scheduled to be ready Nov. 5. RCA 2-kw transmitter was delivered early in Oct. It will be part of CBC's French-language net, will cover headwaters of Saguenay River area. Base hour will be \$160. Reps will be Adam Young and Joseph A. Hardy & Co. Ltd.



An FCC hearing manual, favorite project of Chairman McConnaughey, moved another step toward finalization when Commission issued notice of proposed rule-making, asking comments by Nov. 21. Manual is designed "to promote uniformity in matters concerning the introduction and use of evidence in comparative broadcast proceedings." Proposal is Notice 55-1051, Doc. 11522, available from FCC or from us.

New 750-ft. guyed tower, being shipped by Stainless next week, will be erected on Lookout Mt. by KOA-TV, Denver. Setup is unusual because towers that height are seldom placed on such mountains. Height will be 8147-ft. above sea level, 1480-ft. above average terrain.

**F**ARM TV PENETRATION exceeds 50% in Illinois, Indiana & Delaware, according to Oct.-Nov. 1954 figures compiled this week on basis of just-released Census Bureau data gathered for 1954 Census of Agriculture. In North Carolina, though there were twice as many farms with TV as with telephones, penetration was just 26%, or 70,560 farms with TV out of total 267,906 farms. In Delaware, 3785 or 6297 farms had TV, or 60%; Illinois, 91,538 of 175,543, or 52%; Indiana, 91,282 of 153,593, or 59%. Farm TV count for all counties in the 4 states:

**DELAWARE**

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Kent	1,938	1,145	Sussex	3,229	1,734
New Castle	1,130	906			
			State Total	6,297	3,785

**NORTH CAROLINA**

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Alamance	2,749	1,211	Jones	1,515	415
Alexander	1,504	521	Lee	1,500	504
Alleghany	1,447	281	Lenoir	3,529	1,250
Anson	2,238	502	Lincoln	2,333	1,296
Ashe	3,754	792	McDowell	1,323	445
Avery	1,509	392	Macon	1,896	160
Beaufort	3,194	1,246	Madison	3,482	437
Bertie	3,165	832	Martin	2,888	1,170
Bladen	3,633	349	Mecklenburg	2,787	1,398
Brunswick	1,976	250	Mitchell	1,763	431
Buncombe	4,303	1,082	Montgomery	995	374
Burke	1,922	738	Moore	2,328	508
Cabarrus	1,882	907	Nash	5,461	960
Caldwell	2,165	972	New Hanover	376	103
Camden	434	233	Northampton	2,879	614
Carteret	640	112	Onslow	2,064	335
Caswell	2,899	718	Orange	1,939	636
Catawba	2,718	1,283	Pamlico	738	194
Chatham	2,844	890	Pasquotank	791	442
Cherokee	1,638	186	Pender	2,266	334
Chowan	895	241	Perquimans	888	288
Clay	864	70	Person	3,591	695
Cleveland	4,672	1,662	Pitt	5,583	2,191
Columbus	6,051	671	Polk	997	339
Craven	2,358	913	Randolph	3,578	1,214
Cumberland	3,002	198	Richmond	1,572	436
Currituck	544	315	Robeson	8,037	583
Dare	39	5	Rockingham	4,188	1,643
Davidson	3,561	1,547	Rowan	2,911	1,388
Davie	1,527	386	Rutherford	3,021	1,117
Duplin	5,650	1,080	Sampson	6,822	894
Durham	1,622	514	Scotland	1,241	83
Edgecombe	3,725	825	Stanly	2,244	1,144
Forsyth	2,927	1,292	Stokes	3,809	1,137
Franklin	4,050	418	Surry	4,297	873
Gaston	1,762	964	Swain	758	35
Gates	1,166	432	Transylvania	968	162
Graham	757	55	Tyrrell	499	156
Granville	3,578	625	Union	4,415	1,919
Greene	2,945	1,016	Vance	2,106	302
Guilford	4,518	2,120	Wake	5,770	1,323
Halifax	4,244	468	Warren	2,866	193
Harnett	4,684	922	Washington	773	204
Haywood	2,818	555	Watauga	2,427	478
Henderson	1,998	653	Wayne	4,588	1,182
Hertford	1,761	647	Wilkes	4,088	1,275
Hoke	1,560	121	Wilson	3,919	1,357
Hyde	570	62	Yadkin	3,148	818
Iredell	3,699	1,358	Yancey	2,153	237
Jackson	1,813	211			
Johnston	7,822	1,045	State Total	267,906	70,560

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41); Ariz., Fla. (Vol. 11:42).

New county-by-county TV-radio census will be undertaken later this year by A. C. Nielsen, with release of vitally-important data due in mid-1956. Nielsen will finance own study, requested by networks and leading ad agencies. It's intended as interim census, pending start of NARTB's long-delayed census, now scheduled for mid-1957 (Vol. 11:42). Meanwhile, Edward Petry & Co. has disclosed plans to release Nov. 1 a booklet, *TV Set Count and Market Data—County by County*, incorporating *Television Magazine's* latest sets-in-use estimates for each of the country's 3071 counties, paralleled by figures on population, families & retail sales from *Sales Management's* "1955 Survey of Buying Power."

**ILLINOIS**

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adams	2,733	1,556	Livingston	3,098	1,528
Alexander	594	130	Logan	1,765	843
Bond	1,364	761	McDonough	1,907	940
Boone	1,048	672	McHenry	2,059	1,626
Brown	840	312	McLean	3,505	1,954
Bureau	2,735	1,807	Macon	1,911	1,313
Calhoun	823	452	Macoupin	2,865	1,848
Carroll	1,508	1,096	Madison	2,695	1,618
Cass	955	425	Marion	2,181	845
Champaign	2,847	1,948	Marshall	1,111	480
Christian	2,111	1,189	Mason	1,133	535
Clark	1,791	754	Massac	873	146
Clay	1,652	366	Menard	820	283
Clinton	1,572	881	Mercer	1,784	1,424
Coles	1,665	750	Monroe	1,312	728
Cook	2,272	1,803	Montgomery	2,365	1,295
Crawford	1,515	622	Morgan	1,560	812
Cumberland	1,455	471	Moultrie	1,149	552
DeKalb	2,010	1,446	Ogle	2,430	1,251
De Witt	1,160	721	Peoria	1,981	1,081
Douglas	1,304	670	Perry	1,301	422
Du Page	1,039	829	Piatt	1,140	812
Edgar	1,787	979	Pike	2,214	1,150
Edwards	918	171	Pope	757	52
Effingham	1,819	380	Pulaski	794	145
Fayette	2,443	869	Putnam	437	165
Ford	1,323	861	Randolph	1,743	873
Franklin	1,627	567	Richland	1,346	210
Fulton	2,528	1,196	Rock Island	1,607	1,301
Gallatin	673	183	St. Clair	2,288	1,394
Greene	1,390	895	Saline	1,563	581
Grundy	1,104	856	Sangamon	2,503	1,285
Hamilton	1,481	246	Schuyler	1,212	551
Hancock	2,583	1,315	Scott	677	325
Hardin	527	41	Shelby	2,743	912
Henderson	909	671	Stark	874	590
Henry	2,844	2,456	Stephenson	2,387	1,145
Iroquois	3,094	1,729	Tazewell	1,882	944
Jackson	1,726	649	Union	1,245	245
Jasper	1,879	351	Vermilion	2,577	1,633
Jefferson	2,507	786	Wabash	721	207
Jersey	1,102	773	Warren	1,620	1,130
Jo Daviess	1,853	826	Washington	1,786	654
Johnson	1,086	106	Wayne	2,545	273
Kane	1,879	1,706	White	1,446	283
Kankakee	2,108	1,529	Whiteside	2,430	1,802
Kendall	1,029	756	Will	2,607	2,067
Knox	2,334	1,653	Williamson	1,319	412
Lake	1,293	1,044	Winnebago	1,876	1,199
LaSalle	3,487	1,917	Woodford	1,734	757
Lawrence	1,092	398			
Lee	2,247	1,347	State Total	175,543	91,538

**INDIANA**

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adams	1,928	675	Madison	2,297	1,912
Allen	3,195	1,810	Marion	1,786	1,448
Bartholomew	1,565	1,021	Marshall	2,357	1,342
Benton	1,094	722	Martin	764	316
Blackford	858	450	Miami	1,589	897
Boone	2,182	1,741	Monroe	1,558	1,114
Brown	612	365	Montgomery	2,031	1,596
Carroll	1,645	876	Morgan	1,509	1,145
Cass	1,974	842	Newton	907	639
Clark	1,751	1,300	Noble	1,989	980
Clay	1,738	1,075	Ohio	416	285
Clinton	1,891	1,441	Orange	1,558	735
Crawford	1,177	466	Owen	1,380	811
Daviess	2,003	888	Parke	1,469	864
Dearborn	1,616	1,095	Perry	1,074	341
Decatur	1,609	1,076	Pike	1,056	365
DeKalb	1,829	1,175	Porter	1,597	1,336
Delaware	1,946	1,456	Posey	1,383	521
Dubois	1,706	396	Pulaski	1,493	902
Elkhart	2,853	1,001	Putnam	1,962	1,305
Fayette	798	601	Randolph	2,271	1,240
Floyd	1,016	721	Ripley	2,278	1,205
Fountain	1,316	784	Rush	1,582	1,265
Franklin	1,732	960	St. Joseph	1,938	1,402
Fulton	1,788	892	Scott	926	512
Gibson	1,916	588	Shelby	1,874	1,587
Grant	1,998	1,320	Spencer	1,615	478
Greene	2,099	1,175	Starke	1,275	850
Hamilton	2,001	1,639	Steuben	1,316	760
Hancock	1,510	1,095	Sullivan	1,963	1,199
Harrison	2,392	1,386	Switzerland	1,234	655
Hendricks	2,142	1,691	Tippecanoe	1,829	1,062
Henry	2,203	1,656	Tipton	1,284	923
Howard	1,676	1,235	Union	634	501
Huntington	1,990	995	Vanderburgh	1,193	451
Jackson	1,966	945	Vermillion	808	491
Jasper	1,617	1,129	Vigo	1,911	1,175
Jay	2,022	900	Wabash	1,881	1,050
Jefferson	1,813	1,086	Warren	987	488
Jennings	1,554	748	Warrick	1,312	322
Johnson	1,373	1,111	Washington	2,156	1,250
Knox	1,888	1,149	Wayne	1,783	1,206
Kosciusko	2,598	1,187	Wells	2,134	1,020
Lagrange	1,710	581	White	1,615	756
Lake	1,706	1,433	Whitley	1,716	995
La Porte	2,166	1,673			
Lawrence	1,741	1,034	State Total	153,593	91,282

**GIMMICKS AS FACTOR IN HIGH TV SALES:** Good times and plenty of consumer buying power are probably the keys to today's flourishing TV trade -- but merchandising gimmicks, the Something New that the TV manufacturers have added to their lines, are certainly contributing their share to the record rate of sales.

How much? It depends on who you're talking to -- but consensus of set makers is that they've helped plenty. Some qualify their answers by saying it's sometimes difficult to measure what proportion of total sales can be directly attributed to a particular gimmick, or that experience with the gimmick is still too limited.

Probably most-talked-about new item this year, GE's 14-in. portable (listing at \$99.95 & \$129.95) has been smash hit, drawing grudging praise even from competitors. It's even used by TV stations as monitors -- perhaps finest testimonial of all. GE has been especially delighted because it's provided outlet for its 14-in. tubes, which had been considered "passe". Yet, despite its enormous success, GE reportedly is preparing to cut back production on the set, reasoning that demand won't be as great as colder weather sets in.

Emerson apparently doesn't share this view -- for this week it introduced a 14-in. AC/DC portable at \$98, billed it as "the world's lowest-priced TV receiver." Set is primarily intended for big Xmas promotion, sales v.p. Michael Kory saying he's not sure whether it will be retained in line thereafter. He added, however, that "the production run on this set will be as extensive as we can make it."

Though it doesn't have a portable -- yet -- Westinghouse sees big future for it, says gen. sales mgr. Dan D. Halpin. He regards it as counterpart of table radio and says "there's a great need for sets which can be moved in and out of the house, and I confidently predict the trend will grow next year, when 17-in. portable sets will be shown." Westinghouse is well pleased by success of its own Tip Top Front Tuning and multi-colored cabinets, just as Emerson is enthused about its pastels.

Zenith's heavily-promoted "Flash-Matic" gizmo, a flashlight gun with which its ads suggest viewer may turn set (and commercials) on and off, has hit production snag because of a shortage of photo-electric cells. Only a comparative trickle of sets has come off line so far, but a recent agreement with GE for cells is expected to stimulate production shortly, according to one of Zenith's leading distributors.

RCA is coming out shortly with own remote control unit, described as "New RCA Magic Brain Remote TV Control." E.C. Cahill, pres. of RCA Service Co., said wired unit (retailing for \$60) can turn set on and off from 30 feet, change stations, adjust volume, picture & fine tuning. RCA regards unit as ideal for bars and other public places, where there's need for remote operation of monochrome & color sets.

Philco, whose forte is merchandising, is enthused about success of its "Top Touch Tuning," in which controls are built into top of set (Vol. 11:27). The only major manufacturer with a blonde set to match every mahogany model, Philco also says blonde receivers have proved very popular. As to its remote control unit (at \$10), a spokesman said company is just getting started on its production.

Emerson, GE, Magnavox and Bendix hiked TV prices this week, leaving Westinghouse and Zenith as only trade leaders which haven't raised them yet. Emerson upped all consoles by \$10; it was second hike within 3 months by Emerson, which raised all sets \$10 in Aug. GE's boost was \$10 on 3 basic models in middle of line. Bendix, which resumed TV production last week after strike, went up \$5-\$15 on top 10 models. Magnavox increased 8 basic models by \$10-\$21.

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**How's Color Doing?** No specific figures yet from RCA, but its distributors continue reporting they're awaiting added shipments, highly enthusiastic about color. Sharp criticism of color merchandising, however, came this week from one who helped

pioneer its development as chairman of NTSC -- GE's Dr. W.R.G. Baker. There was no mistaking his target when he told Boston Conference on Distribution:

"The lesson we have been taught by color TV is that no industry should become so inflated by past success that it allows itself to drift along complacently with the idea that the public is willing to buy any product you want to produce when you produce it...It should have been recognized at the beginning that the marketing fundamentals for color TV were altogether different from those for monochrome TV or even radio. Both monochrome TV and radio offered a new service -- a new type of entertainment. Color adds only a new dimension to an established service and, as a result, the consumer places a definite restriction upon the premium he's willing to pay." GE is making no color sets, plans none until its own new tube is ready (in 1957) unless RCA campaign clicks (Vol. 11:40).

Color got accolade, however, from Motorola v.p. Edward R. Taylor, who told San Francisco newsmen this week: "It is much more interesting to watch than black-&-white. It adds plus to viewing and to merchandising. The networks are doing a terrific job in color TV." Taylor predicted 60% of all sets sold in 1960 will be color but he declined to make any price predictions. Westinghouse's Dan Halpin, planning color receivers sometime next year, predicted 350,000 sets will be sold in 1956.

**Consumer Credit:** You still can get any shade of opinion on whether it's too high or too low. Most of those who spoke out this week contended there's no danger in present level of installment debt. Examples: (1) Vice President Nixon, in talk to Investment Bankers Assn., declared: "Credit terms which for a time were out of line now seem to be under control." His speech heartened many businessmen, who have feared Govt. plans to ask for tighter credit controls. (2) James K. Vardaman, member of Federal Reserve Board, told Ga. Bankers Assn. that "consumer installment and housing credit are the most popular goats of those who want something to kick around or who are interested in distracting attention from abuses in other credit fields." (3) Arno H. Johnson, v.p. & research director of J. Walter Thompson Co., told Boston Conference on Distribution that consumer debt was too low and could safely expand by 60% next year. (4) American Retail Federation, following Washington conference of 38 state merchants' assns., said consumer debt "is within very safe limits," added that 57% of nation's families have no installment debt.

**Economic Boom-Boom:** President's Council of Economic Advisers issued report detailing extent of national economic gains in the quarter ended Sept. 30. The gross national product rose to record annual rate of \$392 billion in 3-month period, up \$7.2 billion from second quarter. The top-level group reported consumer spending in that period reached record annual rate of \$256.5 billion, up \$6 billion from the second quarter. Other highlights: (1) Boom in home construction leveled off, as many in Govt. had hoped it would, expenditures totaling \$16.2 billion, down slightly from second quarter. (2) Business spending on new plant and equipment rose sharply to annual rate of \$25.4 billion. (3) Business inventories rose to annual rate of \$3 billion. (4) State and local govt. spending increased to rate of \$30.1 billion. In another economic report released this week, Census Bureau revealed that average income of each person last year was \$2300, about same as in 1953. Average income of 50,000,000 men was \$3200; for 28,000,000 women, it was \$1200.

**Fair Trade:** Investigation of fair trade enforcement by Justice Dept., Federal Trade Commission and manufacturers themselves will be launched soon by subcommittee headed by Sen. Humphrey (D-Minn.). Addressing annual convention of National Assn. of Retail Druggists in Atlantic City, Humphrey said his committee has prepared new questionnaire to be sent to 2500 manufacturers of fair-traded items to determine, among other things, cost of enforcing fair trade. Same convention heard caustic criticism of Attorney General's National Committee to Study the Anti-Trust Laws, which recently urged repeal of fair trade laws (Vol. 11:14). Rep. Patman (D-Tex.), co-author of Robinson-Patman Act on price discrimination and monopolies, charged that 61-man committee of lawyers and educators was part of "the most adroit and the most deceptive lobby in my experience." He said committee "was made up for the most part of anti-trust lawyers who specialize in defending big business clients."

**Production:** TV output totaled 198,831 week ended Oct. 14, compared to 185,435 preceding week and 186,467 week ended Sept. 30. It was year's 41st week and brought production for year to date to about 5,985,000 vs. 5,400,000 in same period of 1954. Radio production spiraled to 350,351 (149,163 auto) week ended Oct. 14, highest for any week in more than 4 years, compared to 334,816 (125,780 auto) preceding week and 284,949 (103,932 auto) week before. For 41 weeks, radio output totaled 10,550,000, compared to approximately 8,375,000 in corresponding period of 1954.

**Trade Personals:** William P. Maginnis, v.p.-works mgr. of Federal Telephone & Radio components div. (IT&T) & onetime chief engineer of RCA's Bloomington, Ind. plant, elected pres. of IT&T's Kuthe Labs, Newark (vacuum tubes), succeeding pres.-founder Dr. Herman Kuthe, now chairman . . . Paul E. Bryant, gen. mgr. of Hoffman Electronics' wholly-owned distributing operations, promoted to gen. sales mgr. for TV-radio, replacing Walter L. Stickel, resigned . . . Richard H. Schneberger, Crosley-Bendix national service mgr., named special asst. to Chester G. Gifford, pres. of Crosley-Bendix . . . W. W. Boyne, onetime v.p.-gen. mgr. of Zenith's N. Y. factory branch, joins Norge div. of Borg-Warner Corp. . . . Dr. Allen B. DuMont, whose 54-ft. cruiser *Hurricane III* recently won national high-point championship for second straight year, re-elected commodore of Eastern Cruiser Assn. . . . Herbert W. Cole promoted to industrial & military tube specialist, GE tube dept., Clifton, N. J. . . . J. E. Van Wagenen, sales mgr. of semi-conductor products, Federal Telephone & Radio, named selenium product line mgr. . . . Robert B. Sampson, administrator of distributor finances, RCA corporate staff, appointed market research mgr. of tube div., Harrison, N. J. . . . Earl Vaught appointed Emerson mid-west district mgr., headquartering in Kirkwood, Mo. (St. Louis) . . . Wm. Bullock, mgr. of commercial sales & merchandise dept., RCA Victor record div., promoted to gen. mgr. of new single record dept., in charge of all Label "X" records; George Marek, mgr. of artists & repertoire, promoted to mgr. of record album dept.; Joseph Carlton continues as mgr. of popular artists & repertoire . . . Lester R. Schmidt, ex-Crosley, named Raytheon TV-radio regional mgr. in N. Y.-Phila.-Harrisburg area, replacing James Schneer, resigned . . . Roger L. LaRue promoted to commercial sales administrator, National Co. . . . Wm. Vogel promoted to district commercial engineer, GE tube dept., Chicago . . . Bodie L. Stahlschmidt, ex-Emerson, named Admiral mid-South regional mgr., Memphis, succeeding Richard J. Bambery, now sales mgr. of freezer-air conditioner div.

National Electronic Distributors Assn. (NEDA) elects 1955-56 officers: pres., Joseph A. DeMambro, DeMambro Radio Supply Co., Boston; exec. v.p., L. B. Calamaras (re-elected); 1st v.p., Leo I. Meyerson, World Radio Labs Inc., Council Bluffs, Ia.; 2nd v.p., Byron C. Deadman, Northern Radio & TV Co., Green Bay, Wis.; secy., Meyer J. Spiro, Meyers Electronics Inc., Bluefield, W. Va.; treas., Victor N. Zachariah, Zack Radio Supply Co., San Francisco. Re-elected chairman: Aaron Lippman, Aaron Lippman & Co., Newark.

RETMA-IRE fall meeting committee plaque was awarded this week to Lewis M. Clement, Crosley technical adviser and chairman of RETMA engineering dept. executive committee, for "important activities in the field of reliability of electronic equipment and long-time contributions to the work of the RETMA engineering dept."

Henry G. Baker, retiring as v.p. in charge of RCA Victor TV div., honored at testimonial dinner attended by 150 Oct. 20 at Cherry Hill Inn, Camden; he'll live in Pompano, Fla., continue as RCA consultant.

