

# Television Digest

with **ELECTRONICS** REPORTS

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**In this  
issue:**

Conservative Start for Bricker Probe, page 1  
Commissioners Sum Up Home Color Viewing, page 1  
McConaughy in Oct. 4, No 1-Year Limit, page 2  
Hearings on TV 'Crime, Horror & Violence', page 3  
FCC Grants 3, Reverses Examiners Twice, page 3

One New Starter as Norfolk UHF Quits, page 4  
Transmitter Shipments & Upcoming Stations, page 6  
Color Introduction—A Study in Contrasts, page 8  
Color Caravan Hit of Mid-South Fair, page 11  
NBC's 'Magazine Concept'—Status & Prospects, p. 12

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

\* \* \* \*

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



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

\* \* \* \*

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Television Digest

with **ELECTRONICS REPORTS**

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*In this issue:*

Networks Report Affiliates' Color Status, page 1  
Trends in Set Ownership & Purchases, page 1  
One U. S., 2 Canadian Outlets Go on Air, page 2  
'Diversification' Big Factor in Decisions, page 3  
Broadcasters' Investment Over Half Billion, page 4

The Potential of Industrial Microwave, page 5  
Transmitter Shipments & Upcoming Stations, page 7  
TV Trade's 9-Month Report Well-Balanced, page 9  
More Price Hikes; First Reaction to Color, page 9  
Lineup of Stations Equipped to Carry Color, page 13

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

IGGER PICTURE on 21-in. tube is definite trend—

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

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

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



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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARTIN CODEL'S

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

Television Digest with ELECTRONICS REPORTS

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In this issue:

- CBS, NBC to Seek Own UHF's 'Promptly', page 1
Color TV Still in Gradual Evolution, page 1
More Mountain-Peak Coverage Reports, page 2
Light Action on CPs, 2 VHF's Due Soon, page 3
2 New Stations on Air, Another UHF Off, page 4

- Transmitter Shipments & Upcoming Stations, page 5
Retail Sales Stay High Despite Price Hikes, page 7
CR Tube Rebuilding—A Phantom Industry, page 7
ARF's 10-Point Criteria for Rating Services, page 11
Stage Set for Senate Hearings on Programs, page 12

CBS, NBC TO SEEK OWN UHF'S 'PROMPTLY': FCC's new multiple-ownership rules become effective next Friday, Oct. 22 -- and the 2 biggest networks say they plan to go after uhf stations of their own right away.

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

CBS says it will act promptly when the new rules are effective. Last month, pres. Frank Stanton said CBS wants stations in secondary markets -- 25th to 50th in rank (Vol. 10:36).

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

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

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

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

Probably first multiple owner to get Commission OK under new rules will be Storer Bcstg. Co., whose petition to purchase uhf KPTV, Portland (as well as vhf WXEL, Cleveland) has been pending since last January (Vol. 10:2).

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

To those who have experienced the excitement and pleasure of watching color at home for almost a year, as we have, there can be little doubt that the future of TV is color. At the same time, it's abundantly clear that public will continue to regard color as something merely to read about until prices of sets are drastically reduced -- perhaps to half the prices now quoted, or less.

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Television Digest

with **ELECTRONICS REPORTS**

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In this issue:

Color Equipment Status of Affiliates, page 1  
CBS Buys Milwaukee UHF in Week of 'Deals', page 1  
United Front Against 'Crime' Censorship, page 2  
Upstate N. Y. VHF on Air, Texas UHF Off, page 3  
Exhibitors Organize to Battle Fee TV, page 3

FCC Grants 2, Removes 'Anti-Straddling' Rule, page 4  
FCC Charts TV Revenue-Income in 1953, page 5  
Gen. Sarnoff Reports Progress on Light Amplifier, p. 6  
Transmitter Shipments & Upcoming Stations, page 9  
Behind the Story of High Retail Sales, page 10

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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



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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Four TV applications were filed with FCC this week—biggest batch in many months—and total now pending Commission action is 180 (15 uhf). Week's applications: for New Bern, N. C., Ch. 13, by WNHC, Henderson, N. C. (Nathan Frank); for Rapid City, S. D., Ch. 3, by KOTA; for Fairbanks, Alaska, Ch. 11, by local group headed by A. G. Hiebert, pres.-gen. mgr. of KTVA, Anchorage (Ch. 11); for Mayaguez, P. R., Ch. 3, by owners of WJMR-TV, New Orleans Ch. 61. [For further details about these applications, see *TV Addenda 19-0* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

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

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

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

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

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

As of Oct. 15, 1954

## COLOR STATUS OF NETWORK AFFILIATES

From Information Supplied by Networks

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

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

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

### NBC-TV BASIC AFFILIATES

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

### NBC-TV AFFILIATES INDIVIDUALLY AVAILABLE

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

NBC-TV AFFILIATES INDIVIDUALLY AVAILABLE—(Continued)