**DISTRIBUTOR NOTES:** Eddy & Co. Inc., Providence (RCA) takes over Whirlpool line, replacing Capitol Distributing Co. . . . CBS-Columbia appoints Luethi & Welch Inc., 73 E. Naghten St., Columbus, O. (C. H. Luethi, pres.) . . . Kolhoff Inc. is new exclusive Muntz distributorship formed by ex-Muntz v.p. George Kolhoff in Philadelphia (Broad & Spring Garden Sts.) and Detroit; Lane Stoudt is gen. mgr. of Philadelphia operation . . . Eastern Co., Boston-Cambridge (RCA) appoints Charles Collins mgr. of new market development dept.; Joseph Cunningham named sales mgr. of radio-phonos; David Rockman credit mgr.; Thomas Reilly adv. & sales promotion mgr. . . . Gough Industries, L. A. (Sylvania) promotes v.p. S. T. Bell to exec. v.p.; v.p. James Hrabetin adds duties of gen. sales mgr. of supply div. . . . Ray Distributing Co., Savannah (DuMont) opens branch at 1341 Vega St., Jacksonville . . . Philco Distributors Inc., Newark, appoints John Mazey, ex-Zenith N. Y., as adv. & sales promotion mgr., replacing Gerald Gast . . . Horn & Cox, L. A. (Raytheon) appoints Henry N. Trott adv. & sales promotion mgr. . . . Majestic International Corp., effective Jan. 1, will sell German-made Grundig-Majestic radios through independent distributors, except in N. Y. & Chicago, where factory branches are maintained . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) moves to 50-35 50th Rd., Maspeth, L. I. . . . Midland Specialty Co., Phoenix (RCA) moves in mid-Jan. to 1930 N. 22nd Ave.

Reshuffling of Philco executives, designed to place even greater emphasis on merchandising, brought these changes this week: James M. Skinner, a v.p. of TV div., named v.p.-gen. mgr. in charge of that div., succeeding Frederick D. Ogilby, who moves up to new position of corporate marketing v.p. Gibson B. Kennedy, northeastern sales mgr., Boston, named to new post of merchandising mgr. of TV div.; Wm. H. Chaffee, v.p.-gen. mgr. of radio div., heads new automotive radio div., with Henry E. Bowes, ex-adv. & sales promotion mgr. of TV div., heading home radio div. and J. S. Frietsch succeeding Bowes in TV div. while retaining post of sales promotion mgr. of home radios. Robert P. Kelly, gen. sales mgr. of Philco Distributors Inc., N. Y., promoted to mgr. of refrigerator sales, succeeding John L. Goldschmeding, now mgr. of electric range sales.

Strike at 29 Westinghouse plants, including TV-radio factory at Metuchen, N. J., moves into second week with no settlement in sight. At week's end, company sought court injunction to halt mass picketing, outlawed by Taft-Hartley Act, and IUE assessed all members a day's pay or \$15 a month, whichever is larger, to support strike.

Jerome J. Kahn, founder and ex-pres. of Standard Transformer Corp., serving recently as management consultant, resigns as technical consultant to trustees reorganizing Muntz TV under Chapter X of Bankruptcy Act, following acceptance of reorganization plan by required number of shareholders and general creditors.

New RETMA Trade Directory, 1955-56 (146-p.), listing all members and their executives, organizational departments, products, trade names, etc., out this week—edited by office mgr. Anna Chase.

**Topics & Trends of TV Trade:** Sylvania means business in its crackdown on "tube counterfeiters," the handful of unscrupulous individuals who rebrand and resell used tubes as new—a racket which Philco estimates is costing TV-radio users \$100,000,000 a year and which several companies are combating (Vol. 11:33-34). Following up its offer of \$1000 reward for information leading to arrest and conviction of a "tube counterfeiter" (Vol. 11:38), Sylvania has notified service dealers of 5 ways to determine whether a tube is new:

(1) Turn on tube tester and immediately depress "merit" button to get picture of emission, as it builds up. If tube is not new, swing of needle will be erratic.

(2) Look for presence of particles in glass envelope. If counterfeiter "reprocesses" parts of tube, elements are often flaked off.

(3) Look for a burned mica spacer. "This quite commonly results from the heating of the glass envelope to remove the 'burn' marks of an old tube," said Sylvania. "To recognize burned mica, check the appearance of new, undamaged mica in a brand-new tube."

(4) Discolored pins indicate tube is not new. "There is no reason for pins of a brand-new tube to show signs of wear."

(5) If tube brand is barely visible, be on guard. Only reason for faded brands is constant use. Sylvania adds:

"The tube counterfeiter usually is a pretty slick operator. He tells a good story. The pitch might be that he bought unused quality tubes at auction, or when a service shop went out of business, and is passing on the saving to you. He might claim that an equipment manufacturer discontinued certain tube types in his equipment and sold these unused quality tubes at a loss. In rare cases, even a distributor might be taken in by a tube counterfeiter and, unknowingly, sell counterfeit tubes to you."

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First RCA-Whirlpool product to be marketed will be line of home freezer units, due to reach consumers in Jan., according to John W. Craig, ex-RCA, now Whirlpool-Seeger v.p.-director of merchandise development. He explained that recent purchase of International Harvester's Evansville, Ind. plant (Vol. 11:40) enabled Whirlpool to introduce home freezers nearly year earlier than anticipated. RCA-Whirlpool home refrigerators will be introduced in fall of 1956, said Craig. Note: GE Supply Co., out to gain bigger share of increasingly competitive white goods market, launches series of intensive one-week sales training programs for its personnel in 25 districts shortly after first of year, directed by M. Ewing Brown, mgr. of major appliances marketing, Louisville.

More diversification by Admiral may be in the wind, according to "profile" article on pres. Ross Siragusa in Oct. 15 *Forbes Magazine*. Story quotes him as considering entering building supply manufacture as hedge against fluctuations in consumer product lines. New division eventually might make heating and air conditioning systems. "This division is definitely in the offing," Siragusa is quoted. "We're toying with building a master sink, complete with all appliances." While admitting it's still only a "dream," he speculates that such a division might increase Admiral's sales \$75-\$150,000,000 in next 5-10 years.

Stromberg-Carlson will move TV-radio production facilities to another plant in Rochester shortly after first of year, said company spokesman in scotching rumors it plans to leave TV-radio field in favor of industrial electronics. He said company intentionally scheduled heavy TV-radio production run for first 9 months this year, in expectation that output would taper off in last 3 months as equipment is dismantled and moved.

**Electronics Reports:** Make haste slowly in going into automation—that was essence of advice by Sprague Electric chairman Robert C. Sprague, ex-RETMA chairman & pres., in Oct. 18 address to IRE-RETMA fall meeting in Syracuse. Electronics industry's growth in next 30 years, he predicted, will probably be unparalleled by any other major industry with the possible exception of atomic energy. Quoting Stanford Research Institute's 1953 projection of 82% increase in electronics output in 10 years, he commented that labor force is due to expand only 8-10%.

"Even if we consider these production estimates to be optimistic," he said, "we can see that the achievement of this projected growth and the serving of vast new markets for our products will require a much greater effectiveness in our use of labor. I wish I could say that automation will be the answer to this problem during the next decade. Actually, it is my opinion that we must attack the problem on 3 fronts:

"(1) Expand our efforts to further develop and standardize on advanced components and subassemblies. (2) Continue the mechanization program which is now in full sway. (3) Make use of automation as it is developed along various lines."

Meanwhile, Sylvania revealed it's developing equipment for automatic manufacture of color TV tubes in testimony by chairman-pres. Don G. Mitchell before Congressional Joint Economic Committee. Pointing to current status of color TV as striking example of automation's importance to industry, he said cost of color sets can't be reduced until tubes can be manufactured by the automatic machines now being designed. Broader use of automation, he stated, "will stimulate such a period of growth that the electronics industry's present volume of \$9.5 billion annually [will] be increased to \$20 billion a year by 1964-65."

Also testifying at Congressional automation hearings was Stromberg-Carlson pres. Robert C. Tait, who cited predictions of shrinking labor force while the population increases and said shortage of engineers already was industry's chief problem. He called automation "only answer to meet tomorrow's demand for goods with tomorrow's labor force." Next week, committee will hear Ralph J. Cordiner, GE pres., and Cleo Brunetti, director of General Mills engineering research & development.

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Use of transistors for TV sets is still highly debatable, as indicated by formal papers and corridor discussions during RETMA-IRE fall meeting in Syracuse this week. Engineers there seemed generally agreed that use of transistors at TV frequencies is still some time away, but Motorola announced this week that pilot production has been started on new transistor that works in vhf & uhf range, and pres. Paul V. Galvin predicted there would be widespread use of them in TV, radios and military equipment. He said they can be mass-produced, expects volume production to start at Phoenix plant in 1-2 years. Motorola v.p. Daniel E. Noble stated that cost may be reduced by 1958-1959 so that transistors will compete with tubes in consumer products.

New approach to modular concept of components assembly—called "Pin Assembly Circuit" or PAC System—was introduced by Erie Resistor Corp. at IRE-RETMA fall meeting this week in Syracuse. Using "building blocks" of 1/8x5/8-in. resistors and silvered ceramic capacitors, machine automatically assembles sub-circuits on phenolic base strip with all leads for resistor-condenser combinations protruding from one side, solders all connections and molds unit into plastic block for further assembly on automation lines. Unlike Tinkertoy (Vol. 11:12), PAC modules do not comprise complete circuit stages with tube sockets, transformers, etc.

**Financial & Trade Notes:** Still another big N. Y. financial house—Goldman, Sachs & Co.—is out with a report on the electronics industry, and it forecasts electronics as a whole continuing to outpace the rise in industrial production and in gross national product. However, there will be wide divergence in rate of growth as between major divisions of the industry—Goldman, Sachs forecasting that industrial electronics and electronic office equipment will probably have most dynamic growth of all.

TV has had the fastest growth so far, though gov't. purchases of electronic equipment for defense have gone up from around \$500,000,000 in 1950 to an estimated \$2.5 billion this year and are expected to achieve another record year in 1956, says report. Household appliance and radio store sales, it's pointed out, totaled \$590,000,000 in 1937 or only 1.4% of nation's retail sales of \$42.15 billion and .8% of disposable income of \$71.06 billion. By 1954, sales of TV-radio-appliance stores amounted to \$3.81 billion, or 2.2% of total retail sales of \$171.67 billion and 1.5% of total disposable income of \$253.6 billion.

This year, it's estimated, the TV-radio-appliance dealers will do \$3.85 billion of the nation's total retail sales of \$180.25 billion (or 2.4%), representing 1.7% of the nation's disposable income of \$263.8 billion. Further growth is anticipated because of such economic factors as more equitable distribution of income, higher proportion of discretionary spending by family units, more households, less household help. By 1960, it's reckoned retail sales of appliances should go up some 45%.

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GE's earnings of \$141,359,000 (\$1.63 a share) in first 9 months set new record for the period, up 4% from previous peak of \$136,191,000 (\$1.57) in corresponding period of 1954. Sales of \$2.245 billion were also 4% above the \$2.167 billion in first 9 months year ago but were second to 1953's peak of \$2.431 billion. Taxes were \$147,500,000 vs. \$157,500,000 year ago. There was no breakdown by products, but pres. Ralph J. Cordiner reported that overall commercial products sales in first 9 months set a record, offsetting loss of defense billings. For quarter ended Sept. 30, profit was \$39,467,000 (45¢) on sales of \$722,007,000 vs. \$42,335,000 (49¢) on \$719,800,000 in 3rd quarter 1954.

RCA's first \$1 billion year seemed assured with report this week that 9-mo. sales reached new record of \$740,662,000, up \$80,277,000 or 12% from previous record in 1954. Net profit was \$30,995,000, up \$3,438,000 or 12% from same 1954 period. Per-share net earnings were \$2.04 vs. \$1.80. Records were also achieved in third quarter when sales totaled \$252,112,000, increase of \$36,136,000 or 17% from the \$215,976,000 of same 1954 quarter; net profit for quarter was \$8,934,000 (58¢) vs. \$8,289,000 (54¢).

Packard-Bell Co. ended fiscal year Sept. 30 with sales exceeding \$21,000,000 and profit after taxes of about \$585,000 as against \$17,774,136 & \$164,245 preceding year, exec. v.p. Robert S. Bell reported at annual meeting this week. Per-share earnings (688,000 shares) were 85¢ vs. 24¢, and year was third largest in firm's history, he said. TV sales for first 8 months of this year are 78.8% ahead of last year, comparing with industry average of 27.4%.

Collins Radio Co. reports net income of \$3,475,000 (\$2.32 per share) on sales of \$108,164,000 in fiscal year ended July 31 vs. \$2,650,000 (\$1.77) on sales of \$90,300,000 for preceding year.

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**Dividends:** Jerrold Electronics Corp., 10¢ payable Nov. 1 to stockholders of record Oct. 24 (first div. on common issued July 7, 1955); Aircraft Radio 20¢ regular and 10¢ extra Nov. 16 to holders Nov. 2; Television-Electronics Fund, quarterly 10¢ plus estimated 50¢ per share net capital gain, to be distributed Nov. 30 to holders Nov. 1.

"Even a giant can get trampled in a bull market rush," says Oct. 22 *Business Week*, which goes on to tell why "Westinghouse Gets a Cuffing" in the stock market, in sales, in earnings—assessing reasons and concluding that "in the longer and broader view, Westinghouse has been embarrassed and hurt, but not crippled"; that its capital structure is intact, assets having grown faster than most, affairs liquid, cash & marketable securities covering all current debt 1½ times; that it hasn't lost any non-military market position; that there has been "no panic in Pittsburgh"; that indeed Westinghouse has made bold investments in new projects since earnings hit the skids.

Hoffman Electronics Corp. third quarter sales rose to \$11,866,375 to bring 9-mo. total to \$29,220,714, reports pres. H. Leslie Hoffman. Profits were \$515,113, bringing 9-mo. total to \$934,292, or \$1.29 per share on the 722,094 common shares outstanding. Third quarter sales were 43% ahead of same 1954 period, but 9-mo. sales total in 1954 was \$32,750,904, profit \$1,139,421 (\$1.57.) Rate of delivery against gov't. contracts, said Hoffman, increased substantially during third quarter; shipments of TACAN in quantity began in Aug.; TV unit sales are ahead of last year; and "immediate future should see a continuation of the improved conditions experienced in third quarter."

American Broadcasting-Paramount Theatres Inc. reports estimated net profit after taxes for first 9 months was \$5,254,000, or \$1.20 a share on 4,137,933 shares outstanding, up 68% from \$3,127,000 (68¢ on 3,967,493 shares) in same 1954 period. Third quarter profit was estimated at \$1,899,000 (43¢) vs. \$1,373,000 (31¢). ABC div., pres. Leonard Goldenson reported, went into profit column as against sizeable loss in 1954 third quarter. Theatre earnings were slightly ahead for first 9 months, but disappointing Sept. brought fall quarter below last year's best third quarter since 1950.

Magnavox stockholders to vote Oct. 26 on proposal to double number of authorized shares from 1,000,000 to 2,000,000 in preparation for possible expansion.



Film industry launched its defense this week against charges of conspiracy to keep movies off TV in Gov't's 3-year-old "16mm suit" (Vol. 8:30 & 11:38-39, 41) with statistical survey designed to show how TV had hurt theatre boxoffice. Evidence was presented after Los Angeles Federal Judge Yankwitch refused to dismiss charges as requested by 5 major film companies remaining in litigation. Armed with voluminous records and survey samples, Stanford research economist Kennett Beggs testified that theatre attendance had declined steadily with advent of TV, but admitted that precise figures were not always available and that some conclusions in survey represented deductions only. Between 1942 & 1954, he said, estimated gross earnings of features on TV had increased 659%, with \$2000-\$7500 price range of top features in 1948 jumping to \$25,000-\$50,000 in 1954. Earlier, as Gov't. concluded its case, subscription TV issue was injected into trial through mention of Phonevision. Judge Yankwitch then speculated whether in future, if toll TV is approved by FCC, Gov't. might not move to have it declared monopoly on grounds it would be keeping films from some people.

AT&T-Air Force \$2.4 billion SAGE defense communications project (Vol. 11:39-40), target in political battle over allocation of funds, received green light from Comptroller General this week provided AF seeks specific Congressional authority for spending next year. Earlier, portions of project were approved by FCC, permitting expansion of existing AT&T facilities in 7 eastern states, but without blanket approval for entire plan. Comptroller General and FCC both acted after personal intervention by Defense Secy. Wilson.



# TV offers a New Renaissance

by SYLVESTER WEAVER

This speech was delivered by the President of the National Broadcasting Company at a luncheon given by the Institute of Practitioners in Advertising at Grosvenor House, on September 27th, 1955. Lt.-Col. A. M. Wilkinson was in the chair

**T**HANK YOU, COLONEL, MR. CHAIRMAN, honoured guests, ladies and gentlemen. First of all, I want to congratulate the people responsible for getting commercial television started, for the ingenuity and resourcefulness and determination to be ready and start on the September date. The ITA, the programme contractors, the advertising groups, the set manufacturers and service organisations—all concerned deserve great credit.

I think that you in advertising deserve particular credit because you have been willing to look ahead and buy what your judgement and intelligence told you would be great advertising values later.

Because of the misinformation about television in the United States that has been printed here, let me assure you of one certainty. In the States, television advertising has been overpoweringly, overwhelmingly, fantastically successful, particularly for the advertisers. The *Daily Express* said in an editorial last Thursday, and I quote,—"In America business men are giving up this method of advertising," that is, television. This is true in precisely the same way that it is true to say that in America the people are giving up breathing. Some pass away every day.

Let me assure you that we in America have already proved the power of television, over all forms of advertising, and it has become the basic buy of those companies who must advertise to live, food, drug, tobacco, soap and consumer goods generally. I will return to this.

**I WOULD ALSO LIKE** to pay tribute today to the BBC, with whom we at NBC have been associated for so long, and we hope that the new competition will only increase and strengthen the ability and nobility of the BBC's undertakings.

I believe that our television services in America must have access to a great deal of programme material from Britain, because our heritage is here in so large a part, and our programming must always reflect this. Therefore, I believe we will find television, through ITA or BBC or independent groups, providing 10 or 15 million dollars a year worth of programmes to the US. And this does not include movies for television use, nor shows built for continental or world locales, but produced by British interests. The effect of a stronger television industry, will be a whole new source of revenue to the British producers from America. With the purchase of American programmes here, we

are beginning an exchange that should be helpful to both of us, in money as well as understanding.

Now as a subscriber to the *Listener*, *Punch*, the *Manchester Guardian* and other British papers I know what a lot of people over here think of us in American commercial television. In part I am delighted by this knowledge as when *Punch* comes out with jokes about the Home County's Crematoria, "terms include 'free scattering of ashes'."

The comments of the *Manchester Guardian* recall criticism that has also come from American intellectual forces. On balance I would say that the *Manchester Guardian* was better written. But both groups get the same marks for accuracy in my opinion, and very low marks they are.

**ONE POINT MADE** generally was that, and I quote Lady Violet Bonham Carter, "The advertiser is not concerned with the influence of broadcasting on the mind and spirit of the nation." And while the advertiser may not be, the broadcaster is. The real question is whether or not a broadcaster who is operating a commercial enterprise and is supported by advertising revenue, is less able to do a good job than the broadcaster who is supported out of the public purse.

I cannot analyse this problem except as an American and within an American frame of reference. Since our societies differ extremely, my lugubrious conclusion is that I will succeed only in being able to offend every group before I have finished. Nonetheless, onward!

As I say, I read the *Listener*; I enjoy the BBC service; I think the idea of free programmes is excellent, but I have always, as an American and a firm believer in our incentive system, which is not exactly the same as the free enterprise system, as I will come to—but as a believer in the incentive system, I have always thought that taking pride in having a broadcasting instrument that did not carry advertising was like taking pride in a railway system that did not carry freight.

There is no question but that broadcasting has a wide usefulness to people, but there is also no question that an equal usefulness is through broadcasting's integration into a modern economic society through advertising. Broadcasting can upgrade the economy, while upgrading, when properly run, popular taste.

This audience includes the press and the BBC as well as the ITA and representatives from various parts

of the British society. It should be interesting for you to hear what we believe television is doing in the United States, and within our own frame of reference, how it is serving a revolution of incalculable scope.

It has been said that a society follows its communications, not only in its physical form, but in its cultural patterns. I believe this, and believe that the revolution that is going on because of broadcasting is accelerating certain trends in our society, and that the evidence on balance is overwhelmingly for good.

Before I go into the subject, let me talk for a few minutes about television itself and programming and advertising, and then come to our concept in the States of the television medium.

First of all let me make my plea here that I have fought for so long in the States against the great critical opinion which almost unanimously in the States as well as here defined television as a "Small screen reaching people in small groups and an intimate instrument that should remain true to those limitations." This is absolute nonsense.

**TELEVISION IS A** communications invention. It is a machine. It is anybody, anywhere in that wherever one person can go or attend or be present at anything, every man can be substituted for that person by the camera. It is this limitless definition of television as a machine that we have tried so hard to implement in the States. And this can be done in selling as well as in programming. Today in the United States it is said that people sit at home for several hours watching stultifying entertainment bringing them lower and lower into some video idiot mental level with an unending succession of trivia and escape.

Actually the people are really going places via television—attending with other people an event in some meeting place for people. They may be at a concert; at a radio show; at a rodeo or an aquacade or a Broadway theatre or a motion picture house. They may be seeing a personal appearance or a lecture platform. The point is that television, in its limitless capaciousness, covers all the forms that human beings have developed in their entire history, and with the cameras, allows people to be present wherever anything, entertaining or instructive, is going on. What the people choose to see and how well the presentations are made, technically by us, are different questions that I will come

to. But we look upon the television screen not as a small screen that demands intimacy, but as a miraculous port through which every man can look out upon a fascinating wide, wide world. Eyes that a generation ago would have rarely strayed above the ground because of status or class or other misfortune now see anything that the richest, the most privileged, the most cultured man in any state of society could ever see for himself.

**THOSE WHO WOULD** limit television's greatness to the new art form of the small screen, the small listening group and the tight unities of television itself, completely misunderstand the limitless ability that television gives us to go places, to see things, to understand, to experience and, finally, to participate.

We will go into outer space from Mount Palomar; we will follow the electron microscope into the brain; we will attend history wherever it is being made; our people will meet the great personalities of their time face to face, not in a formal presentation but in informal conversations where you really get a feeling of the innate personality. All these and many more aspects of television are building a new race.

I recognise that the BBC has done most of what we are talking about, but the BBC by its very nature will not do what commercial television must do. Commercial television, to be successful, must attract the big audience—everyone. If television does not attract and influence the big audience, elevating its tastes, increasing its knowledge, maturing its judgement, clarifying its understanding and all the other points on which better information and exposure to culture can continue the movement upward of people, then British commercial television will fail. It will fail in its mission, for its mission is to do something that the BBC really cannot do. Its mission is to reach the big audiences and improve them. The BBC gives the people what they want, group by group. British commercial television, like American television, must give the people what they will look at, but they should always, as we do, realise that all programmes can serve a purpose beyond diversion, can carry a higher information content. It is easy to programme with what people already want to see. This is excellent but limited. It is difficult to programme so that people watch what they want to see in a form that includes things they don't want to see. This is the system that we use with tremendous

*"a programme content that not only amuses but  
and enlarges the viewer, and prepares him*

success at NBC. We call it "enlightenment through exposure." Originally we called it "Operation Frontal Lobes" and you can imagine what a grand time the critics had with that. I used that name really for fun, because I once heard a very distinguished Canadian make a speech on how we have come down out of the trees entirely because of our frontal lobes. Anything advancing the common man to the uncommon man has, to me, a frontal lobian quality.

**IT SEEMS TO ME** that commercial television, because of the need to attract a total audience, will have more influence in elevating British tastes than the BBC, which is filling and responsive to needs that already exist and that, thanks to commercial television, will be ever enlarged. British commercial television thus can follow what we at NBC consider the grand design of television, the creation of an all-people elite. We believe that we are shaping a society which acknowledges that no true prosperity, no enduring culture can stand on a bedrock of human misery or of race or class or group subjection. We believe that it is impossible for a society to consider itself mature and intelligent and humane so long as any normal person in it has been denied exposure to the great ideas, the great achievements, the great history of man. This is the opportunity and the destiny of commercial television. It is the one communications medium that can offer the heritage of man to everyone in a living, vibrant and interesting form. To do this, we must first engage the attention of the total audience. We must expose all of our people to the thrilling rewards that come from an understanding of fine music, ballet, the classics, science, the arts, everything. In our minds to programme for the intellectual alone is easy and duplicates other media. To make us all into intellectuals—there is the challenge for commercial television.

It is easy to push a button when you are in the mood to see television and not like that is offered. It is also easy to pick up a telephone and tell somebody at a magazine stand to send you two magazines. If you do not further describe what you want and if you take no trouble to find out what is available, it is quite possible that you can generalise in a most high-handed manner about the product of the press, or of the air, but the fact is that you will be wrong.

So far as television is concerned, while a great deal of our material is escape or built for special services, the fact also is that tremendously exhilarating projects are on every week that are attracting tremendous audiences and informing and instructing and enlightening and enriching their lives. This should be

done here and it will be done by commercial television as well as by the BBC. The very fact that tremendous revenues will be added to the broadcasting industry should mean that the programming should be much better.

**I DO NOT WANT** to give the impression that we are satisfied with our programme schedule. We are not. We have good things and we have bad things. We have problems that are serious and problems that are insoluble. At NBC we do five hours of service programming in the morning, information of interest to women and to the family, and special programmes for children. In the afternoon we programme entertainment, with a full-hour play of night-time quality, done in colour, every afternoon at 3 o'clock. Our night-time schedule includes six fine hour-dramas a week, together with great extravaganzas and reviews starring all of the people who play the Palladium, together with many who don't. In our weekly spectacles and telementaries, however, we have that special added inducement to viewing that we hope will keep the light or occasional viewers watching their sets, and we hope will attract as many of the regular viewers as possible. This is like the two-hour colour spectacular, "The Skin of Our Teeth" two Sundays ago, or the Sadler's Wells Ballet which is coming up, or Frank Sinatra in Thornton Wilder's "Our Town" in the 90-minute musical version which was played a few days ago, to an audience of probably 40 million people. Your own Jeannie Carson comes out in the new musical comedy of "Heidi" Saturday, and Maurice Evans is presenting "Alice in Wonderland." We have bought "The Constant Husband," starring Rex Harrison, an English movie to be shown to our television audience before its release to the theatres. We have also done the same thing with "Richard the Third" for a three hour, all night, presentation sometime next year. Many other attractions of this unusual importance are scheduled. Then in our information programmes, we have great stories of the Twentieth Century, in prime night-time periods—programmes like "Nightmare In Red," the study of Russia to the death of Stalin, and others, like "Three, Two, One, Zero", on the Hydrogen Bomb—which played here on the BBC. In addition, other telementaries like one on young India and one on "Tomorrow—Our Life in 1976," are scheduled in the next few weeks. The range and scope and quality of the attractions that are presented to the American viewing public are certainly comparable to anything offered in any of the other media or arts. Our operas in English, our regular shows with what we call a

high information content, our public service features, all add up to a powerful programme schedule that should appeal to every segment of our population.

And so we have our great audiences, actually the total population on a cumulative basis and we give them a programme content that not only amuses but informs; that not only entertains, but inspires; that enriches and enlarges the viewer, and prepares him for the life of a man—not a vegetable. In the design of our schedule to reach the entire public we believe that if we do not reach the total audience we fail, and that if our influence and impact on the total audience is not positively and affirmatively for good, we also fail. This is the policy of the National Broadcasting Company. I think it shows that in intention, at least, those who decry the American system and commercial television are wrong. If they say that we have failed, they have not sufficiently studied the records. We have not yet succeeded, it is true, but we have not failed.

**NOW LET ME TURN** to the subject of advertising. Here, again, I have read a great deal of information, and misinformation, published in this country. In television, as we have developed it at NBC, the advertising agency has lost a large measure of the control he had over radio. We do not generally have television sponsorship in the old sense that we had it in radio. Therefore, the setup as the ITA has developed it is much

there is nothing you can think of that will help sell your product or service that cannot be produced. If there is to be a failure, let's get it straight now, the failure will be yours, the man's; it will not be the machine's. Furthermore, then and now it is my honest conviction that television advertising is being blocked from a far higher degree of interest, and of selling power by the condensation with which much of it is prepared. Again, I do not know anything about the English market, so I'm not competent to discuss whether your commercials will be effective to your market. In our own market, there is so much power in the medium that even bad commercials are selling goods. Some day this will stop being true and our advertising will improve. The major weakness, it seems to me, is that the writers of advertising are not taking advantage of the tremendous scope and excitement and exhilaration that we have in this medium and the tremendous amount of information that we can transmit quickly to people.

I have seen a great deal written about cost per thousand and measurement of impact. It is true as agency men that you must get into these matters, but let me assure you that you will save an awful lot of time if you don't concentrate on them. Television will outsell anything. It has incredible power. If you do not sell with your television, it has to be the advertising that is wrong. It is impossible for me to

*"In the States TV advertising  
overwhelmingly, fantastically*

more like our setup than like the old American radio formula of sponsorship—which is the dead horse so many are beating so hard.

This has raised the question of whether straight advertising would sell goods on television, particularly at the prices asked.

Despite all of the usefulness that we offer advertisers that will not be available on the ITA plan, you are still offered the really big important thing. The real value was never sponsorship, never the gratitude factor, never integrated commercials, never personal selling. The real value always was huge circulation and the opportunity to present a message that was actually selling the person. This was even true in radio. In television it is quadruply true, for you have sight and sound and motion and will eventually have colour. As I used to tell our men at Young and Rubicam, when I ran the radio and television department which included our copy department,

believe that the British people can be that different. If they object to advertising that is cheap and condescending, that is what I mean when I say the advertising is wrong, but I cannot believe that genuine descriptions of products with information as to why they are serviceable and good, and what features they have that are appealing would offend anybody, if they were done well.

**I BELIEVE**, therefore, that commercial television will be a great asset to Great Britain, with its advertising revenues it can offer an exciting programme schedule and one which will have to be directed to a job that has the social significance of improving the total audience by the nature of its obligations. It is true that these obligations do not have to be met. I know that I have been fighting a long, hard battle in the United States, because in many cases the immediate interests of those concerned would not support

*informs; that not only entertains but inspires; that enriches for the life of a man—not a vegetable”*

the kind of ideals that I have been discussing here. At the same time, I am now in my seventh year of command of the NBC Television Network, which is really since before it started, and we can take great pride in how far we have come in building an instrument of great service to the public and of great usefulness to our advertisers.

**I ALSO BELIEVE** that advertising on television will become the most important aspect of your advertising budget, once the stations are built, and the conversions are made and the actual audience is available to you. The important thing for advertisers to do is to learn how to use the medium, how to prepare advertising that intelligently makes sense. You know, we ran a number of your commercials on our programme “Monitor,” a forty-hour weekend radio show that we have on NBC. But I am afraid that I must admit that we did it because we thought they were funny. I presume that you don't think they are funny, or that they are funny and they sell goods. But as I said, I am not competent in this field. If you asked me to write advertising to sell the English I would be extremely concerned because so much of the advertising that I have seen in print is foreign to the kind of basic advertising principles upon which I have been brought up. Nonetheless, in advertising, British commercial television should play an important role in continuing to cut distribution costs and to increase the

But I am an American. I believe wholeheartedly that we in America are trying to achieve our revolution. I also fear that you in Great Britain are trying to stop your revolution.

What I am saying is, of course, my own opinion and not necessarily representative. Our own intellectuals frequently fear the general public as though the ancient fear of the people had merit instead of, as it seems to me, merely focusing on the problems that the development of an all-people elite will bring to us.

I believe that in the last few years we have set in motion an information explosion. To each man there is flooding more information than he can presently handle, but he is learning how to handle it and, as he learns, it will do him good. I mean that each individual has the equipment to handle far more data than he does handle, and we can vastly increase the volume of traffic through his mind, and when we do increase that volume of traffic and he has more data available, he will respond with better data handling as an individual. By that I mean he will make better and more rational and more intelligent decisions. He will less likely be moved by emotionalism. He will be less likely to fall prey to fear, anxiety and confusion.

**I BELIEVE THAT MAN** has come a long way fast, and he can now make a quantum jump forward in a generation, largely due to television, for now we can see the day coming when a normal human being can handle the entire information load necessary

differences. There is a transitional impact of people gaining social and economic privilege that they have never before enjoyed. But if they show certain undesirable traits, it is less than generous to criticise them.

We believe that this is a real revolution and that it is creating a new elite. We believe this new elite will encompass all men except the handicapped, the sub-normal; we believe it will bring about no great Utopian Monolith, but an explosion of an infinite number of personalities, each moving finally as his talents and interests direct him, not as his good and bad luck in birth and health and race, etc., have determined for him.

**THIS REVOLUTION** cannot take place unless through mass media, and particularly television, one is able to either build a classless society or reduce the paraphernalia and points of difference between social groups, so that individuals can move from any racial or ethnic or economic or class background into any other group or class, without any feeling of inferiority or superiority, without any fear, without any shame.

We believe that the uniformity that will follow from television and radio in the superficials of dress and manners and customs and speech is a decent civilised goal in any society. It prevents people who have the talent to move out of their group, from being hurt or ashamed or afraid as they move wherever their talent takes them.

Furthermore, the general attacks on the mass media and upon American industrial democracy do not make a very good case. There is absolutely no confusion of the popular, with the excellent, that I know of in this country or my own, in spite of what the critics say. There is a very definite feeling that what is excellent may very well be popular, as it is in broadcasting. The biggest TV audiences last season were for the best shows and most important events, generally. All very frequently it is also quite possible that what is excellent may not be popular and that what is popular may not be excellent. The people do not confuse the two. Furthermore, atomising our society into groups who are for the first time learning of fields and special interest activities that appeal to them that they never heard of before will increase. The incentive to dissent and heresy the right to be different, the acceptability of eccentricity.

The impact of television creating new interests will replace the static act of watching with the impact to go and do something in the new field of interest. We know that this is true from our experience with radio where the tremendous interest in serious music in the United States, and the fantastic growth of the number of symphony orchestras and

concerts of various types has followed the impact of the radio medium. Similar impact will cover everything else in the other fields.

Then, it is not true that the ease of television viewing stops people from more disciplined activity. You can walk into a drug store in the United States and probably find all of the so-called hundred great books on sale at fifty cents apiece or less, lecture halls are crowded and I needn't tell you about the millions of tourists. Actually, as the intellectuals do not seem to understand, real progress starts when we recognise that the paraphernalia of status is the trivia of life. It is when we put behind us the childish pursuit for some equality with any status group or money group or priestly group or any other basis for eliteness or apartness, and go to the fields of our special interests, where each of us as a personality develops his or her inborn interests, or adopted interests—it is only then that we are moving toward real maturity.

And to me, television and radio are the basic force behind this revolution. They are that, because they picture for the people the possible new world as it is available to them. Broadcasting shows the people what they can do and buy; what they can use and have; things of the spirit and the mind and the body; things for the individual and the group. Thus, broadcasting in the States becomes for us the centre of our incentive system, and this is the system under which we are achieving so much in real good for our people. Good homes, good health, good reading, good drama, good music, good everything. It is important that our great broadcasting enterprises sell goods, but more than selling goods, we sell the idea of a worthwhileness of a society that gives us all these real things: the home, the car, the library, travel and leisure, the whole of our tradition, at almost no cost. The price is to exchange peace-of-mind in a society of status for a certain amount of anxiety in a society of mobility. It is worth it.

**I READ IN THE** *Listener* a month or so ago one of W. H. Auden's pieces on writing poetry. In it he says, “Technology puts at our immediate disposal the arts of all ages and all cultures. The full impact of the machine in this respect is quite recent. Tradition now means a consciousness of the whole past as present, yet as a structure in whole, whose parts are related in terms of before and after.”

Our people have available in their home, no matter how low their income, this complete art of all ages and all cultures, done in a system which attracts them even though they have no immediate known interest in the more rewarding, or

*has been overpoweringly successful for the advertiser”*

domestic economy.

And this brings me to the point that I know is very worrisome to the British and may be one of the reasons why commercial television is a matter of concern in some quarters. Will television sell goods so effectively, on top of an already strong demand for consumer products beyond, perhaps, the capacity of the country to produce while, at the same time, maintaining its export trade?

This brings me to an exposition of really the general frame of reference of the American society that I mentioned earlier, which is extremely appropriate in answer to this question of the development of the British domestic economy.

Before I go too deeply into this, let me again make my plea for tolerance on your side. I am an American speaking from an American frame of reference but, as you heard earlier, I am married to a British girl and I'm of British extraction if we go back a mere two hundred years.

to place himself into his own time with all the information about his history as a human being, as a member of a race, a nation, a creed, a faith, all the information about the universe he inhabits and its scientific description; all the information about the human culture he inherits and its achievements and its history; all the information about himself and the way he works as an individual: so that his personal balance and equilibrium can be stabilised; so that he can handle his life and growth intelligently; and all the information about his future and all futures projected so that he can select from among the myriad alternatives the kind of person he wants to become, the kind of life he wants to live, the kind of work he wants to do, the kind of achievements he can aim for.

This new world is not really understood. People talk about pressure for conformity, from the mass media, when actually the real pressure is building an infinity of

*"Television is the instrument through which a nation can be awakened to the need for new and better methods"*

better, or finer, of the arts. Its name is television; without that machine you cannot show people this picture of a future that does far more than makes them buy; it makes them work. America has grown great, not because people bought, and not because the country was rich. It has grown great because in America people work. They work hard and they work for real incentives, real things. The things may vary and the priority list of the individual may put bathtubs ahead of books. This may not be true in another generation, because he will not have to choose. He will, of course, have both. But the main thing is that in an economic system every individual, instead of fighting against some other group on some class basis to divide what there is, is trying also to increase production. Americans know first that it is only increased production per man that brings real wealth. Second, that all of us must be real professionals in our own undertaking, third, that we must do hard work in order to enjoy the things that we know are available to us. It is this that I think could well be considered by the British as they worry about their domestic economy and television. Television is the instrument through which a nation can be awakened to the needs for new and better methods of production, for new increases in manpower output; for new ideas in product development, for streamlined distribution and all the rest of the aspects of a modern economic democracy.

In the United States it was possible that after the pent-up war demand was filled that our country would go into a recession, instead of which there was an explosion up to a new economic plateau. I can't prove this, but I believed it completely, sincerely, as do many others. It was the power of television showing the people the rewards before them, making them willing work ever to harder to reach their real individual goals that sent us to our soaring new plateau, and this is going to happen again, and again, and again, in the United States. Already privilege is almost universal.

**THIS IS AN EXCITING**, exhilarating thing, brought about largely through the mass media and, of course, with television playing the leading role. As one looks at the American economy today, with its low work week, and its tremendous production and its high incomes, one must remember several things. First of all, that we have 25 million people already watching Shakespeare and opera, and that we have drug stores selling classics, and classical music playing all day and all night on the air in our biggest cities, and that we are building an all-people elite. Make fun of it if you will. You have very little time in which to do so.

But remember this also: if our people were satisfied with the standard of living of 1870, we could have a five-hour week right now. That would produce enough for all of us to have what our grandfathers had. But it is not enough, and our people will not sit still for it, and that is why, thanks to television and the picture of the great life before them, the incentives are so sharpened that there is a driving, churning speed in the American economy as it moves ahead devoted to the good things of life, both physical and mental.

There is considerable humorous handling in the British press about America, but I think it is interesting to realise that the reason we do not have any Socialists has nothing to do with propaganda about the free enterprise system. It is that actually the men who here might be Socialists, in America have joined with the entire working group, and they want to move ahead and build an ever-higher production, a broader shared wealth, a new leisure, a miracle society of new things that make life easier, more comfortable, more fun, more rewarding, more enlightened—a new world in which every man will be an Athenian with slaves of metal and electrons. They know that this world can only be created by

forgetting their special group desires and fears in order to increase per-man output. The nation is put ahead of the group.

**BECAUSE OF THE** knowledge spread by the new media, and particularly television, our entire society has an incredibly uniform desire to advance on its present economic and political patterns and concepts, and the desire to advance as fast as possible.

I have gone into this at great length, mainly because television is not just to sell soap. Television has a far more important role not only in uplifting the population, but a dynamic and revolutionary role that will influence every aspect of society; and if it is run right, influence it for good. Also, the problems that face Great Britain are soluble in more than one direction. The experience of the United States, with its mass media creating a desire among all of us to work harder and sacrifice personal and group advantages, to get real values quickly is something worth consideration by the British leadership.

Why are the Americans in a hurry —because there is so much to do! ! Where do Americans think they're going with so much speed? We can see where we're going and most of us find it a happy prospect. *[verbatim]*

*Copies of this supplement to 'W P N' may be obtained price 6d from the Circulation Director at 9/10 Old Bailey, London, E.C.4 CEN 4040.*

**Color Trends & Briefs:** Contrast in quality between outdoor and indoor color was never more striking than it was this week—between NBC-TV's Oct. 15 Michigan State-Notre Dame game and Oct. 17 "Cyrano de Bergerac" on *Producers' Showcase*. As in World Series colorcasts (Vol. 11:41), quality of game transmission was generally disappointing. At Federal Communications Bar Assn. outing at the Horace Lohnes estate near Washington, where color sets were tuned to game, hundreds of consulting engineers, lawyers and FCC personnel agreed sports colorcasts have a long way to go before public is impressed.

By contrast, *Cyrano* was perfect—demonstrating precisely what the shouting is all about. Color is what made a brilliant performance complete. Critical comment of those who saw play in color was epitomized by *Variety's* George Rosen, who wrote: "The color was magnificent. Seldom if ever before had it been put to better use, for of all the plays converted to video, few have lent themselves to the compatible tint as this version of the dashing, romantic poet and swordsman." As an interesting statistical footnote, NBC-TV v.p. Thomas A. McAvity reported that the 30,000,000 viewers who saw play were 60 times as many as attended its 1946 & 1953 Broadway productions, 5 times as many as saw the movie.

\* \* \* \*

Network color schedules for next 2 weeks: NBC-TV—Oct. 24-28 & Nov. 1-4, *Howdy Doody*, 5:30-6 p.m.; Oct. 25 & 28, *Today* segments, 7-10 a.m.; Oct. 25 & 28, Nov. 3, *Home* segments, 11 a.m.-noon; Oct. 29, NCAA football game, Iowa vs. Michigan, 2:15-5 p.m.; Oct. 31, new dramatic series *NBC Matinee Theatre*, 3-4 p.m., running daily thru Fridays; Nov. 5, *Max Liebman Presents*, "The Great Waltz," starring Patrice Munsel, 9-10:30 p.m.; Nov. 6, *Color Spread*, "Constant Husband" (film), 7:30-9 p.m. CBS-TV—Oct. 29 & Nov. 5, *Gene Autry Show*, 7-7:30 p.m.; Oct. 25, *Red Skelton Show*, 9:30-10 p.m.; Nov. 3, *Shower of Stars*, starring Jack Benny, 8:30-9:30 p.m. Other upcoming shows: NBC-TV—Nov. 14, *Producers' Showcase*, "Wonderful Town," 8-9:30 p.m.; Nov. 20, *Maurice Evans Presents*, "The Devil's Disciple," 4-5:30 p.m.; Nov. 26, NCAA football game, Army vs. Navy, 1:15-4 p.m.; Nov. 26, *Max Liebman Presents*, "Dearest Enemy," 9-10 p.m.; Nov. 30, *Kraft Television Theatre*, 9-10 p.m.; Dec. 4, *Color Spread*, Maurice Chevalier variety show, 7:30-9 p.m. CBS-TV—Nov. 12, 19 & 26, *Gene Autry Show*, 7-7:30 p.m.