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

CBS-TV BASIC REQUIRED AFFILIATES

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

CBS-TV SUPPLEMENTARY AFFILIATES

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

# MARTIN CODEL'S

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

# Television Digest

with **ELECTRONICS** REPORTS

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**In this issue:**

Color Originations Simple, Stations Report, page 1  
4 Starters Include Milwaukee & Atlanta, page 2  
Only One CP, Allocations Actions Heavy, page 3  
Many Station Sales, Lots of Dickering, page 3  
Ratings Show Realignment of Top Programs, page 7

Lotest Armed Forces TV Station in Azores, page 8  
Transmitter Shipments & Upcoming Stations, page 9  
Robert Sarnoff Defends 'Spectacular' Concept, page 9  
TV Production Record; Lessons About Color, page 10  
Network TV-Radio Billings—Jan.-Sept. 1954, page 14

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

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

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

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

\* \* \* \*

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

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

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

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

\* \* \* \*

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

"Military Television," illustrated booklet containing description and highlights of last August's first demonstration of tactical use of TV at Ft. Meade, Md. (Vol. 10:33), has been published by RCA dept. of information, 30 Rockefeller Plaza, New York.

P. R. Mallory Plastics Co., subsidiary of P. R. Mallory Co., electronic equipment manufacturer, has purchased Semrow Plastics Inc., Chicago bathroom fixture manufacturer.

Sylvania allocates \$3-4,000,000 for atomic energy program, says it will increase sum as circumstances warrant.

New 51-p. microwave brochure has been issued by RCA, available from engineering products div.

Though noted for color and propagation research, RCA Labs' Dr. George H. Brown has experimented for years on biological applications of electronics. Among latest work, with Wendell C. Morrison, was series of tests to determine effect of RF fields on micro-organisms, with these conclusions: "No significant destruction of bacteria in aqueous solution occurs from the application of RF fields in the frequency range up to 600 mc, excepting of course the destruction brought about by thermal effects."

Sprague Electric Co., North Adams, Mass., is building new 10,000-sq. ft. plant in Los Angeles at cost of \$200,000—for engineering, design and limited production of specialized products for western customers. It will employ 100 when in operation next spring.

Westinghouse starts construction Nov. 1 on \$1,000,000 addition to its air arm div. plant on Ft. Meade road, near Baltimore. Plant makes airborne electronic equipment for armed services.

Brig. Gen. Victor A. Conrad, commander of Ft. Monmouth, N. J., largest Signal Corps base, promoted to temporary grade of major general, subject to Senate confirmation in January.

Institute of Radio Engineers 1954 IRE Directory, 584-p. yearbook containing radio engineers' directory and list of firms & products, delivered to subscribers this week.

East Coast Conference on Airborne & Navigational Electronics, sponsored by IRE, will be held Nov. 4-5 in Baltimore's Sheraton-Belvedere Hotel.

New "Industrial Tube Characteristics" booklet now available from Raytheon distributors.

**Financial & Trade Notes:** Motorola earned \$4,590,069 (\$2.37 per share) after taxes of \$5,560,230 on sales of \$139,504,053 in first 9 months, compared to \$6,176,839 (\$3.19) after taxes of \$9,816,303 on \$158,603,127 in corresponding period year ago. Third-quarter earnings were \$1,731,766 (90¢) after taxes of \$2,017,662 on sales of \$47,038,843, compared to profit of \$1,536,158 (79¢) after taxes of \$2,346,778 on sales of \$49,070,159 in third 1953 quarter.

Pickup in third quarter was attributed to increase in TV billings by pres. Paul V. Galvin, who estimated that profit for all 1954 should approximate the \$7,076,335 (\$3.66) earned last year. Sales, he said, should be \$195,200,000, compared to \$217,964,074 in 1953. Looking to 1955, he said "we are contemplating a good first quarter for the year, and we are thinking in general terms of about 5% improvement in 1955 over 1954."

He said communications business is currently about 5% over last year's pace, though military billings will be reduced in 1954 "because of stretch out of some of our military contracts." He also said that because of shut-downs and changeover in automotive industry this year, "our volume of contract car radios was quite materially reduced this year," but added that "a very good fourth quarter" was anticipated in car radios.

\* \* \* \*

Westinghouse earnings and sales broke 9-month records, profit being \$62,644,000 (\$3.77 a share) after taxes of \$74,000,000 on sales of \$1,213,383,000. They compared with earnings of \$53,219,000 (\$3.26) after taxes of \$90,643,000 on sales of \$1,163,538,000 in first 9 months of 1953. Third-quarter profit was \$17,285,000 (\$1.04) after taxes of \$19,700,000 on record sales of \$401,674,000, compared to \$17,559,000 (\$1.07) after \$30,880,000 on \$383,049,000 in third quarter year ago. Pres. Gwilym A. Price, noting "quickenings" of business in third quarter, said Sept. sales were second highest in Westinghouse history. New high levels were reached on all consumer products lines in Aug. & Sept., he added.