First 5 weeks' schedule of *NBC Matinee Theatre*, daily 3-4 p.m. dramatic color series which starts Oct. 31, was released this week, includes originals, adaptations from stories, novels, etc., plus some repeats of TV hits. Among repeats are *Kraft TV Theatre's* "The House on Wildwood Lane," *U. S. Steel's* "One for the Road" & "The Aspern Papers," *TV Playhouse's* "Roman Fever," *Hallmark's* "Courtship of Miles Standish," *Studio One's* "Wuthering Heights." Exec. producer Albert McCleery reported that rights to 110 properties have been obtained; that 3500 performers will be employed, including Sir Cedric Hardwicke, John Barrymore Jr., Fay Bainter, Sarah Churchill, Kent Smith, Richard Arlen, Gene Raymond, Clare Boothe Luce, Margaret Truman, Hugh O'Brien, Richard Boone, Katherine Bard, Kevin McCarthy.

First detailed color rate card is claimed by KTLA, Los Angeles, one of the 16 stations so far equipped to originate live color as well as slides and 16 & 35mm film (Vol. 11:42). Schedule newly prepared for *Standard Rate & Data* calls for \$750 extra for color on hour show, \$500 on half-hour or less.

McClatchy's KMJ-TV, Fresno (Ch. 24), one of the more successful uhf outlets, inaugurated first local colorcasts of films & slides Oct. 2 in conjunction with 16-p. section of *Fresno Bee* devoted to color TV and featuring ads in color.

Network affiliates equipped to rebroadcast color originated by networks now number 114 for CBS, 102 for NBC. We asked networks to bring up to date the July 15 lineup tabulated on pp. 355-356 of our *TV Factbook No. 21*. NBC reports these additions: WDEF-TV, Chattanooga; WIS-TV, Columbia, S. C.; WTVD, Durham, N. C.; KTSM-TV, El Paso; KARK-TV, Little Rock; KCCC-TV & KCRA-TV, Sacramento; KTBS-TV, Shreveport (replacing KSLA); KTIV, Sioux City, Ia.; KYTV, Springfield, Mo.; WKNB-TV, New Britain (replacing WNHC-TV, New Haven); WXEX, Petersburg, Va.; KRBC-TV, Abilene, Tex.; WNDU-TV, South Bend, Ind.; WITN, Washington, N. C. CBS makes these additions: KFVS-TV, Cape Girardeau, Mo.; WCSC-TV, Charleston, S. C.; KRNT-TV, Des Moines; KROD-TV, El Paso; WSEE, Erie; WJTV, Jackson, Miss.; KRCG, Jefferson City, Mo.; KSWM-TV, Joplin, Mo.; KOLN-TV, Lincoln, Neb.; WKRG-TV, Mobile, Ala. (replacing WALA-TV); WGTH-TV, Hartford (replacing WKNB-TV, New Britain); WREX-TV, Rockford, Ill.; KATV, Pine Bluff, Ark.; WGBI-TV, Scranton, Pa.; KSLA, Shreveport; KCMC-TV, Texarkana, Tex.; WFLB-TV, Fayetteville, N. C.; WDXI-TV, Jackson, Tenn.; WFAM-TV, Lafayette, Ind.; WDBJ-TV, Roanoke; KGUL-TV, Galveston; KCMO-TV, Kansas City (replacing KMBC-TV).

Again seeking manufacturers to build Lawrence color tube and sets incorporating it, Paramount Pictures' subsidiary Chromatic TV Labs is reportedly negotiating with Sears Roebuck—whose main suppliers are Pacific Mercury & Warwick. Biggest bottleneck appears inability to find manufacturer willing to produce tube; several have indicated they'll do so if they have more than one set-making customer. Chromatic has long stated that sets using its tube can be built to retail for \$400. Several sets have been made for it by Telechrome Inc., Amityville, Long Island, N. Y., using conventional black-&-white components in vertical chassis, housed in cabinet size of Crosley Super-V.

Color tube developments reported at RETMA-IRE fall meeting in Syracuse this week: (1) RCA's R. B. Janes said improvements in 21-in. tube have been effected by more accurate placement of mask and better method of placing phosphor dots on faceplate. He stated that "almost perfect color purity" has been achieved and that color tube life is now comparable with that of black-&-white. Next step, he said, is substitution of cheaper parts while maintaining quality. (2) CBS-Hytron's N. F. Fyler described 22-in. rectangular all-glass tube, said that its color uniformity is superior to that of round and that design permits greater mechanization and automation.

Another RCA distributor with heavy color promotion program, Southeastern Radio Supply, Raleigh, this week conducted symposium which attracted 350 dealers, servicemen and station representatives from the Carolinas and Virginia. Southeastern's sales mgr. Bill Hartenstein said another meeting is planned in 60-90 days, told of plans to aid dealers and servicemen in demonstrating and servicing sets. In Boston this week, Electric Institute sponsored meeting for servicemen, during which RCA field engineer C. W. Walters explained color circuitry.

U. S. will be host to CCIR Study Group 11 for 2 weeks starting March 5, as the international group works towards setting color standards for rest of the world. Demonstrations will be conducted at UN headquarters and at labs of most active color organizations. RETMA has reactivated NTSC, which formulated U. S. standards, and group is working with State Dept. in preparation for CCIR visit. GE's Dr. W. R. G. Baker continues as NTSC chairman.

"Color Television Engineering" (450-pp., McGraw-Hill, \$8) is new book by RCA's articulate lecturer on color, J. W. Wentworth.

NBC-Westinghouse swap of TV-radio stations in Philadelphia and Cleveland (Vol. 11:21) was held up by tight vote of FCC this week—with new Comr. Richard Mack breaking 3-3 tie and Commission voting to send principals a “McFarland Letter” indicating a hearing will be necessary. Under terms of deal, NBC would take over WPTZ & radio KYW, Philadelphia, Westinghouse would acquire WNBK & radio WTAM, Cleveland, and NBC would also pay Westinghouse \$3,000,000. Dissenting Comrs. Hyde, Doerfer & Lee favored approval of sale now. Commission’s letter said it’s concerned with monopoly and whether NBC pressured Westinghouse into the deal. It noted NBC’s present and proposed station ownership, said that there are 26,538,000 people living in Washington-Philadelphia-New York-New Britain areas where NBC would own stations; that 1,556,000 live in area overlapped by coverage of WRCA-TV, New York and WPTZ; that Westinghouse would have concentration in Pittsburgh-Cleveland-Ft. Wayne area. “The Commission is also concerned,” letter said, “as to whether the NBC used its power to grant or withhold network facilities as an instrument to persuade Westinghouse to accept the proposed Philadelphia-Cleveland exchange.”

Prosecution of college football authorities under anti-trust laws was asked Oct. 21 in complaint filed with Justice Dept. by WJIM-TV, Lansing, which accused National Collegiate Athletic Assn. and pres. Asa Bushnell of “arbitrarily restraining the televising of [Oct. 22] football game between Michigan State U and the U of Illinois.” WJIM-TV said gate has been completely sold out for 30 days, both schools had consented to local telecast of game, and it was available for telecast under “home TV sellout provision” of NCAA rules. “Under these circumstances,” said WJIM-TV, “refusal by the NCAA [is] not in the public interest and prohibits the flow of TV to the public. This conduct in our view is wholly arbitrary and without any plausible excuse and is injurious to the TV industry and the public it serves.”

Community antenna operators certainly have plenty to talk about as they meet at Antlers Hotel, Colorado Springs, Colo., Oct. 24. Not only is there FCC examiner J. D. Bond’s remarkable decision favoring illegal boosters (p. 4), but there’s threat of tightening govt. regulation. Wyoming Public Service Commission recently ordered that system planned in Rawlins could charge only \$25 for connection fee instead of proposed \$125, though this week it indicated it would amend ruling to permit the \$125 charge — with \$100 of it designated “contribution in aid of construction,” \$25 as “income.” There are reports, too, that group of western station operators are about to ask FCC to assume jurisdiction over systems.

While wrestling with deintermixture petitions (p. 1), FCC received another this week — from WPFA-TV, Pensacola, Fla. (Ch. 15) and KTAG-TV, Lake Charles, La. (Ch. 25), both controlled by Charles W. Lamar Jr. Reshuffle sought: substitute Ch. 4 for 25 in Lake Charles, 13 for 15 in Pensacola, 4 for 13 in Biloxi, 25 for 4 in Beaumont-Port Arthur; delete Ch. 4 from New Orleans. Another allocations petition filed, by Sarkes Tarzian’s WTTV, Bloomington, Ind. (Ch. 4), was request that Ch. 13 be assigned to Cartter, Ill.

Waiver of “territorial exclusivity” rule requested by WTTV, Bloomington, Ind. was turned down by FCC this week. WTTV said rule had forced cancellation of its “first refusal” clause in NBC contract because its channel isn’t assigned to Indianapolis, but Commission said station’s “primary obligation” is to Bloomington. Pre-freeze station said it was losing revenues because of loss of “first refusal” rights, might have to drop some educational programs.

Initial decision in Edward Lamb case probably will come in December. Hearing examiner Herbert Sharfman, now back at work after illness, says he’s currently working on case, which involves renewal of Lamb’s license for WICU, Erie (Ch. 12), but probably won’t be able to make his original goal of Nov. 24. Lamb’s attorney Russell Brown this week filed 115-p. point-by-point answer to Broadcast Bureau’s proposed findings in case and requested oral argument on the findings. Brown’s brief compared the reputation of Lamb’s witnesses with those put on stand by Broadcast Bureau, concluded that statements of credible witnesses who testified as to Lamb’s anti-communist views and activities “overwhelmingly countervail the scum brought forth by the Broadcast Bureau. It must be obvious,” brief continued, “that sober, considered judgment requires a finding that Lamb’s militant, open, unequivocal personal independence and loyalty to the United States are plainly disclosed, as against the fanciful deductions, imaginative inferences and sinister implications of his detractors.” Broadcast Bureau expects to file reply, probably week of Oct. 29.

New York police files and other official records have been opened to New York TV Productions Inc., headed by Theodore Granik, for use in projected *Dragnet*-type TV film series. *New York Times* broke story on front page Oct. 22, reporting Mayor Wagner had ordered all city department heads to “make their files, equipment and manpower available” to the commercial TV concern headed by his “long-time personal friend” who is a member of the law firm with which Mayor was formerly associated. *Times* reports other TV film producers had previously sought in vain to crack New York Police Dept.’s records, described as a “gold mine” of TV material.

Two TV applications were filed this week, bringing total pending FCC action to 161 (19 uhf). They were: for Provo, Utah, Ch. 11, by local group headed by attorney Robert W. Hughes, which will offer stock to public; for Ponce, Puerto Rico, Ch. 7, by George A. Mayoral, mgr. of New Orleans’ WJMR-TV & exec. v.p. of WORA-TV, Mayaguez, in partnership with electrical supply & building material dealer Wm. Cortada. [For details, see *TV Addenda 21-0* herewith; for complete listing of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

Deintermixture is a “subject of public importance and interest,” Wm. L. Putnam, mgr. of WWLP, Springfield, Mass. (Ch. 22), said in letter to WTIC, Hartford, and he invited WTIC principals to present their viewpoints over WWLP. Putnam had gone before cameras to urge support of deintermixture, and WTIC complained to FCC (Vol. 11:42). WWLP is urging deletion from Hartford of Ch. 3, for which WTIC is applicant.

Control of KTVH, Hutchinson, Kan. (Ch. 12), Wichita area CBS-TV outlet, was acquired by *Minneapolis Star and Tribune* (Cowles) last week, FCC approving \$1,000,000 purchase of 80%; former owners retain 20% (Vol. 11:28). Cowles interests also operate KRNT-TV, Des Moines (Ch. 8) and KVTV, Sioux City, Ia. (Ch. 9); own 47% of WCCO-TV, Minneapolis (Ch. 4); publish *Des Moines Register & Tribune* and *Look Magazine*.

Hollywood film production goes on 5-day week under terms of new agreement between Assn. of Motion Picture Producers with IATSE, representing some 14,000 skilled production employes; pay increases run 11-14%.

Negotiations for merger of TPA and Screen Gems were formally called off this week, due to “difficulties that could not be resolved.”

Power increases: WAKR-TV, Akron (Ch. 49) Oct. 5 to 213-kw ERP; KONA, Honolulu, Oct. 22 to 60-kw ERP on Ch. 2 from 35-kw on Ch. 11.

## SUMMARY - INDEX OF THE WEEK'S NEWS — October 29, 1955

**TV SETS ON FARMS:** 2,000,000 farms have them, 3,000,000 don't, on basis of projected U. S. census figures; 15% of households, 5% of TVs are on farms (p. 1).

**FATE OF ALLOCATIONS** remains anyone's guess, with action next week unlikely; long-range predictions lean toward vhf mileage cuts, dropins (p. 2).

**TOLL-TV FRONT QUIET**, with FCC absorbed in deintermixture-allocations problems and Congressmen intent on next year's elections (p. 3).

**U. S. POPULATION INCREASE** of 7% from 1950 to 1954 shared by all but 7 states. Handy Census Bureau table useful in revising evaluation of markets (p. 6).

**FIVE NEW STATIONS** due to start in next few weeks, bringing more service to Mo., Ark., Texas & Hawaii; 3 due soon in Canada. Plans of other grantees (p. 6).

**BRITISH VS. U. S. TV** evaluated by more top-notch engineers who make spirited defense of American standards but credit British with meticulousness (p. 11).

**LIGHTER-WEIGHT TV SETS** are goal of many manufacturers, stimulated by success of GE's 32-pound 14-inch portable, Emerson's \$98 receiver (p. 8).

**UPGRADING OF DISCOUNT HOUSES** urged by NARDA managing director, pleading for their integration into local economic community (p. 10).

**SYLVANIA EARNINGS** of \$9,556,210 for 9 months break full-year profit record of \$9,536,181; sales show increase of 8% over last year (p. 13).

**AUTOMATION WILL BOOST** employment, wages, standard of living, electronics industry tells Congressmen; labor leaders fear job losses (p. 14).

**TINKERTOY MODULES** for lab use being offered to industry by new Aerovox division, now working with set manufacturers toward modular design TV (p. 14).

**COLOR FILM CHAINS** bought by 59 stations; DuMont lists 15 shipments to be added to RCA's 47, GE's 1; RCA sells live chains to 2 more (p. 15).

**FARMS—15% OF HOUSEHOLDS, 5% OF TVs:** The 15% of American families who live on farms own 5% of the TV sets in use. Some 3,000,000 of the 5,000,000 farm households are not equipped with TV receivers.

These facts are projected from first authoritative count of TVs on farms, county-by-county, now nearing completion by U.S. Census Bureau. Data was collected year ago as part of 1954 Census of Agriculture, but the fact that 25% sample was used makes it probably the most accurate TV count of any kind ever made. Govt. has been releasing the tabulations one county at a time, and since last July we have been printing the tallies as soon as each state is completed (Vol. 11:28 et seq.).

The TV count for all farms will be complete by year's end--but as of today, only 14 states remain to be tabulated, and we'll continue to print the complete data as fast as it becomes available from Census Bureau (farm TV count for latest state, Mississippi, is on p. 7). Though the missing 14 include the important TV states of New York, California, Ohio, Pennsylvania & Michigan, enough results are now available to spot the trends in TV set distribution on American farms.

Advertising Research Foundation's recent estimate that 57.7% of farms do not have TV (Vol. 11:40) appears to have been quite accurate, in view of fact that the Census counts to date indicate a figure of about 60% (subject to minor changes as tabulations are completed for the missing 14 states).

The 3,000,000 remaining non-TV farms represent a tough challenge to TV industry's circulation dept. Many can't readily pick up good signal because of distance from station, though lack of electricity is not a significant barrier to spread of TV to farms -- Rural Electrification Administration reporting that 92.3% of nation's farms are now wired.

Farm TV penetration by region, based on tabulations to date: Northeast 60% (Me., N.H., Vt., Mass., R.I., Conn., N.J.). North central 42% (Ind., Ill., Wis., Minn., Ia., N.D., S.D., Neb., Kan.). West 30% (Mont., Ida., Wyo., Colo., N.M., Ariz., Utah, Nev., Wash., Ore.). South 25% (Del., N.C., Fla., Tenn., Miss., Ark., Okla., Tex.).

States with highest farm TV penetration are those in east with small farms and concentrated population: New Jersey 82.8%, Rhode Island 76.3%, Massachusetts 68.9%, Connecticut 68.7%, Delaware 60%. Lowest penetration is in wide-open western states: Wyoming 8%, Montana 9%, Nevada 9%.

Note: Farm population is continuing 20-year pattern of shrinkage, while farms increase in size. In 1950, there were 5,382,000 farms in U.S., but in 1954 the total decreased to around 5,000,000. Census Bureau this week reported 7% increase in U.S. population during same period. For population shifts by states, see p. 6.

**ALLOCATIONS STILL TOTALLY UP IN AIR:** No more certainty in allocations-deintermixture picture has appeared this week -- and there's good chance next week will go by without definitive action. FCC Comr. Bartley will be attending NARTB regional meeting in Colorado Springs, Colo., and it's traditional for Commission not to act on vital matters without full membership present.

There's growing belief that when Commission does finally grapple with problem again it will determine that the only thing to do is to enter over-all allocations proceeding. And the long-range guessing in Washington is that end-product will be a cut in vhf standards to permit dropins of more stations.

Hanging heavily over whole proceedings is Court of Appeals, where FCC's battling average in last year or 2 has been very poor. This week, court again slapped Commission down, ordering it to take another look at its Ch. 11 grant of merged WWSW-WJAS application in Pittsburgh. Uhf WENS, Pittsburgh, had charged grant was illegal, filed a Ch. 11 application which it said was entitled to hearing.

Another threat of court action came in form of petition to FCC from off-air WTRI, Albany (Ch. 35). It asked rehearing on allocations proceedings in Albany-Schenectady-Troy area. It has been seeking to get area made all-uhf, while WROW-TV has been asking that Ch. 10 be added.

WTRI based petition on CBS's informal conferences with Commission, charging that CBS's recommended allocation plans affect the formal on-the-record proceedings. WTRI said conference is illegal, nullifies everything that went before.

On the Congressional front, Senate Commerce Committee chairman Sen. Magnuson (D-Wash.) says: "I won't comment on specific issues. That's the Commission's business, but I hope they have something done by the time we start hearings Jan. 17."

Working quietly in background, Senate committee's allocations engineering study committee headed by MIT's Prof. Edward Bowles and consisting of industry's top engineering talent (Vol. 11:24-26) is steadily tackling allocations problems, but probably won't be heard from for some time. Group hasn't met since initial meeting in Capitol June 21, but Chairman Bowles has assigned individual tasks to each member and has been consulting with them personally and by mail. Group is expected to make a report -- though probably not a final one -- when Sen. Magnuson's hearings start.

Dr. Allen B. DuMont's advice to FCC, given in recent 3½-hour session with Chairman McConnaughey, is understood to be same as he has long advocated. He has said that goal should be 5 competing stations in top 60 markets; that it would take some 24 vhf channels to cover country properly; that getting only 2-3 vhf channels from military or FM would doom uhf without helping situation; that extensive deintermixture is real answer; that uhf is not an inferior service.

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ABC pres. Robert E. Kintner expanded on his allocations philosophy in speech at Pulse luncheon in N.Y. Oct. 26, calling number of stations "the No. 1 problem" in the industry and stating:

"We believe that this is one problem left in the communications industry that will plague and vex not only the industry, but the public as well for the rest of its days unless action is taken soon. Faster FCC action is also needed on vhf grants in such cities as Pittsburgh, Boston and Miami where the vhf allocations are there, but undecided... When this problem of scarcity is solved by the Govt., as I am sure it will be, then you will find that this portion of the communications business will be more competitive than radio ever thought of being, because with radio in its hey-



day there remained the scarcity of clear channels which contributed to an unequal situation among the networks."

More juggling of allocations was sought this week, meanwhile: (1) WTSK-TV, Knoxville (Ch. 26) asked that Ch. 7 be taken from WSPA-TV, Spartanburg, S.C., added to Knoxville and Augusta, Ga. or to Knoxville and Columbia, S.C. (2) Onetime CP-holder WGOV-TV, Valdosta, Ga. (Ch. 37) sought addition of Ch. 8 to Valdosta, though its post office is 3.6 mi. too close to Tampa. (3) Radio WGBR, Jesup, Ga. requested assignment of Ch. 8 to Brunswick, supporting deintermixture petition of CP-holder WOBS-TV, Jacksonville (Ch. 30). (4) Texas Technological College requested that Ch. 5 be reserved for educational use in Lubbock.

If anyone wants a uhf transmitter nowadays, he can obtain one for a lot less than they were priced originally. At recent meeting in Washington, uhf operators were told that RCA has 10-15 transmitters in warehouse, is offering them for \$22,500 including \$6500 filterplexer and \$2591 worth of tubes. Used transmitters, with new filterplexer, crystals and tubes, are \$15,000. Original price of 1-kw transmitter was \$57,000, later reduced to \$47,000. GE is reported having very few in stock.

**PAY-TV ISSUE SHOVED ASIDE—MOMENTARILY:** Pay-as-you-look TV fight is mighty quiescent nowadays and there's no telling when it will flare up again. As far as FCC is concerned, it has more than it can handle with deintermixture and uhf problems. It feels pay TV is far from urgent matter, won't detach any staff to work on it. Congress is much more concerned with next year's elections and, despite RCA Chairman Sarnoff's suggestion that toll TV be made a campaign issue (Vol.11:39), apparently no Congressman wants to take a stand on the matter -- except to placate local friends and generous campaign contributors.

There isn't the proverbial Chinaman's chance that subscription TV will be a plank in national platforms but if it were, in the words of the canny Sam Goldwyn this week, "that would be the end of it." Goldwyn has been one of the most vocal proponents of toll TV in moviedom.

Key men on Capitol Hill, Sen. Magnuson (D-Wash.) and Rep. Priest (D-Tenn.), chairmen of Senate and House Commerce Committees, have shown no eagerness to jump into the act, though Magnuson says fee TV will come up in Jan. hearings.

Other Congressmen haven't been so shy. Rep. Celler (D-N.Y.), chairman of influential Judiciary Committee got mighty upset about it at one time, introduced a bill to ban pay TV. Others who have opposed subscription TV publicly are Sen. Welker (R-Ida.), Rep. Bass (R-Tenn.) and Rep. Radwan (R-N.Y.). Speaking up as champions of pay-as-you-look were Rep. Chelf (D-Ky.) and Rep. Lane (D-Mass.). However, there's no real division on party lines.

Spokesmen for both pro-pay and anti-pay camps claim they've corralled plenty of powerful support in Congress. If so, they're keeping them under wraps. From the standpoint of lobbying power, anti-pay forces probably have the biggest guns. There are far more big station operators and theatremen -- who are very nice friends for a candidate to cultivate -- than there are pay-TV proponents, who have less to offer.

Telecasters at NARTB regional meeting in San Francisco this week were warned not to let up in opposition to pay-as-you-look. TV board member Robert Swezey, of WDSU-TV, New Orleans, stated: "Those of us engaged in the free system of TV are under obligation to acquaint all interested parties and the general public with our views. Failure to maintain a continuously firm and vigorous position in the controversy may well have the most disastrous results for the TV industry."

Outside the domain of govt. regulation, Jerrold Electronics pres. Milton Shapp says he still plans to start wired pay TV in 6 to 9 months in several communities (Vol.11:37). But Zenith spokesman Millard Faight this week claimed wire toll TV "would automatically change it from a great potential ally to a certain and dangerous enemy of TV broadcasting stations." It would "become a menace to broadcasting," he said, "competing for audiences but adding nothing to broadcast TV service."

Good education for the public came in form of article by Milton Lehman -- in Oct. 29 Saturday Evening Post -- a readable presentation of subscription-TV dispute.

**Personal Notes:** Robert E. Kintner, ABC pres., will represent TV-radio in media panel Nov. 1 in 46th annual Assn. of National Advertisers convention Oct. 31-Nov. 2 at Hotel Plaza, N. Y. . . . Dr. Thomas Coffin, NBC research mgr., addresses Princeton U Advertising & Selling Forum Nov. 15 on "TV as a Selling Force" . . . Fred Ahern, ex-CBS-TV director of west coast operations, joins General Teleradio's RKO Radio Pictures as production coordinator, reporting to exec. v.p. Charles L. Glett . . . Harold Woolley promoted to sales mgr., KTVT, Salt Lake City . . . Jerry Gordon, ex-Muzak Corp., Washington, now national sales mgr., KCSJ-TV, Pueblo, Colo. . . . Alan D. Vaber promoted to program director, WMGT, Adams-Pittsfield, Mass., replacing Edward Pearson, resigned . . . Lane Blackwell, ex-Radio Free Europe, named mgr. of London office, Freemantle Overseas Radio & TV Inc. . . . Andrew P. Jaeger, ex-sales v.p. of Procter TV Enterprises & onetime director of DuMont film div., and James T. Shaw, ex-TV-radio director of Henri, Hurst & McDonald, Chicago, join Ziv in expansion of national sales dept. . . . Mrs. Sally Ball Kean promoted to asst. director of NARTB publicity & informational services, replacing Miss Fran Riley, now Ted Bates & Co. publicity dept., N. Y. . . . Robert S. Mandeville, ex-v.p. & eastern sales mgr. of reps Everett-McKinney, joins expanded sales dept. of H-R Representatives, along with Calvin S. Cass, ex-Hoag-Blair . . . E. James York, ex-King Features Syndicate, named mgr. of Screen Gems' expanded merchandising dept. . . . Edward E. Gardner, ex-TV sales mgr., Headley-Reed Co., joins NBC Radio Spot Sales, Chicago . . . Glenn Shaw promoted to gen. mgr. of radio KDYL, Salt Lake City . . . Stanford Levy, ex-WHUM-TV, Reading & WFIL-TV, Philadelphia, named sales facilities coordinator, WRCA-TV, N. Y. . . . Wm. Golding, ex-promotion mgr. of Avco's Crosley div., joins sales staff of Ziv International . . . Thomas B. Shull, ex-mgr., WTOM-TV, Lansing, Mich., joins N. Y. sales staff of MCA-TV Film Syndication . . . Richard Barron named promotion mgr. of WSJS-TV, Winston-Salem, replacing Jack Abernathy, resigned . . . Frederick L. Essex, onetime Ruthrauff & Ryan producer, named TV-radio director of American Baptist Convention, replacing Roy I. Madsen, now secy. of American Bible Society's dept. of churches . . . Robert Hyland promoted to gen. mgr. of radio KMOX, St. Louis, succeeding Eugene Wilkey; CBS says latter will devote full time to preparation of KMOX-TV (Ch. 11), for which it holds initial decision.

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Mrs. Laura L. Hollingsworth, 67, well-known administrative asst. in FCC secretary's office, died Oct. 23 after long illness; she served FCC and predecessor FRC 28 years.

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**AGENCIES:** Russell Johnston named TV-radio v.p. of Marschalk & Pratt div., McCann-Erickson; Wm. C. Munro named TV-radio research v.p. . . . Stanley Frame, National Biscuit Co., appointed chairman of advertising research steering committee, Assn. of National Advertisers, succeeding Frank W. Mansfield, Sylvania . . . Paul Foley, ex-MacManus, John & Adams, joins McCann-Erickson as v.p. & chairman of plans board, Detroit . . . Dr. A. B. Blankenship, ex-Young & Rubicam research mgr., joins Ted Bates as v.p.- research director . . . Gene Patterson promoted to senior TV-radio program supervisor, Dancer-Fitzgerald-Sample . . . Michael V. McCarthy Jr. named TV-radio director of Chicago office, Erwin Wasey & Co. Ltd. . . . George A. Bradford, ex-GE TV-radio adv. mgr., named executive on Crosley Electronics account, Compton Adv., assisted by John Roper, ex-Magnavox . . . Peter Keveson, ex-TV-radio copy director, Lennen & Newell, named TV-radio commercial copy director, Doherty, Clifford, Steers & Shenfield . . . Heber G. Wolsey, TV-radio mgr., Gillham Adv., Salt Lake City, elected a v.p.

Illegal booster approval by FCC examiner J. D. Bond last week (Vol. 11:43) was assailed as stimulus to further illegal operation and as a threat to Commission's entire allocations system at National Community Television Assn.'s meeting in Colorado Springs, Colo., this week. In telegram to FCC Chairman McConnaughey, NCTA pres. M. F. Malarkey Jr. said: ". . . the effect of these decisions has been to completely terminate the development of lawful means of furnishing TV reception to fringe areas. Failure on the part of the Commission to immediately suspend, review and reverse these initial decisions will result in further widespread violations and will constitute an abdication of your Commission's ability, hence its authority, to properly control and regulate the channels of communication throughout the U.S." Milton J. Shapp, pres. of Jerrold Electronics (community antenna systems) also told FCC that Bond's decisions imperiled allocations system and already had stimulated 6-10 sales a day of illegal booster equipment by one Northwest distributor.

"Abandon attitude of business atheism and get religion" KPIX gen. mgr. Philip G. Lasky warned NARTB region 8 conference in San Francisco this week. Discussing "Challenge of the TV Code," Lasky told broadcasters that if they are to survive progressively and unfettered, they must "recognize the position of the public as the all-powerful hand which gave us this industry and which can take it away." Earlier, WDSU-TV v.p. & gen. mgr. Robert D. Swezey cautioned members against a "let George do it" attitude toward solution of multiple problems which threaten industry, saying TV is in crucial period when its normal growth may be thwarted and even permanently arrested. During 3-day session, ex-NARTB pres. & chairman Judge Justin Miller called on group to unite with other media in fighting continuing battle to insure free dissemination of news.

How TV transformed school started in 1909 with \$1.65 into modern plant with endowment of \$826,000 was told in Oct. 28 *N.Y. Herald Tribune* feature on Dr. Laurence C. Jones, Mississippi Negro educator this week. Chance appearance on Ralph Edwards' *This Is Your Life* some months ago ended with Edwards' appeal for \$1 contributions to Dr. Jones' school. Money poured in and what once had been log cabin near Jackson, Miss., now is bustling institution where students do all work in preparation for vocations.

RCA chairman David Sarnoff was awarded Chicago Navy League plaque for "pioneering in field of communications" at Oct. 27 dinner gathering which heard him call for 3-point national security program. After praising Navy's early work in radio development, Gen. Sarnoff urged nation to maintain military strength to point where fear of reprisal will deter any attack, to develop strong civil defense program and to "pursue victory in the so-called cold war, as resolutely as the Navy has always pursued victory in hot wars."

International TV film center with libraries in N. Y. and Paris to exchange cultural, educational and scientific movies between U. S., Russia and other United Nations countries, was proposed in recent resolution introduced at Tangier Conference on Television sponsored by UNESCO. Maurice Mitchell, head of Encyclopedia Britannica Films and Ivan Andreev, director of Soviet TV & radio, discussed possibility of newsreel exchange and reciprocity in entry of cameramen and TV reporters to U. S. & Russia.

American TV demonstration drew greatest crowds of any country's exhibits at recent Pakistan industrial fair at Karachi, with 868,000 people getting first peek at TV screen. Among closed-circuit programs were interviews with NBC pres. Sylvester L. Weaver Jr. and N. Y.'s ex-gov. Thomas E. Dewey.

**Network Accounts:** Sponsor bargain, top-rated \$64,000 *Question* on CBS-TV, costs Revlon only \$70,000 a week in time, talent, production and prize money, according to packager Louis G. Cowan Productions. That's considered dirt-cheap, when compared to spiraling costs of lower-rated variety or drama shows (by contrast, competitor Hazel Bishop reportedly pays \$90,000 for *This Is Your Life* on NBC-TV). Revlon sales have shown 40% increase since program went on air, said v.p. Martin Revson . . . Ford and Alcoa are among big advertisers who plan even bigger plunges into network TV next year, according to survey in Oct. 24 *Wall Street Journal* . . . Chevrolet, in first regular daytime sponsorship by auto manufacturer, buys Wed. 10:15-10:30 a.m. segment of *Garry Moore Show* on CBS-TV starting Nov. 30, thru Campbell-Ewald, Detroit . . . Charles Antell (Super Lanolin liquid makeup) to sponsor *Ted Mack Show* on NBC-TV starting in Nov., Mon.-thru-Fri. 3:15-3:30 p.m., thru Product Services Inc., N. Y. . . . Norwich Pharmacal Co. to replace GE as 15-min. alt. week sponsor of *Ozzie and Harriet* on ABC-TV starting in Jan., Fri. 8-8:30 p.m., thru Benton & Bowles . . . Upjohn Co., in network TV debut, buys several partic. on medical segment of *Home* on NBC-TV starting in Nov., Mon.-thru-Fri. 11 a.m.-noon, thru Wm. Douglas McAdams Inc. . . . Carter Products and Pharmaceuticals Inc. to replace *Meet Millie* with *Joe and Mabel* on CBS-TV starting Jan. 3, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Edward Kletter Assoc. . . . Dodge to sponsor Cotton Bowl football game from Dallas on NBC-TV Jan. 2, Mon. 1:45-4 p.m., thru Grant Adv.

ABC-TV's emergence as third network has important meaning to all facets of industry, ABC pres. Robert Kintner told annual Pulse luncheon Oct. 26 at Hotel Plaza, N.Y., where he was honored as its "man of the year." He said advertisers and agencies "now have additional ways of testing new programs, building new franchises and improving old franchises." Programming-wise, he said this means "greater opportunity for talent; particularly young talent; greater opportunity for developing new programming ideas; greater opportunity for doing business in a creative world." Finally, he declared: "To the public it means that the listener is no longer confined to a choice of 2 national programming structures; he now has a third and in the public interest I hope the day will come that he will have a fourth and a fifth." He defended network radio generally and ABC Radio's "theme" plan of programming particularly (Vol. 11:41), saying: "We know that a business which can do a gross of over \$600,000,000 is something not dead enough to be buried. We also know that a medium that covers 96% of all homes in America does not have one foot in the grave."

First partic. sponsors for NBC Radio's *Weekday*, daily extension of *Monitor*-type program format starting Nov. 7, are Associated Products Inc. (5-Day deodorant stick), Phillips-Jones Corp. (Van Heusen shirts) and Mennen Co. (Mennen Skin Magic), all thru Grey Adv. Gross price for one-min. spot, subject to frequency discount, is \$1500; 30 sec., \$5625 for minimum of 5 per week; 6-sec. "billboards," \$4500 for minimum of 10 per week.

Liggett & Myers, for *Dragnet*, is first sponsor to order all 44 of NBC-TV's smaller markets under network's new Program Extension Plan (Vol. 11:41). According to NBC, some 611,000 TV homes have thus been added to *Dragnet* audience:

Radio KDKA, Pittsburgh, celebrates 35th anniversary next week, will receive "Historic Sites in Journalism" award from journalistic fraternity Sigma Delta Chi at Nov. 2 luncheon featuring FCC Comr. Richard A. Mack as speaker.

**Station Accounts:** Top 25 spot advertisers in third 1955 quarter, with number of spot schedules and stations they used, as reported in Oct. 25 *Rorabaugh Report on Spot TV Advertising*: Procter & Gamble, 29 schedules & 526 stations; Brown & Williamson, 5 & 449; Colgate-Palmolive, 18 & 294; General Foods, 17 & 258; Toni, 8 & 210; National Biscuit, 16 & 188; Bulova Watch, 1 & 180; Sterling Drug, 13 & 165; Ratner Promotions, 16 & 162; Standard Brands, 6 & 162; American Chicle, 9 & 159; Miles Labs (Alka-Seltzer), 6 & 157; Liggett & Myers, 3 & 144; Philip Morris, 2 & 139; Carter Products, 19 & 137; Ford Motor, 6 & 130; General Motors, 8 & 128; Kellogg Co., 9 & 120; M&M Candy, 1 & 117; Continental Baking, 14 & 116; Block Drug, 14 & 114; Coca-Cola, 2 & 114; Hills Bros. (coffee), 2 & 111; Nehi Corp., 9 & 105; Purex Corp., 7 & 103. New to the third-quarter list were Ratner Promotions, Liggett & Myers, Continental Baking, Block Drug & Hill's Bros. . . . Lionel Corp., on theory that everyone's an electric train fan, will direct appeal to all members of the family in big TV spot campaign for Xmas, thru Grey Adv. . . . Lemon Products Advisory Board plans big spot campaign to promote frozen lemonade as year-round beverage, using slogan "Any time is time for a lemonade lift," thru McCann-Erickson, L. A. . . . Wine Institute, 717 Market St., San Francisco, plans spot drive to promote California premium wines in east, thru Roy S. Durstine Inc., San Francisco . . . United Gas Co. of Shreveport, one of biggest natural gas distributors in nation, to sponsor TPA's *Count of Monte Cristo* in 9 southern markets . . . Stroh Brewery Co. to sponsor Detroit Red Wings hockey schedule, to be divided among all 3 Detroit stations, plus 4 in upstate Mich., thru Zimmer, Keller & Calvert Inc., Detroit . . . National Biscuit Co. using cartoon character "Buffalo Bee" to introduce new Wheat Honeys and Rice Honeys cereals with big TV-newspaper campaign, thru Kenyon & Eckhardt . . . Among advertisers currently reported using or preparing to use TV station time: Eelbeck Milling Co., Columbus, Ga. (Hushpuppy mix, cornbread mix), thru H. G. Sample Adv., Atlanta; Warson Product Corp., St. Louis (Warsene capsules), thru Gleen R. Stocker & Assoc., St. Louis; North American Airlines, N. Y., thru Associated Adv. Service, N. Y.; Toastmaster Products Div., McGraw Electric Co., Elgin, Ill. (toasters, waffle irons), thru Erwin, Wasey & Co., Chicago; John H. Wilkins Co., Washington (Wilkins coffee), thru M. Belmont Ver Standig Adv., Washington; Dolores of Florida, Lakeland, Fla. (brasieres), thru Bishopric, Green & Assoc., Miami; National Airlines, Miami, thru Grant Adv., Miami; Bunny Bear Inc., Everett, Mass. (Bunny Bear crib mattresses, auto bed), thru Badger, Browning & Parcher, Boston; John H. Breck Inc., Springfield, Mass. (Breck hair & scalp preparations), thru H. B. Humphrey, Alley & Richards, Boston; Carac Co., Freeport, N. Y. (fertilizers & insecticides), thru Mann-Ellis, N. Y.; Socony Mobil Oil Co., thru Compton Adv., N. Y.

Rate increases: WNAC-TV, Boston, raises base hour from \$2000 to \$2200, min. \$420 to \$500; KDKA-TV, Pittsburgh, hour from \$1500 to \$1700, 20 sec. \$300 to \$400; WCCO-TV, Minneapolis, hour from \$1100 to \$1475, min. \$275 to \$330; KTNT-TV, Tacoma, Wash., from \$700 to \$900 & \$150 to \$180; KJEO-TV, Fresno, from \$450 to \$500 & \$90 to \$125; KELO-TV, Sioux Falls, S. D. adds new Class AA rate (7-10 p.m. daily) at \$425, min. at \$85, Class A hour remaining \$350; WSUN-TV, St. Petersburg, base hour from \$325 to \$400, min. \$65 to \$80; KVTU, Sioux City, from \$300 to \$350 & \$60 to \$75; KCEN-TV, Temple, Tex. from \$250 to \$300, min. \$50 to \$60. Spot increase: WOR-TV, New York, increased base min. rate from \$300 to \$500, 20 sec. \$200 to \$300, 10 sec. \$125 to \$200, base hour remaining \$1500.

**P**OPULATION RISE OF 7% between 1950 and 1954, reported by U. S. Census Bureau this week, was shared by all but 7 states—greatest increases being shown by California, Florida, Delaware and most of the mountain states (Nevada's 31% and Arizona's 23.8% leading all, except for Alaska's 62%). The whole country's population went from 150,697,361 to 161,183,000 (162,409,000 including armed forces overseas) as of July 1, 1954—a figure that director of census Robert W. Burgess has said may rise to 228,000,000 by 1975.

Because the figures have great significance in evaluating markets, we publish the Census Bureau's new table below, showing the new 1954 estimates, official 1950 figures, percentage of change. Incidentally, the new figures and/or projections therefrom might well be used in connection with the state and county TV ownership figures just published in handy brochure form by Edward Petry & Co., titled *TV Set Count and Market Data—County by County*. The TV estimates therein are *Television Magazine's*; the figures on population (now revisable) and on families and retail sales are by *Sales Management*.

The Petry brochure is available from that company on request, or we'll get one for you. Following are complete state-by-state figures:

NEW ENGLAND			
State	1954	1950	% chge.
Maine	890,000	913,774	- 2.6
New Hampshire	550,000	533,242	+ 3.2
Vermont	377,000	377,747	- 0.3
Massachusetts	4,924,000	4,690,514	+ 5.0
Rhode Island	837,000	791,896	+ 5.7
Connecticut	2,185,000	2,007,280	+ 8.8
MIDDLE ATLANTIC			
New York	15,826,000	14,830,192	+ 6.7
New Jersey	5,303,000	4,835,329	+ 9.7
Pennsylvania	10,984,000	10,498,012	+ 4.6
EAST NORTH CENTRAL			
Ohio	8,720,000	7,946,627	+ 9.7
Indiana	4,235,000	3,934,224	+ 7.7
Illinois	9,193,000	8,712,176	+ 5.5
Michigan	7,028,000	6,371,766	+10.3
Wisconsin	3,628,000	3,434,575	+ 5.6

WEST NORTH CENTRAL			
State	1954	1950	% chge.
Minnesota	3,132,000	2,982,483	+ 5.0
Iowa	2,665,000	2,621,073	+ 1.7
Missouri	4,076,000	3,954,653	+ 3.1
North Dakota	635,000	619,636	+ 2.5
South Dakota	672,000	652,740	+ 2.9
Nebraska	1,366,000	1,325,510	+ 3.1
Kansas	2,023,000	1,905,299	+ 6.2
SOUTH ATLANTIC			
Delaware	371,000	318,085	+16.7
Maryland	2,601,000	2,343,001	+11.0
District of Columbia	849,000	802,178	+ 5.9
Virginia	3,560,000	3,318,680	+ 7.3
West Virginia	1,990,000	2,005,552	- 0.8
North Carolina	4,225,000	4,061,929	+ 4.0
South Carolina	2,270,000	2,117,027	+ 7.2
Georgia	3,606,000	3,444,578	+ 4.7
Florida	3,300,000	2,771,305	+19.1
EAST SOUTH CENTRAL			
Kentucky	2,978,000	2,944,806	+ 1.1
Tennessee	3,362,000	3,291,718	+ 2.1
Alabama	3,001,000	3,061,743	- 2.0
Mississippi	2,126,000	2,178,914	- 2.4
WEST SOUTH CENTRAL			
Arkansas	1,798,000	1,909,511	- 5.8
Louisiana	2,882,000	2,683,516	+ 7.4
Oklahoma	2,174,000	2,233,351	- 2.7
Texas	8,479,000	7,711,194	+10.0
MOUNTAIN			
Montana	619,000	591,024	+ 4.8
Idaho	598,000	588,637	+ 1.5
Wyoming	298,000	290,529	+ 2.4
Colorado	1,499,000	1,325,089	+13.1
New Mexico	778,000	681,187	+14.2
Arizona	928,000	749,587	+23.8
Utah	762,000	688,862	+10.6
Nevada	210,000	160,083	+31.0
PACIFIC			
Washington	2,531,000	2,378,963	+ 6.4
Oregon	1,640,000	1,521,341	+ 7.8
California	12,500,000	10,586,223	+18.1
TERRITORIES			
Alaska	208,000	128,643	+62.0
Hawaii	522,000	499,794	+ 4.4
Puerto Rico	2,229,000	2,210,703	+ 0.8
Canal Zone	53,800	52,822	+ 1.8
Virgin Islands	24,000	26,665	-10.0
Total	161,183,000	150,697,361	+ 7.0

Note: Including armed forces overseas, total as of July 1, 1954 was 162,409,000.

**F**IVE NEW TV stations look like good bets to get on air in November, though no new starters have begun in last 3 weeks, leaving on-air total at 454, including 107 uhf. Imminent stations, all shooting for Nov. 15 or earlier, are KTVO, Kirksville, Mo. (Ch. 3); KHTV, Little Rock, Ark. (Ch. 11); KMVI, Wailuku, Hawaii (Ch. 12 satellite of Honolulu's KONA); KBST-TV, Big Spring, Texas (Ch. 4). One scheduled early Nov. starter can be scratched—Pittsburgh's WIIC (Ch. 11), whose grant was stayed this week by court pending further FCC action (see p. 2).

In Canada, 3 stations are candidates for early starts, all shooting to be on in next week or 2: CJLH-TV, Lethbridge, Alta. (Ch. 7); CKRS-TV, Jonquiere, Que. (Ch. 12); CKNX-TV, Wingham, Ont. (Ch. 8).

\* \* \* \*

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

KTHV, Little Rock, Ark. (Ch. 11), with 50-kw RCA transmitter almost ready, plans Nov. 3 test patterns using 150-ft. auxiliary tower, reports gen. mgr. B. G. Robertson. Commercial start is set for Nov. 20, after 12-bay RCA antenna is installed on 1175-ft. Ideco tower, under construction, which it will share with KARK-TV. KTHV becomes CBS primary next April 1, meanwhile will carry

CBS & ABC shows not cleared by present affiliate KATV, Pine Bluff-Little Rock (Ch. 7). It's 42% owned by local radio KTHS, a subsidiary of *Shreveport Times* (KWKH); 32% by *Little Rock Arkansas Democrat*, with pres. A. K. Angel holding another 10% personally; remainder by National Equity Life Insurance Co. Base hour will be \$200. Rep will be Branham.

KHPL-TV, Hayes Center, Neb. (Ch. 6) planned as satellite by KHOL-TV, Kearney (Ch. 13), has changed call from KHOK-TV and plans Dec. 2 commercial start, reports promotion mgr. Mrs. Violet M. Aspegren for principal Dr. F. Wayne Brewster, head of hospital & clinic in Holdrege. Residents of tri-state area near Nebraska's southwest border, which will get new service, contributed \$140,000 of estimated \$188,000 building cost (Vol. 11:39). GE 5-kw transmitter is being installed in new 22x40-ft. building, also containing convenient living quarters for operating personnel. Construction of 500-ft. Stainless tower started week of Oct. 24, with 6-bay 81-ft. GE antenna scheduled for installation Nov. 25. Satellite's only employes will be chief engineer John Seide, coming from KHOL-TV, and asst. engineer Thomas Johnson, of Segundo, Colo. KHOL-TV's \$200 base rate will include both stations. Rep is Meeker.

**Telecasting Notes:** "Britain Outproducing N. Y. as Supplier of U. S. Video Film," headlines Oct. 29 *Billboard*, which reports that 6 shows are now in production in England which are either on air in U. S. or on the market here and that current plans could double this number. "This still doesn't begin to approach TV film production in Hollywood, where there are an estimated 50-odd shows currently shooting for network airing and another dozen for syndication," story adds. "But it will put Britain far out ahead of New York, where there are now only 5 shows being filmed, including 2 by Electronicam. There is no TV film production on the European continent at this moment" . . . "TV tryouts" for motion picture material are proposed by independent movie producer Wm. Schorr, who intends to use TV to pre-test a couple of his movie stories. The veteran theatrical and radio director compares TV to the out-of-town tryout for Broadway plays. He plans to make 30-min. or hour versions of 2 of his story properties, either live or filmed, for use on TV before movie shooting begins. He hopes not only to gauge audience reaction but also arouse interest of possible backers . . . TV to movies: "Uncle Ed and Circumstance," recent CBS-TV *Studio One* production featuring Jackie Gleason, reportedly will be adapted as theatrical feature starring the TV comedian; theatrical version of ABC Syndication's *Sheena, Queen of the Jungle* goes before Cinemascope cameras in Feb.; independent producer Vincent M. Fennelly due to begin shooting next week on "Crime in the Streets," originally seen on ABC-TV's *Elgin Hour* . . . Bing Crosby's TV "spectacular" debut now definitely scheduled for March 10 on CBS-TV's *Ford Star Jubilee* in Arthur Schwartz musical version of Maxwell Anderson's "High Tor," with Julie Andrews. Filming of black-&-white show begins in Hollywood Nov. 7 . . . Universal Pictures has bought screen rights to "The Great Man," controversial novel about TV by NBC's Al Morgan . . . TV hit becomes Broadway hit: "No Time for Sergeants," originally produced on *U. S. Steel Hour*, won unanimous raves from N. Y. critics on its opening as a legitimate production . . . Arche Mayers, founder and former pres. of Unity TV Corp. and veteran of film distribution industry, sets up new Standard Television Corp. (745 Fifth Ave., N. Y.) in TV film distribution & syndication field . . . Frank Sinatra forms independent Kent Productions Inc., to produce TV films as well as 6 theatrical features . . . Full-hour weekly filmed drama series, tentatively titled *Wire Service*, will be produced for ABC-TV by Four Star Productions, owned by Charles Boyer, David Niven, Dick Powell & Ida Lupino. Contract calls for maximum of 39 films in 1956-57 program season, to be filmed in Hollywood, Paris & London . . . Rerun: *Big Town*, filmed drama which ran 5 years on NBC-TV, to be syndicated by MCA-TV under title of *Headline* . . . Taking its local shows "on the road," Philadelphia's WCAU-TV Nov. 3 originates 3 regular live shows from Mid-Atlantic Farm & Home Show in Atlantic City, 60 mi. from studio . . . Opening night at Tulsa Opera televised by KOTV, featuring arrival of first-nighters, backstage glimpses, etc.

RCA and Westinghouse offer equal job opportunities to all regardless of race and creed, RCA chairman David Sarnoff and Westinghouse chairman-pres. Gwilym A. Price told President's Committee on Govt. Contracts, headed by Vice-President Nixon, this week in Washington. Sarnoff stated that Negroes, Japanese and other minority groups have made fine record both in RCA and NBC, many rising to high positions in engineering and programming; that advancement is based solely on individual achievement and potential for promotion. Price said Westinghouse was part of industry which expected to double size in next decade, couldn't afford to ignore Negro manpower potential.

**P**ENETRATION OF TV on Mississippi's farms is just slightly over 13%—or 29,514 farms with TV out of total 215,815 farms in state. County-by-county figures for the state are latest in series of tabulations based on Census Bureau's 1954 Census of Agriculture of Oct.-Nov. 1954, with TV figures compiled from Govt.'s individual county tabulations. The Mississippi farm TV county census:

MISSISSIPPI					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adams	1,026	120	Lincoln	2,717	532
Alcorn	2,498	407	Lowndes	2,317	165
Amite	2,737	310	Madison	4,059	424
Attala	3,089	284	Marion	2,667	436
Benton	1,537	328	Marshall	3,483	554
Bolivar	6,739	507	Monroe	3,775	395
Calhoun	2,672	266	Montgomery	1,642	139
Carroll	2,066	170	Neshoba	3,569	532
Chickasaw	2,444	198	Newton	2,870	538
Choctaw	1,590	85	Noxubee	2,685	189
Claiborne	1,204	107	Oktibbeha	2,103	117
Clarke	2,255	397	Panola	4,457	1,077
Clay	1,944	114	Pearl River	1,767	676
Ccahoma	5,134	447	Perry	1,065	114
Copiah	2,785	487	Pike	2,531	472
Covington	2,172	225	Pontotoc	3,402	537
De Soto	3,840	922	Prentiss	2,758	356
Forrest	1,333	212	Quitman	3,864	599
Franklin	1,276	234	Rankin	2,896	725
George	1,306	178	Scott	2,872	466
Greene	1,124	80	Sharkey	1,431	122
Grenada	1,394	165	Simpson	2,802	426
Hancock	711	216	Smith	2,694	280
Harrison	1,046	299	Stone	620	158
Hinds	4,627	870	Sunflower	6,681	488
Holmes	4,108	355	Tallahatchie	4,521	650
Humphreys	2,614	230	Tate	2,975	636
Issaquena	605	95	Tippah	2,590	568
Itawamba	2,504	342	Tishomingo	1,859	162
Jackson	1,216	287	Tunica	3,664	387
Jasper	2,735	390	Union	3,044	717
Jefferson	1,787	96	Walthall	2,595	358
Jefferson Davis	2,499	315	Warren	1,316	192
Jones	3,610	638	Washington	4,348	319
Kemper	2,475	312	Wayne	1,913	178
Lafayette	2,532	474	Webster	1,847	71
Lamar	1,570	282	Wilkinson	1,378	86
Lauderdale	2,557	619	Yalobusha	2,672	268
Lawrence	1,791	192	Yazoo	1,902	343
Leake	3,737	489			
Lee	3,960	483			
Leflore	4,938	319			
			State Total	215,815	29,514

Note: Previously published tabulations—Nev., N. H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35); Neb. (Vol. 11:36); Iowa (Vol. 11:37); N. J., Tenn. (Vol. 11:39); Ark., Conn., Mass., R. I., Texas, Wash. (Vol. 11:40); Me., N. M., Ore. (Vol. 11:41); Ariz., Fla. (Vol. 11:42); Del., Ill., Ind., N. C. (Vol. 11:43).

Record-breaking price again is being paid for profitable independent WNEW, N. Y. (50-kw, 1130 kc), which is being sold for \$4,000,000 to group headed by oilman Jack Wrather, who also owns 39% of KFMB-TV & KFMB, San Diego, and last year acquired Lone Ranger Inc. for \$3,000,000 (Vol. 10:32). Wrather and John L. Loeb, of Carl M. Loeb, Rhoades & Co. investment firm, will own 75%, with ex-Blair pres. Richard D. Buckley continuing as pres.-gen. mgr. and 25% owner. Selling holdings are estate of late attorney Horace Lohnes, 25%, and following who hold 16.66% each: Harry R. Playford, St. Petersburg banker; H. W. Holland, St. Petersburg attorney; Ed. C. Wright, financier. Previous record price for radio station was the \$2,100,000 paid by this group when it acquired WNEW last year (Vol. 10:16) from firm controlled by Wm. S. Cherry Jr., of Providence's big Cherry & Webb dept. store, also operator of WPRO-TV & WPRO. Allen Kander & Co. negotiated sale.

Conne-Stephens Productions Inc. is new TV film company capitalized at \$1,000,000, planning several dramatic series. Officers are Wm. Stephens, pres.; Harry Maizlish and Donn Tatum, v.p.'s; Jerome Weber, secy.-counsel; Alice Blackburn, treas.; Edward R. Conne, chairman. Wm. Morris Agency will handle distribution.

**TRADE SCRAMBLES FOR LIGHTER-WEIGHT SETS:** Stimulated by spectacular success of GE's 32-lb. 14-in. portable (at \$99.95 & \$129.95) and recent entry of Emerson into 14-in. portable field (at \$98), a number of major TV manufacturers are experimenting with means of injecting some form of portability into their lines next year.

Their goal is a lighter-weight table model -- not necessarily a portable set as such, complete with handle, but a set which can be transported easily from room to room. As one manufacturer put it, "we're shooting for a table model that, like its radio counterpart, is really a table model -- not one that weighs a ton." Apropos of radio comparisons, it should be noted too that portables have proven one of the real staples of radio industry -- consistently good sellers.

Portability and profitability are the keynotes of their experiments. To a company, they profess grudging admiration of GE's successful sales volume, but they also want their own lighter-weight sets to provide them a greater profit margin.

Tube makers hold key to future plans, as they have in many other facets of TV's development in past. Their research is currently centered on wider-deflection tubes, premitting use of shallower, lighter cabinets. Another aspect is greater use of lighter-weight printed circuits, which nearly all have in their current lines.

Set makers are cloaking their experiments in secrecy, for obvious competitive reasons. They say, however, that whatever changes they make won't be reflected in new sets until mid-1956. There's still too much work to be done in the laboratories to bring out lighter-weight models at Jan. winter markets in Chicago.

GE isn't sure about future of its own 14-in. portable, despite its success. Some 200 workers were laid off at Syracuse last week, as production on the set began to taper off, prompting speculation that GE was preparing to bring out new portable. Jack Beldon, marketing mgr. of GE's TV-radio dept., told us:

"We're going to keep our foot in the second-set door. Exactly what form that will take, I can't say at the moment. Our portable has shown that the second-set market can be cracked and we will continue to plug for that market."

Emerson is "mighty pleased" with early response to its 14-in. portable, said spokesman. But he acknowledged that it would be several weeks before its true value could be properly assessed. It may or may not be retained in line beyond Xmas.

\* \* \* \*

Mass TV market continues to manifest buy-up trends, success of 14-in. portable notwithstanding. RCA spokesman reported advent of Xmas season has strengthened consumer demand for its higher-priced models. Philco pres. James H. Carmine said big volume market is for TV sets with special features, not low prices, added that Philco's biggest seller is its 24-in. console, not 17-in. price leader. Motorola v.p. Ed Taylor said his company has been required to alter its production mix four times this year to accomodate increased demand for high-end 21 & 24-in. receivers.

Any new models to be shown in Jan. -- and they will be relatively few -- no doubt will be dropped in at the higher end of the line, in effort to stimulate this trend. Chances are, too, that more sets will be dropped than added, with some low-end "loss leaders" sacrificed to make room for more profitable receivers.

Hallicrafters was only company to increase prices this week, raising 5 models average of \$10. Only strike-bound Westinghouse, among major manufacturers, hasn't increased prices yet. Zenith increased prices last month by \$10 on its leader sets and added two 24-in. models to line, but made no public announcement at the time.

Brief highlights of other major trade developments this week:

\* \* \* \*

**Color Movement:** Philco started production this week on its 2 color sets (at \$795 & \$895), pres. James H. Carmine revealed at American Marketing Assn. luncheon

in Washington. He later told us the sets were being shipped to distributors as soon as they came off the lines. He reiterated view that color won't be an "important influence" in mass market until late 1956 -- but once it gets going, sales will be "tremendous." "Black-&-white sets will move into the rumpus room, or an upstairs bedroom, while color takes over in the living room," he said. "...But there is much that remains to be done in the laboratories of both manufacturers and broadcasters. Until the broadcasting networks present color programs at more frequent intervals, color TV will not move forward rapidly." C.P. Baxter, gen. mgr. of RCA Victor TV div., though still declining to release national sales totals, this week reiterated that "there is a possibility that color receivers may be in short supply during the months ahead." He rounded up previously-reported sales in several markets up to the time of World Series (Vol. 11:40-41): Ohio Appliances, Cincinnati, 68; Raymond Rosen & Co., Philadelphia, 333 to dealers, of which 109 went to consumers; RCA Victor Los Angeles branch, 181; Southern Wholesalers, Washington, 35 to consumers.

**Economic Rainbows:** Dun & Bradstreet survey of 1363 manufacturers, distributors & retailers finds that 67% believe first-quarter sales next year will be higher than first 3 months of 1955. About 30% predicted no change, 3% said they expected sales to be lower. Higher earnings were forecast by 54% of businessmen, lower by only 4%. About 59% said they anticipated no change in prices, 38% foresaw boosts; 78% indicated payrolls would remain at current levels, 18% felt they would increase their staff. Another bullish look into the future came from Dec. Fortune Magazine, which predicted that purchasing power of average family will double in next 25 years from present \$4400. Its projection was predicated on average 3% annual increase in the national production in next 25 years, with average work week dropping from 41 hours to about 35. In still another burst of optimism, Herbert R. Silverman, chairman of National Commercial Finance Conference Inc., told annual convention of Commercial Finance Industry: "If Government adopts the right policies and if business, particularly the financial industry of which we are a part, pursues responsible policies. we would easily have in 1956 a total of business activity of between \$400 billion and \$405 billion." He urged more liberal monetary policies to encourage growth.

**Economic Paradoxes:** Even though the national economy is booming, the bankruptcy courts are keeping pace. This anomalous situation was reported to annual convention of National Assn. of Referees in Bankruptcy in Washington by Edwin L. Covey, chief of bankruptcy div. of U.S. Courts. He said 59,404 bankruptcy petitions were filed in fiscal year ended last June 30, more than at any time since 1947, and 6268 more than in preceding fiscal year. Archie H. Cohen, editor of Referee's Journal, said: "It's a strange paradox, but it is true because credit is free and easy. People buy more than they should because they earn good salaries. When business is bad, credit tightens and people buy only what they need. Also, a lot of small businesses fail because persons venture into business who have no understanding of the relationship between cost and profit, and should never have been in business in the first place." Note: Dun & Bradstreet last week reported 270 failures among TV-radio-appliance retailers in first 9 months, down from 373 in first 9 months of 1954.

**Production:** TV output totaled 186,153 week ended Oct. 21, compared to 198,831 preceding week and 185,435 week ended Oct. 7. It was year's 42nd week and brought production for year to date to about 6,200,000 vs. 5,650,000 in same period of 1954. Aided by high auto set production for new models, output of radios keeps soaring, totaling 374,708 (189,383 auto) week ended Oct. 21 -- highest in 4½ years, compared with 350,351 preceding week and 334,816 week before. For 42 weeks, radio production totaled 10,925,000, compared to 8,600,000 in corresponding period of 1954.

Admiral sued its ex-distributor, Major Appliance Distributors, Charlotte (now DuMont and CBS-Columbia) this week for \$144,732 and possession of files held by defendant. The 13-count complaint charges improper sales and breach of contract.

Hoffman Electronics has taken over all service policies & warranties of Stewart-Warner, no longer producing TV-radio-phonos in U. S. but continuing in Canada.

Chicago's 1956 Parts Show space drawings will be held Dec. 7 at Biltmore Hotel, N. Y.; manufacturers planning to exhibit must return contracts by Nov. 30 to Kenneth C. Prince, 1 N. LaSalle St., Chicago.

Canadian Marconi has advanced from seventh place in 1953 to third place currently in dollar volume of TV sales among Canadian manufacturers, according to gen. mgr. John J. Kingan.

**Topics & Trends of TV Trade:** Good word for some discount houses came this week from unexpected source—NARDA managing director A. W. Bernsohn, whose Oct. 25 speech to American Chamber of Commerce Executives at Milwaukee was an appeal to upgrade the discounter. NARDA has never taken official stand vis-a-vis discount houses, though its conventions have been spiced by some rather hot anti-discount house speeches by its leading members.

He urged Chamber of Commerce to invite discount houses to become members, and to offer them opportunities to serve on committees working out codes of advertising ethics. At the same time, he advised Chamber members to join with BBB, local dealers and law enforcement officials to prosecute anyone, including discounter, who "operates in such a manner as to defraud your community's citizens." He concluded:

"There are almost as many types of discounters as there are numbers of them. Some were just yesterday the most stalwart of the list price dealers and some will doubtlessly develop to that type tomorrow. Among those there are many who are making a substantial contribution to our economy and many who are so contemptible in their operation you should get to know them better so as to discover how best to exterminate them from your community. Bring them to you. See for yourself. There's a lot of good Chamber membership material among these people—and also a lot of very interesting and rewarding work to be done with, for, or to them."

Reviewing early days of discount houses, Bernsohn said many franchised retailers became "legitimate cut-throat dealers" in effort to meet competition. Discount houses, by the same token, also changed their mode of operations by "prettying up their stores, advertising, training their salesmen better, offering price and terms, gaining brand identification."

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Approval of Muntz reorganization plan (Vol. 10:10, 11:26), has been voted by majority of general creditors and stockholders. In formal notice filed this week in Chicago Federal Court, 83% of creditors, holding aggregate of more than \$4,000,000 in general claims, and stockholders with about 70% of company's 1,115,376 common shares, approved Chapter X plan to pay creditors 25% of their claims in new 3% preferred stock (\$1 par), up to total of 1,050,000 shares, with balance in non-interest 8-year notes. Common stockholders will receive stock in reorganized company on share-for-share basis. Tax claims of \$1,609,230 will be paid over 3-year period.

TV shipments to dealers totaled 4,155,541 in first 8 months, when production was 4,820,991, according to RETMA state-by-state report released this week (county-by-county tables available to members from RETMA on request). They compared with shipments of 3,463,871, production of 3,785,519, in first 8 months of 1954. New York led with 404,250; California second, 355,011; Pennsylvania third, 258,647. Aug. shipments totaled 605,664, compared to 465,160 in July and 466,694 in Aug. 1954.

Wilcox-Gay Corp., currently operating under Chapter XI of Bankruptcy Act, was authorized by Federal Court this week to borrow \$141,250 from Wm. E. Heller Co., Chicago, to provide for financing of subsidiary Majestic International. Loan must be repaid in 24 monthly installments of about \$5885 each.

Diversification—with a vengeance: Zenith announces "Sensilarm," thin 17-jewel wrist watch that can be set like an alarm clock but, instead of buzzing, sets up a vibration in the thin metal back; it was developed originally for hard of hearing, probably will sell for \$59.50 & \$79.50.

**Trade Personals:** Norman C. Owen, who joined Zenith as distribution v.p. in July after resigning as pres. of Webster-Chicago, named sales v.p. of CBS-Columbia, replacing Harry Schecter, resigned; David J. Hopkins continues as CBS-Columbia sales director, under Owen . . . Paul A. Barkmeier resigns as v.p.-gen. mgr. of RCA Estate div., now consolidated in Whirlpool-Seeger Corp. operations; he had previously served as pres. of RCA Estate Appliance Corp., v.p. of RCA Distributing Corp. & v.p.-gen. mgr. of record div. . . . George L. Wilcox, Canadian Westinghouse exec. v.p., elected pres., replacing Herbert H. Rogge, resigned . . . Ernest L. Hall, gen. mgr. of consumer products for DuMont licensee Canadian Aviation Electronics Ltd., promoted to new post of corporate director of planning & merchandising, headquartering in new location at 6214 Cote de Liesse Road, Montreal . . . Vincent Barreca, pres. of Canadian Admiral, assumes additional duties of operations v.p., is also elected a director of parent Admiral Corp. . . . Carl A. Duffy, mgr. of Packard-Bell service dept., elected a v.p. . . . Joseph F. Walsh resigns as marketing mgr., Westinghouse TV-radio div. . . . James L. Emaus promoted to sales engineering mgr., DuMont CR tube div., reporting to div. sales mgr. Robert G. Scott . . . Wm. R. Greer promoted to southeastern district sales mgr., GE tube dept., headquartering in Clifton, N. J. . . . Leslie A. Roberts resigns as pres. of Philharmonic Radio & TV Corp. to become vice-chairman of Seagrave Corp., Columbus, O., fire engine manufacturer . . . Arthur B. Shesser promoted to sales director, Haydu Bros. (tubes); Frank G. Ferdinand, ex-Sheldon Electric, named sales mgr. of CR tube div. . . . Allen S. Johnson, ex-Webster-Chicago & Westinghouse, joins Thompson Products as asst. to electronics div. mgr. Wm. M. Jones, in charge of production & merchandising of hi-fi line . . . Dr. Ralph L. Power rejoins Hoffman Electronics as editor of *Hoffman Transmitter* after 2 years in South America . . . Wm. P. Mackle resigns as sales mgr. of Admiral range div. to join Norge div., Borg-Warner Corp. . . . J. Carl Brigance, ex-Remington Corp., named midwestern sales mgr. of Emerson's new air conditioner div., Omaha . . . Lyle Leverick, ex-E. B. Latham Co., N. Y., named Andrea N. J. sales mgr. . . . Earl Rush resigns as gen. mgr. of V-M Corp. (phonos) to join L. A. distributor J. W. Marsh Co.

Realignment of RCA executive responsibilities, disclosed this week, resulted in several changes of titles. Dr. Elmer W. Engstrom, exec. v.p. for research & engineering, is promoted to new post of senior exec. v.p. (directly below chairman David Sarnoff and pres. Frank Folsom), supervising RCA Labs, defense and commercial electronic products (excluding TV), engineering & manufacturing services and product planning. Ewen C. Anderson, exec. v.p. of commercial dept., gets new position of exec. v.p. for public relations, continuing to supervise patents; reporting to him will be Orrin Dunlap Jr., v.p. in charge of institutional advertising & press relations, staff v.p. George Wheeler in charge of Washington office, and community relations director Julius Haber. Charles M. Odorizzi, whose title of corporate exec. v.p. is abolished, has been named exec. v.p. for sales & services, supervising RCA International, RCA Distributing Corp., RCA Service Co., RCA Institutes & communications div. W. W. Watts, exec. v.p. for electronic products, is named exec. v.p. for electronic components, continuing supervision over tubes, transistors & parts, with engineering products and defense work shifted to Dr. Engstrom. Robert A. Seidel continues as exec. v.p. for consumer products. Personnel v.p. E. M. Tuft, v.p.-gen. attorney Robert L. Werner and v.p.-treas. Ernest B. Gorin, who had reported to Odorizzi, will report to Folsom.



**DISTRIBUTOR NOTES:** CBS-Columbia appoints Frank Edwards Co., 382 6th St., San Francisco (Frank Edwards, pres.), replacing McCormack Corp.; Edwards Co. is ex-DuMont outlet . . . Capehart-Farnsworth appoints Edgar A. Brown Inc., Carnegie & E. 40th St., Cleveland (Edgar A. Brown, pres.) and Neil Distributors Inc., 1035 NW 71st St., Miami (Herbert S. Neilinger, pres.) . . . Olympic Radio appoints Maloney Distributing Co., 1117 Farnam St., Omaha (James J. Maloney, pres.) . . . Westinghouse Electric Supply Co., Boston, appoints John E. Sheasgreen as mgr. of consumer products, succeeding Edward Sutherland, transferred to N. Y. headquarters; R. C. Pound, from Burlington, Vt. office, succeeds Sheasgreen as consumer products mgr. in Portland-Bangor . . . Victor H. Meyer Distributing Corp., N. Y. (Sylvania) appoints David Stern, ex-Gross Distributors Inc. (Stromberg-Carlson), as major appliance sales mgr.

Westinghouse made pitch for hotel-motel trade with demonstration of special TV-radio sets at National Motel Show this week at Chicago's Morrison Hotel. Radio selector system is built into TV receivers, enabling guest to listen to local radio stations and/or hotel music system. Westinghouse recently sold more than 1000 TV sets to new Statler-Hilton Hotel in Dallas (Vol. 11:33).

Westinghouse signed wage agreement with 14,000 white collar workers this week—but chances of imminent settlement of 3-week strike of 55,000 production workers at 29 plants, including TV-radio factory at Metuchen, N. J., appeared slim. Negotiations with striking IUE were recessed until Nov. 1 following week of fruitless bargaining.

Wrist radio using 3 transistors, button-sized batteries, covering broadcast band, advertised at \$24.95 by L.E.L., 380 Oak St., Copiague, L. I., N. Y.

**THE GAMUT**, from "gamma" to "sidebands," is covered this week in engineers' comments on British vs. American TV images—in our symposium which has elicited views of many of the top technical minds of the country (Vol. 10:45 & 11:36, 40-43). One theme running through most of this week's responses is a strong defense of U. S. standards and their potential for greater brightness without flicker—with superior quality of average British picture generally attributed simply to meticulous attention to equipment.

Noting our series on picture quality in "England vs. the colonies," Dr. George H. Brown, director of RCA Labs' systems research writes, good-humoredly: "By now, you will find it difficult to find the average expert who will be willing to say that we have better pictures, because so many people have said the reverse." But he does state: "I no longer understand what is meant by a 'better' picture. Certainly the use of 525 lines is better than 405, but the average American receiver pairs the odd and even lines so we generally look at a picture with only half of the available 525 lines. A little careless operation of the camera pairs the lines at the transmitter, so even a good receiver is thwarted. The English are a little ahead on horizontal resolution, for they scan 10,125 lines per second while we scan 15,750 . . . I have seen over the air many times pictures which are the equal to anything produced in England. However, that is not the general rule. Col. Henn-Collins [Vol. 11:41] says they do not use more technicians per picture, but I believe they use more technician-hours per picture . . . The BBC maintains its own relays and links from studio to the several stations and they work over these facilities endlessly. In the U. S., the telephone company supplies the links, they are not available for previews, the local circuits and switching facilities

Census Bureau will be fountainhead of market data for trade in next 9 months—planning to release state-by-state, industry-by-industry information as of 1954 on number of business establishments, total sales, payrolls, value of products shipped, cost of materials, etc. Based on 1954 Census of Business, data will provide first complete picture of nation's business structure since 1947-48.

Lansdale Tube Co., a Philco div., starts supplying vacuum tubes and semi-conductor products directly to industry & Govt. C. H. Warshaw has been named mgr. of semi-conductor sales, W. F. Maher govt. sales, J. J. Grabiec tube sales. Marshall A. Williams, gen. sales mgr. of govt. & industrial div., will also be gen. sales mgr. of Lansdale operations.

Emerson Radio's Charitable & Educational Foundation, which last year completed distribution of \$100,000 to first 10 non-commercial educational stations to start operations, has established employe scholarship program at New York's New School for Social Research, with 18 initial awards.

Zenith has asked year's postponement of trial of its patent infringement counter-claim suit against RCA, GE & Western Electric. Federal Court in Wilmington, Del., set trial for Jan. 16 but Zenith filed motion for postponement. Hearing on Zenith's request was set for Nov. 9.

Radio shipments to dealers, excluding auto radios, totaled 2,991,307 in first 7 months, 13% above the 2,662,346 shipped in first 7 months of 1954, reports RETMA. July shipments alone were 475,500, compared to 338,572 in July 1954.

Simple TV-sound-only receiver, also covering FM band, is subject of how-to-make-it article in Nov. *Radio & Television News*.

are variable and not too good, and the programs do often come over vast distances." Brown also states that it's far easier to get good pictures with fixed-tuned single-channel British sets than with our multi-channel receivers. In conclusion, he reports visiting a couple of new stations recently, where "the technicians were following the book because it was all new and strange. Their pictures were practically perfect."

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Hazeltine's chief research engineer Charles J. Hirsch analyzes differences in these areas: (1) Camera—Tube is linear over whole operating range and has a level in its output signal which corresponds to absolute black, permitting good reproduction of gray scale. There are no spurious halos due to overloading, and high frequency response holds up better. "However," he adds, "the camera is less sensitive with the result that lenses must be more open and this results in reduction in the depth of focus." (2) Bandwidth—While British picture has some 20% more horizontal resolution, "this is compensated for by having fewer lines, which makes for less vertical resolution and fewer pictures per second, which increases the tendency to flicker." (3) Transmitters—"Because there are fewer transmitters and the selectivity problem is correspondingly less, the receivers need not be as sharp on the vestigial sideband side of the carrier. This results in less quadrature distortion." (4) Delay equalization—"The British do a splendid job of equalizing the signal to make sure that all parts of each picture element arrive at the same time. The overall effect is that British pictures have a sharpness which is often lacking in our pictures."

Hirsch concludes: "To be fair, however, it should be pointed out that we are comparing one British transmission on which loving care is spent, with 7 transmissions in New York, so that the average is bound to be statistically

in favor of the British. Our standards are capable of giving pictures which are superior to the British and the high quality of British pictures shows that one can do an excellent job by making the most of the facilities available."

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Maintenance is also stressed by Dr. Thomas T. Goldsmith, DuMont research v.p. "A high degree of technical perfection in operation," he says, "can give a better quality picture even with the lower resolution of 405 lines than is available in many of our out-of-the-way stations operated on a shoestring by a limited technical staff . . . Another factor which probably accounts for relatively good field performance in England is the absence to a large degree of tall buildings in metropolitan areas. As you know, New York City is a very poor place to get good TV pictures."

As for film telecasts, Dr. Goldsmith says: "The British have used the flying-spot technique for many years and undoubtedly have harnessed it well by long experience. This might account to some degree for the overall conclusion that British pictures are good." But British pictures have some defects, he says:

"The low frame rate of 25 per second does lead to considerable interlace flicker which I have noticed. British engineers who have visited me in the U. S. have remarked on the efficiency with which we utilize our interlace system for very smooth picture reproduction. Our higher resolution standards give superior performance when the equipment is well maintained, both at the transmitting and receiving end. I believe it is a practice to use higher brightness receivers in the U. S. than in England with a resultant better viewing condition, particularly in the daytime. I believe that our best shows in the U. S. provide considerably superior performance than is available in the British system." Dr. Goldsmith also attributes good British pictures to simplicity of manufacturing and tuning single-channel sets, and he expects that choice of stations will result in reduced performance of average British set.

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Non-technical observer Merle S. Jones, CBS v.p. for stations and general services, said his recent British viewing was limited to hotel receivers and control-room monitors but: "I must say that the installation of a set in my hotel room was handled with great care by the Savoy Hotel people, and I am sure that I had the finest possible reception in that area, and believe me, I did get a very good picture."

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NBC v.p.-chief engineer Robert E. Shelby puts it this way: "It is my understanding that there is not a great difference between the theoretical limits of the 2 sets of standards with respect to potential definition. It is noted, however, that the lower field repetition rate in Great Britain (50 per second vs. 60 per second in the U. S.) results in a threshold of perceptible flicker at a substantially lower picture brightness.

"Without in any way questioning the sincerity of the reported observations, I am impelled to point out that such qualitative comparisons are not very accurate, even when the pictures being compared are seen simultaneously side by side. If it should ever be deemed necessary to settle this question by committee action, I have no desire to serve on the subcommittee which would select the picture to be designated as typical of average U. S. TV picture quality!"

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Frank P. Barnes, GE mgr. of marketing, broadcast equipment, says he also has been given to understand, by GE people who have been over, that BBC retains a very large staff of technicians to keep equipment operating at top quality at all times.

"Within this country, picture quality is often a function of the amount of maintenance applied to the equipment," he states. "The same equipment in the hands of major network technicians will put out pictures of substantially better quality than those transmitted from the average station. I do not believe that there are any fundamental techniques or standards of the British system which would produce better pictures than our own."

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Noted consultant John V. L. Hogan doubts whether any single reason accounts for differences. "It may well be," he says, "that the British engineers are more careful in their transmitter and studio adjustments, and that the tube and set manufacturers are more critical as to performance than is customary in the U. S. Over here, we transmit many poor pictures, but I am inclined to believe that their fuzziness or poor tone-scale is the result of carelessness or poor components rather than any inherent limitations of the system."

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Another top-notch engineering executive, who chooses to remain anonymous, says there's much more to the matter than definition. "To the eye," he states, "there is not very much difference between the British and American standards. As a matter of fact, it takes particular program material to notice the difference between the British 405 system and French 819 system.

"At a recent CCIR meeting the British, in trying to sell their 405-line system as compared to the European 625-line, gave a demonstration showing that small distortions in transmission or reception made little difference in the 405-line picture but seriously degraded the 625-line system . . . For example, in reception, a reflection on a transmission line of reasonable length can reduce the definition of the American picture by 50%. Under the same conditions, the British picture is degraded only 15%. Again with respect to reception, the British are fortunate in that they were required to receive only one channel and the problem of designing receivers to cover several octaves and antennas to do the same thing would not exist. Even with their present 2 channels they have a much easier job.

"With regard to broadcasting, I was impressed by the fact that I was shown at least twice as much testing and measuring equipment as broadcasting equipment so that in addition to 4 times as many engineers per program, they must have 4 or 5 times as many maintenance engineers per system.

"I am surprised that those reporting on the good British images were not disturbed by flicker. Most of the demonstrations that I have witnessed of the British, French and Dutch TV systems were conducted either at night or in rooms with shades carefully drawn. On a few occasions I have operated receivers in homes under lighting conditions which are common to American TV viewers and found that I was disturbed by the very pronounced flicker. In conclusion, Americans over a period of time will lick the problems of noise and distortion in our picture and we will not be disturbed by flicker."

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Consulting engineer Robert Kennedy suggests another reason for quality of British pictures. Reading Oct. *Wireless World* letters to the editor, he noted reference to double sideband transmission in London. "With a decent receiver," he says, "double sideband will certainly produce a better picture than single sideband, which we use." We checked with RCA's top-notch transmitter engineer Jack Young, who said: "Double sideband would reduce such imperfections as 'leading white' and 'trailing smears.' I think it would be enough for a critical layman to notice." BBC is due to switch to single sideband, same as ITA.

**Financial & Trade Notes:** Sylvania's 9-month earnings of \$9,556,210 (\$2.97 per share) not only broke a record for that period, but also exceeded the highest full-year profit in company's history. Earnings in first 9 months of 1954 were \$6,166,226 (\$1.93), and best full-year profit was 1953's \$9,536,181 (\$3.10). Sales in first 9 months of 1955 were \$216,242,559, nearly 8% ahead of the \$200,827,520 sales in corresponding 1954 period. Third-quarter earnings were \$3,468,191 (\$1.07), highest of any quarter in company's history, up 31% from third quarter 1954's \$2,643,441 (85¢). Sales were \$77,529,210, also a record high and 5% over \$73,756,822 in same 1954 quarter.

Pres. Don Mitchell told stockholders that record-breaking earnings and high sales "represented excellent over-all business conditions and strong demand throughout Sylvania's major product lines." He said company's TV set sales are "strong," and demand from its tube customers is running far ahead of last year. Market for tubes in commercial and industrial field is "especially promising," he declared. Company's defense backlog was about \$65,000,000 as of Sept. 30.

Note: Sylvania sales research director Frank W. Mansfield told San Francisco Sales Executives Assn. Oct. 27 that Sylvania's 1955 sales should hit record \$300,000,000 and go to \$320,000,000 in 1956. Sales last year were \$281,000,000.

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CBS's 1955 revenues should exceed \$300,000,000, vs. \$280,300,000 in 1954, but net is expected to be little changed from 1954's \$11,410,000—according to analysis issued Oct. 14 by W. E. Hutton & Co., N. Y. investment house. Revenues for first 26 weeks of 1955 were \$150,000,000, net \$6,300,000. For future, report prepared by R. L. Weissman states, annual revenues of \$375-\$400,000,000 and net of \$22-\$24,000,000 may be expected when color TV comes into its own—possibly in year starting in fall of 1956. "Color is obviously the big development to look toward," report says. "The prospect is for a retail TV set market measured in terms of billions of dollars. This is a market created by the black-&-white sets and awaits only a product that can be marketed at substantially less than the prevailing \$750 price." After reviewing tremendous surge of CBS's TV & radio networks in recent years and their excellent showing so far this year, report attributes static net earnings outlook for 1955 to "unsatisfactory price situation" affecting CBS-Hytron tube div. and problems facing CBS-Columbia receiver div. "in connection with the building up of a strong distribution system [and] widespread disregard of adequate profit margins." Summary notes that Columbia Records div. continues profitable and that recently organized monthly subscription LP record club has met with "very satisfactory response."

Westinghouse reports 9-month earnings of \$43,839,000 (\$2.55 a share) on sales of \$1.134 billion, down from profits of \$62,644,000 (\$3.77), sales of \$1.213 billion in corresponding 1954 period. Third quarter profits were \$14,422,000 (84¢) on sales of \$378,468,000 vs. \$17,285,000 (\$1.04) on \$401,674,000 in third quarter year ago. Pres. Gwilym A. Price said results in third quarter "were adversely affected by a prolonged production loss" resulting from IUE strike, which currently has shut down 29 plants, including TV-radio factory at Metuchen, N. J. He said consumer products sales in first 9 months were 10% over same 1954 period.

Television-Electronics Fund had net assets of \$105,942,248 on Sept. 30, up 96% from \$53,997,200 on same date year ago. Net asset value per share rose to \$11.28 on 9,395,026 shares outstanding Sept. 30 from \$9.46 on 5,707,201 shares year earlier. Sept. was record sales month—\$2,676,153 vs. \$2,102,835 in Sept. 1954.

RCA will borrow \$100,000,000 in first public financing operation in firm's 36-yr. history through offering of 25-yr. subordinated convertible debentures to common stockholders in Nov., chairman David Sarnoff announced Oct. 28. As reported earlier (Vol. 11:36), RCA will use funds for working capital required by expanded business volume and to improve facilities for research, manufacturing and service in electronics and allied field. Debentures will be offered in ratio of \$100 principal amounts for each 14 shares of common stock of record and will comprise only outstanding senior obligation of RCA with exception of \$150,000,000 in promisory notes due in 1970-77 to insurance companies. Lehman Bros. and Lazard Freres & Co. will manage nationwide group of investment bankers who will underwrite \$100,000,000 offering; rights to subscribe will be mailed to common stockholders about mid-Nov. Gen. Sarnoff stated: "It is significant that 80% of RCA's business in 1955 will be in products and services introduced on market in last 10 years. RCA sales of products and services amounted to \$940,950,000 in 1954, largest volume in RCA history up to that time. In the first 9 months of 1955, sales have reached \$740,662,000, an increase of 12% over the first 9 months of last year and highest in any comparable period in the corporation's 36 years. It is expected that in 1955, RCA sales volume will exceed \$1 billion."

Arvin Industries 1955 sales will run \$63-\$65,000,000 vs. \$53,372,757 in 1954, earnings exceeding \$4 vs. \$2.50 per share, pres. Glenn Thompson told N. Y. Society of Security Analysts. In reply to question from floor, he said company had no regrets about its decision to drop TV this year (Vol. 11:13), though it represented \$6,000,000 annual business. "It just wasn't worth it to us," he said. "It took so much effort and money without our being sure that we could make a profit that we just couldn't work up any enthusiasm for it." Arvin's third-quarter earnings were \$1,057,833 (\$1.19 per share) on sales of \$15,411,963 vs. \$613,680 (69¢) on \$12,985,370 for same 1954 period.

Magnavox earned \$564,807 (71¢ a share) on sales of \$13,322,884 in 3 months ended Sept. 30, compared to \$331,729 (42¢) on \$10,347,538 in corresponding period of 1954. At annual meeting Oct. 26, stockholders voted to increase outstanding common shares (\$1 par) from 1,000,000 to 2,000,000 to finance expansion. Pres. Frank Freimann said \$6,500,000 in new defense and research contracts were received in last 60 days.

Standard Coil Products Co. had net loss of \$304,753 on sales of \$44,534,655 in first 9 months, compared to profit of \$1,912,279 (\$1.30 a share) on \$55,707,168 in corresponding 1954 period. Pres. Glen E. Swanson attributed loss to operations on "old tuner line" and non-recurring organizational expenses in setting up Canadian subsidiary, saw return to profitable operations next year.

Thompson Products earned \$8,986,542 (\$3.20 per share) on sales of \$214,478,664 in first 9 months 1955 vs. \$8,812,107 (\$3.25) on \$203,493,692 for same 1954 period. Pres. J. D. Wright predicted considerably higher sales for year but said earnings probably will be lower because of "company transitions."

General Precision Equipment earnings plunged sharply in quarter ended Sept. 30—\$202,000 (8¢ per share) on sales of \$31,456,000 vs. \$1,061,000 (\$1.15) on \$31,141,000 in same period 1954. Pres. Hermann G. Place said decline was caused by adverse factors affecting subsidiaries.

Muter Co. earned \$161,025 (22¢ per share) on sales of \$8,973,557 in first 9 months of 1955, compared to \$226,501 (31¢) on \$8,689,481 in corresponding period of 1954.

Gross Telecasting Inc. had gross revenue of \$1,800,000 in first 9 months vs. \$1,600,000 in same 1954 period. Per-share earnings after taxes were \$1.33 vs. \$1.19.

Biggest stock issue by a TV film distributor would be the \$8,000,000 which reportedly will be sought by UM&M Inc. through public offering. Charles Amory, pres. of the year-old distributing firm, said this week he expects gross to reach \$5,000,000 for year ending Oct. 21, 1956. Company's hottest current property, *Sherlock Holmes*, grossed \$500,000 through sale to local banks and loan associations during its first year. No details were available on the proposed stock issue. Note: Another TV film company going to public for financing is new Splendor Film Corp., offering 1,200,000 shares at 50¢ each. Company will specialize in producing Negro TV and theatrical films, is headed by playwright-producer-director Warren Coleman, band leader Noble Sissle and longtime NBC orchestra personnel director H. Leopold Spitalny.

Dividends: Sylvania, 50¢ payable Dec. 22 to stockholders of record Dec. 2; Gross Telecasting 'A' 30¢ and 'B' 5¢, Nov. 10 to holders Oct. 31; Westinghouse, 50¢ Dec. 1 to holders Nov. 7; Magnavox, 37½¢ Dec. 15 to holders Nov. 25; Baltimore Radio Show (radio WFBR, Baltimore), 10¢ Dec. 1 to holders Nov. 15; P. R. Mallory, 35¢ Dec. 10 to holders Nov. 7; Standard Coil Products, 10¢ Nov. 17 to holders Nov. 7; Oak Mfg. Co., 35¢ Dec. 15 to holders Dec. 1; General Dynamics, 55¢ Jan. 10 to holders Nov. 18; Republic Pictures, 5% stock Jan. 3 to holders Dec. 7.

Webster-Chicago Corp. earned \$691,476 (\$1.33 a share) on sales of \$21,847,039 in first 9 months of 1955, compared to \$236,894 (46¢) on \$19,754,744 in same 1954 period. Third-quarter earnings were \$630,300 (\$1.21) on sales of \$8,325,979 vs. \$74,060 (14¢) on \$7,015,933 in third quarter year ago. Chairman R. F. Blash told stockholders that big profit increase in third quarter resulted from sale of vacant real estate in Berkeley, Ill., plus many innovations to improve production efficiency.

Jerrold Electronics Corp., in first statement to stockholders, reports unaudited earnings of \$51,249 on sales of \$1,559,778 for 6 months ended Aug. 31, and announced plans for construction of new community antenna systems and development of new master antenna products.

Official Films (Harold Hackett, pres.) reports net profit of \$346,217 for fiscal year ended June 30, up \$30,000 from preceding fiscal year. Stockholders vote Oct. 31 on authority to increase capitalization from 2,000,000 to 3,000,000 common shares (10¢ par).

Clevite Corp. earned \$3,219,431 (27¢ per share) on sales of \$16,033,395 during quarter ended Sept. 30 vs. \$1,980,501 (15¢) on \$13,846,187 for same 1954 period. Pres. W. G. Laffer said electronics sales have improved and that firm is expanding work in transistors and diodes.

Texas Instruments Inc., manufacturers of silicon transistors, expects to report per-share earnings of about 48¢ on sales of \$28-\$30,000,000 for full 1955, said pres. J. E. Jonsson, compared to 40¢ on volume of \$24,387,334 in 1954.

P. R. Mallory & Co., which left TV tuner business to concentrate on other components, earned \$1,626,530 (\$1.49 a share) on sales of \$47,564,194 in first 9 months of 1955, vs. \$521,048 (29¢) on \$39,462,774 same 1954 period.

Daystrom & subsidiaries earned \$960,000 (\$1.01 per share) on sales of \$37,855,000 for 6 months ended Sept. 30 vs. \$757,813 (\$1.17) on \$36,266,000 for same period of 1954.

Beckman Instruments earned \$1,322,050 (\$1.06 per share) on sales of \$21,330,598 in year ended June 30 vs. \$920,280 (85¢) on \$18,652,870 in 1953-54 period.

Electronic Associates, Long Branch, N. J., earned \$198,185 (80¢ per share) in 8 months ended Aug. 31; comparison with same period last year unavailable.

Columbia Pictures earned net of \$4,948,000 (\$5.64 per share) for year ended June 30 vs. \$3,594,733 (\$4.01) in 1953-54 period.

**Electronics Reports: Automation—industry vs. labor:** Depending on who was talking, you could take your choice of country's future in pictures painted by witnesses at Congressional hearings on automation this week. Electronics industry leaders, who have tremendous stake in automation, envisioned increased employment, higher living standard, shorter work week and almost-unbelievable economic boom ahead. Dr. Cleo Brunetti, director of General Mills engineering research & development, pointed to TV picture tube industry as example of automation's benefits. A few years ago, he said, 20-in. picture tube blanks were sold by manufacturer for \$75 at a loss. Now, automatic machinery turns out 21-in. blanks for \$8.50 at a profit and 2000 people have jobs that didn't exist before.

Also testifying was GE pres. Ralph J. Cordiner who said nation would need about 40% more goods and services by 1965 with only 14% more people in labor force—therefore, industry must develop more productive machinery and methods. Labor—represented by CIO secy.-treas. James Carey and Communications Workers' pres. J. A. Bierne—bowed to inevitability of automation but called for long range controls to avert mass unemployment and displacement of workers. Both urged shorter work week, higher salaries and—at same time—drastically reduced consumer prices.

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Three definitions of automation, as given in last 2 weeks by leaders in electronics industry: (1) Former RETMA chairman & pres. Robert C. Sprague, chairman of Sprague Electric, in address last week to Radio Fall Meeting (Vol. 11:43)—“That domain of activity which adds to the mechanisms and processes one or more of the following in various degrees: feedback control, programming, versatility and integration.” (2) Cleo Brunetti, General Mills director of engineering research & development, at this week's Congressional hearing on automation —“Machine, power, programming and control.” (3) GE pres. Ralph J. Cordiner, at hearing—“Continuous automatic production, largely in the sense of linking together already highly mechanized individual operations.”

Tinkertoy modules for laboratory use are now being offered by Aerovox Corp.'s new module div., which leased from Bureau of Standards the original Tinkertoy module pilot production plant in Arlington, Va. (Vol. 11:21). Company currently is specializing in supplying “modularized standard circuits” for use by design engineers, electronics labs, etc., but plans to open new plant for mass production of modular components. Aerovox now offers modules comprising the following circuits: DC regulator, video limiter, low level cathode follower, dual cathode follow or video mixer, intermediate video amplifier, video driver amplifier. Module div. mgr. Sam J. Griffin says Aerovox is working with some leading TV set manufacturers toward eventual design of modular TV receivers. Aerovox plans to supply modules to set and equipment manufacturers in same manner as does ACF Electronics, Alexandria, Va., whose Compac modules are also based on Tinkertoy (Vol. 11:12).

Million-hour transistor for military computers has been developed by 2 top electronics labs, may be produced in next few years, Philco research director Donald G. Fink told IRE in Washington this week. Names of labs can't be divulged, Fink said, but research is expected to pave way for better semi-conductors in future civilian TV and radio use, primarily because 100-year type units can be produced without costly design and production methods.

Dyna Co., 5142 Master St., Philadelphia, is new company designing & producing electronic components & equipment, especially for hi-fi (David Hafner, pres.).

Sylvania plans to build multi-million dollar tube plant in Altoona, Pa., replacing quarters it now rents there.

**Color Trends & Briefs:** DuMont reports it has shipped color film scanners to 15 stations up to this week. RCA previously reported 45 shipments (Vol. 11:42), announced 2 more sales this week, and GE has delivered 1. Thus, 63 color film chains have been sold to 59 stations (4 have both RCA & DuMont). This week, RCA also reported sale of live color cameras to 2 more stations—WJBK-TV, Detroit and WTAR-TV, Norfolk—making 18 stations which have purchased live chains. RCA's latest film camera sales were to WTOP-TV, Washington and WTAR-TV, Norfolk.

Following is DuMont's up-to-date list of color film scanner purchasers: WCBS-TV & WABD, N. Y.; WFMY-TV, Greensboro, N. C.; WAGA-TV, Atlanta; WBZ-TV, Boston; WFBM-TV, Indianapolis; KXJB-TV, Valley City, N. D.; WTVW & WITI-TV, Milwaukee; KTRK-TV, Houston; WDSU-TV, New Orleans; KDUB-TV, Lubbock, Tex.; KTLA & KNXT, Los Angeles; WDBJ-TV, Roanoke.

DuMont lists, in addition, 5 shipments of "industrial" color film scanners, somewhat modified from station equipment. These went to Corning Glass, Eimac, Crosley, Motorola, Canadian Westinghouse. GE's sole shipment was to KING-TV, Seattle, 1½ years ago; this gear was replaced by brand new GE equipment this week.

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Industry's evaluation of GE color tube, which GE demonstrated recently and said may be ready for production by 1957 (Vol. 11:40, 42), is supplemented by comment of Dr. Thomas T. Goldsmith, DuMont research v.p. "I have not seen the GE tube recently," he said, "but some of my engineers saw it in detail and report that the pictures were very good. We have been working for some time on tubes having quite similar characteristics, and they offer promising results. Economically, the construction of a strip tube with a set of strip deflection components appears to me to be fundamentally costly. This cost in the tube may be partially offset by better performance and perhaps some simplification in the operating circuitry." As for color sets generally, Dr. Goldsmith goes on, "I still feel that we have not yet reached a practical answer on tubes and circuits to be able to provide a low-cost color receiver which can assure the customers of long and relatively trouble-free performance of high quality. You should give us research people more time to invent some real ways to produce good color TV."

Color set sales reports: Philadelphia—RCA distributor Raymond Rosen & Co. states that dealer Mort Farr's color billings in Sept. were 50% of his black-&-white; that 9 area dealers have sold total of 73 sets in recent weeks. Davenport, Ia.—L. A. Baumgartner, mgr. of RCA Victor Distributing Corp. reports: "Interest in color in this area is definitely on the upswing. At a meeting for servicemen held here early in Oct., we had an attendance of 142, which gave us almost 100% acceptance of invitations. Most of our good dealers, those who are in a location near enough to receive an adequate signal, are demonstrating color to their customers. Retail sales are increasing as evidenced by repeat orders from dealers. It looks now as if we'll be completely out of both models early in Dec."

Lenticular film for color kinescope recordings, using addition process and black-&-white emulsion, was demonstrated by Eastman Kodak to network representatives this week. Though no estimate of commercial availability was made, network engineers were impressed, one stating: "We think they have something. They gave no prices, and it isn't going to be ready tomorrow, but it looks good." Movie industry has long experimented with process, but low light efficiency has been roadblock.

Daily colorcasts of last 10 min. of 2:30-3 p.m. *Jinx Falkenburg* show will start Oct. 31 on WRCA-TV, N. Y.

Network color schedules for next 2 weeks: NBC-TV—Oct. 31-Nov. 4 & Nov. 7-11, *Howdy Doody*, 5:30-6 p.m.; Oct. 31-Nov. 4 & Nov. 10-11, *NBC Matinee Theatre* with John Conte, starring Louis Hayward, Kevin McCarthy, Augusta Dabney, Wm. Bishop, James Dunn & Ann Harding, 3-4 p.m.; Nov. 3, *Home* segments, 11 a.m.-noon; Nov. 5, *Max Liebman Presents*, "The Great Waltz," starring Patrice Munsel, Jarmila Novotna & Bert Lahr, 9-10:30 p.m.; Nov. 6, *Sunday Spectacular*, "Constant Husband," (film) starring Rex Harrison, Margaret Leighton & Kay Kendall, 7:30-9 p.m.; Nov. 9, *Today* segments, 7-10 a.m. & *Home* segments, 11 a.m.-noon. CBS-TV—Nov. 1 & 8, *Red Skelton Show*, 9:30-10 p.m.; Nov. 3, *Shower of Stars*, starring Jack Benny, Frankie Laine, Marilyn Maxwell & Gracie Allen, 8:30-9:30 p.m.; Nov. 4, *Mama* episode, "Dream for a Day," starring Peggy Wood, 8-8:30 p.m.; Nov. 5 & 12, *Gene Autry Show*, 7-7:30 p.m.; Nov. 10, *Climax*, "Scheme to Defraud," starring Dennis O'Keefe & Phyllis Thaxter, 8:30-9:30 p.m. Among upcoming shows: NBC-TV—Nov. 14, *Producers' Showcase*, "Dateline 2," starring Milton Berle, Greer Garson, Wm. Holden, Martha Raye & John Wayne, 8-9:30 p.m.; Nov. 20, *Maurice Evans Presents*, "The Devil's Disciple," starring Ralph Bellamy, 4-5:30 p.m.; Nov. 26, NCAA football game, Army vs. Navy, 1:15-4 p.m.; Nov. 26, *Max Liebman Presents*, "Dearest Enemy," 9-10 p.m.; Nov. 30, *Kraft TV Theatre*, 9-10 p.m.; Dec. 4, *Color Spread*, Maurice Chevalier variety show, 7:30-9 p.m.; Dec. 12, *Producers' Showcase*, "Sleeping Beauty," starring Margot Fonteyn and Sadler's Wells Ballet, 8-9:30 p.m. CBS-TV—Nov. 19, *Ford Star Jubilee*, "The Caine Mutiny Court Martial," 9:30-11 p.m.; Nov. 19 & 26, *Gene Autry Show*, 7-7:30 p.m.; Nov. 24, *Climax*, 8:30-9:30 p.m.

"Color TV: Who'll Buy a Triumph?" titles article by Francis Bello in Nov. *Fortune Magazine*—with theme built around fact that tremendous technical success of creating NTSC standards is yet to be matched by set sales. Article recites history of color development, tells how system works, describes various tri-color tubes, outlines marketing experience to date, gives predictions on sales. Author even attempts to determine precisely who contributed what inventions to system—something it will probably take courts years to decide. He says this year's set sales "probably will not exceed 35,000, and the total number of color sets operating by year's end will be under 50,000."

"Year of color" will be 1956, with set sales running into hundreds of thousands, NBC exec. v.p. Robert W. Sarnoff predicted in question-&-answer interview with Maurice Zolotow in Nov. *Cosmopolitan Magazine*. He estimated 25,000 color sets now in use. On programming, Sarnoff said he's against giveaway shows in general but said *\$64,000 Question* is a good program, wished NBC had it. He outlined NBC's plans for developing new writers and improving children's shows.

Color is "perfect public relations medium," NBC v.p. Syd Eiges told public relations group in Washington this week. "Getting in on the ground floor of color TV," he said, "can bring prestige and leadership to PR people themselves as well as to the interests they work for." He said that many types of documentaries, unimpressive in black-&-white, become worthwhile in color.

AT&T's color facilities rates will continue on present "experimental" basis until Jan. 1, 1957, according to statement filed with FCC this week.

Dealers' color sets will be installed and serviced indefinitely by RCA Service Co., free of charge, under new policy; previously, installation and adjustment ran \$29.50.

NBC-TV underwriting pilot films for 2 color series—*Adventures of Tom Sawyer* and *Johnny Moccasin*, western.

Formation of a Political Broadcast Unit to coordinate N.B.C.'s handling of 1956 campaigns was announced this week. Headed by NBC treas. Joseph A. McDonald, unit will process all requests for purchases of political time, following up move last April to make available spot and regular commercial periods in fall of 1956 (Vol. 11:18). Meanwhile, Democrats finally entered full-scale TV-radio planning stage last week, when Democratic National Committee chairman Paul Butler stated that party would allot approximately \$5,000,000 to broadcasting in next year's national campaign. If GOP maintains spending ratio in line with 1952 outlays (Democrats, \$2,573,576; GOP, \$3,447,734), our earlier estimate of \$7-\$8,000,000 for both parties (Vol. 11:42) would have to be increased to \$11-\$12,000,000. Butler called TV "greatest medium that has ever been developed for politics," but added that daytime radio is tremendously valuable.

New York Mayor Wagner backtracked on his order to make city files available to TV producer Theodore Granik (Vol. 11:43) after Police Commissioner Kennedy refused to cooperate and other TV film producers and newspapers unleashed storm of protest. Editorials suggested that city should receive payment for material and that other TV producers be given same opportunity as Granik. Denying that he had intended to give Granik a monopoly, Wagner ordered review of whole question, inviting TV-radio representatives to serve on special committee to study issue. Meanwhile, Granik held press conference jointly with v.p. Ralph Cohn of Columbia Pictures' Screen Gems subsidiary, announced that Screen Gems and Granik's New York TV Productions Inc. would jointly produce TV film series *The New York City Story* at cost of \$1,000,000 for 39 half-hour films.

Top program on British commercial TV for first week was *I Love Lucy* which drew 94% of viewers in those homes equipped with tuners which will receive new ITA as well as BBC, according to Nielsen. Following closely behind was big variety show *Sunday Night at the Palladium* with 93%. First full week of competitive telecasting "shows that many of the new ITA programs are making large inroads on the BBC's audience in those homes equipped to receive both BBC and ITA transmissions," Nielsen says.

Camera and the courts: Florida Supreme Court ruled this week that person shown on TV during news program cannot sue TV station for invasion of privacy, dismissed \$250,000 damage suit against Miami's WTVJ brought by "innocent bystander" picked up by TV camera during police gambling raid. Court ruled he wasn't injured because telecast didn't depict him as being arrested or tag him as gambler. In N. Y., "guest" of CBS's *What's My Line?* was sentenced to 9-month prison term after Detroit viewers identified him as car thief (Vol. 11:33).

ABC lost a legal point this week when N. Y. Supreme Court Justice Hofstadter denied its motion to dismiss \$7,000,000 suit brought against it by Walter Winchell for alleged breach of contract (Vol. 11:36). The judge, however, directed that Winchell's complaint be "recast" so that it gives "with greater particularity" his course of action.

NARTB forms community antenna committee, headed by Wm. Fay, WHAM-TV, Rochester. Other members: Wm. C. Grove, KFBC-TV, Cheyenne; Lawrence H. Rogers II, WSAZ-TV, Huntington, W. Va.; Henry Slavick, WMCT, Memphis; Omar Elder, ABC-TV; Thomas Fisher, CBS-TV; Harry Olsson, NBC-TV.

Application for Coos Bay, Ore., Ch. 16, was filed with FCC this week by local KOOS, owned by Sheldon F. Sackett, who also holds CP for KVAN-TV, Vancouver, Wash. (Ch. 21). Applications on file now total 162 (20 uhf). [For details, see *TV Addenda 21-P* herewith.]

It's not conspiracy but a matter of price which has kept feature movies away from TV, defense witnesses testified this week in Govt.'s "16mm" anti-trust suit against 5 major movie makers (Vol. 8:30 & 11:38-43). "We never refused to sell if the price was right," 20th Century-Fox pres. Spyros P. Skouras told Los Angeles Federal Court Judge Yankwich. "Prices offered, however, were so ridiculous that we could not sell our film." Former RKO pres. Ned Depinet also denied any conspiracy and said his board of directors had rejected any sale of film backlog until "price was right." Former RKO v.p. Creighton J. Tevlin reported on negotiations with networks for company's old features, said CBS was offered 450-600 films for \$10,000,000 cash in 1951 but turned them down. RKO was sold this year to General Teleradio for \$25,000,000. At one point in hearing Judge Yankwich ruled that Govt. can't force defendants to make current features available to TV. Completing testimony he began last week, Stanford Research Institute's Kenneth Beggs estimated that TV's purchases of feature films totaled \$21,900,000 in 1954 as opposed to \$12,300,000 in 1952 and \$2,500,000 in 1949. He said TV cost the movies \$365,000,000 at the boxoffice last year.

Debate over theatre-TV World Series continues, but with declining vigor following Theatre Owners of America's rejection of a closed-circuit Series monopoly last week (Vol. 11:41, 43). This week Independent Theatre Owners pres. Harry Brandt took opposing view, favoring a World Series limited to theatre screens. An "enlightened public," realizing that baseball is a business, would be "delighted to watch the entire Series in their local theatres," he said. One closed-circuit TV topkick—Sheraton Closed Circuit TV exec. v.p. Wm. P. Rosensohn—came out against a theatre Series, saying "events of tremendous national import and interest should be available to all without payment of a fee or admission price." Note: FCC Comr. Robert Bartley says he gets a chuckle out of current talk of World Series on theatre TV. "I saw the World Series in a Dallas theatre in 1920," he relates. "It was when they had those boards with lights showing the positions and plays. I remember it very well because Bill Wambsganss executed an unassisted triple play and the board wasn't able to convey it. A man had to come out and explain it." It was 1920 Series, with Wambsganss playing with Cleveland Indians vs. Brooklyn Dodgers.

Prizes totaling \$40,000 will be awarded by Fund for the Republic to best 3 TV shows on civil rights subjects during Oct. 1, 1955-May 31, 1956 period. Judges: theatrical producer Kermit Bloomgarden, publisher-telecaster Gardner Cowles, CCNY pres. Dr. Buell G. Gallagher, Alf M. Landon, KEYD-TV, Minneapolis, mgr. Robert M. Purcell, Mrs. Eleanor Roosevelt, author Gilbert Seldes, N. Y. attorney Harrison Tweed.

Peabody TV & Radio Awards Advisory Board named TV personality and author Bennett Cerf chairman to succeed Edward Weeks, editor of *Atlantic Monthly*. Jan. 10 is closing date for 1955 nominations—which should be sent to U. of Georgia journalism school—in these categories: news, entertainment, education, juvenile programs, promotion of international understanding and public service.

Another hike due in TV film-costs: IATSE technicians, having won 30¢ hourly wage increase and 5-day week from movie majors, begin negotiations next week with Alliance of TV Film Producers. Settlement is expected to be on similar lines. Most TV film companies now operate on 6-day week.

DuPont Foundation TV-radio award nominations were opened this week by Lee Memorial Journalism Foundation, Washington & Lee U, Lexington, Va.; deadline is Dec. 31.

New Armed Forces TV station is scheduled for installation in Panama Canal Zone next spring.