Stromberg-Carlson earned \$1,316,204 (\$2.45 per share on 504,246 common shares) after taxes of \$1,426,000 on sales of \$46,812,335 in first 9 months of 1954, compared to \$1,328,391 (\$2.84 on 445,822 shares) after taxes of \$3,098,000 on sales of \$46,398,403 in same 1953 period. Pres. Robert C. Tait explained that total 1954 billings will be below original expectations because of necessity to reschedule 2 large govt. electronics contracts. Even so, he said, full year's sales should compare favorably with last year's record \$65,241,861. It was also disclosed that Stromberg-Carlson Credit Corp. has purchased from parent company \$2,700,000 of telephone customers' long-term notes out of some \$8,500,000 it is scheduled to purchase.

General Precision Equipment Corp. earned \$3,602,640 (\$4.44 per share on 753,790 common shares outstanding) on sales of \$85,446,656 in 9 months ended Sept. 30, compared to \$2,283,830 (\$3.46 on 649,087 shares) on sales of \$62,493,972 in same period year ago. For quarter ended Sept. 30, profit was \$3,602,640 (\$1.15 on 860,668 shares) on sales of \$31,141,460 vs. \$2,283,830 (\$1.24 on 649,087) on \$21,391,405 in same quarter of 1953.

Stewart-Warner earned \$1,831,719 (\$1.36 per share) after taxes of \$2,196,227 on sales of \$69,367,608 in first 9 months of 1954, compared to \$3,187,186 (\$2.37) after taxes of \$6,547,232 on \$98,689,330 in corresponding period year ago. No breakdown was given for TV-radio revenues.

Television-Electronics Fund's growth shown in special report listing assets of \$53,268,239 (\$9.43 per share on 5,651,102 shares) as of Sept. 17, 1954, compared to assets of \$179,346 (\$4.44 on 40,380 shares) as of same date 6 years ago.

Sylvania earned \$6,166,226 (\$1.93 per share) on sales of \$200,827,520 in 9 months ended Sept. 30, compared to \$7,562,941 (\$2.48) on \$224,469,087 in corresponding period of 1953. Third quarter earnings were \$2,643,441 (85¢) on sales of \$73,756,882 vs. \$2,393,849 (77¢) on \$75,376,155 same quarter year ago. Reporting Sept. sales as highest in company history for any one month, chairman Don G. Mitchell and pres. H. Ward Zimmer attributed improvement in third quarter to industry's increased TV production, resulting in pickup in orders for tubes. Production and sales of picture tubes are currently at record levels, they said. Sylvania TV set sales corresponded closely in unit volume to last year and dollar volume improved, they added. They also observed that TV industry "appears to have completed an inventory correction that began in the latter part of 1953 . . . and there is every indication that the substantial fluctuations in sales and earnings which have characterized the industry for the past several years are decreasing in severity."

Hoffman Radio earned \$1,139,421 (\$1.60 per share) on sales of \$32,750,904 in first 9 months, compared to \$1,115,533 (\$1.57) on \$38,153,871 in same period of 1953. Pres. H. Leslie Hoffman said sales of company's TV sets on Pacific coast "achieved a higher percentage-of-industry during the year to date," but added that total sales decreased, "partially as a consequence of a management decision not to compete at the extremely low price levels which characterized the year's activity and which might have threatened product quality." He said intensive engineering and planning "have effectively overcome this deterrent" and results will be noticeable in near future. He said company expects to introduce its 21-in. "Colorcaster" color set in first quarter of 1955.

Dividends: American Broadcasting-Paramount Theatres, 25¢ payable Oct. 20 to stockholders of record Sept. 24; Westinghouse, 50¢ quarterly and 50¢ extra, Dec. 1 to holders Nov. 8; Sylvania, 50¢ Dec. 20 to holders Nov. 30; Magnavox, 37½¢ Dec. 15 to holders Nov. 24; Stewart-Warner, 40¢ Dec. 4 to holders Nov. 12; International Resistance Co., 5¢ Dec. 1 to holders Nov. 15; Standard Coil, 25¢ Nov. 17 to holders Nov. 5; Oak Mfg. Co., 35¢ Dec. 15 to holders Dec. 1; Servomechanisms, 10¢ Nov. 15 to holders Nov. 1; Weston Electrical Instrument, 25¢ Dec. 10 to holders Nov. 24; Aircraft Radio, 55¢ year-end and 20¢ quarterly, Nov. 19 to holders Nov. 5.

Howard W. Sams & Co. earned \$87,218 (\$1.82 per common share) after taxes of \$130,960 on sales of \$2,798,979 in fiscal year ended June 30, compared to profit of \$41,520 (73¢) after taxes of \$88,883 on sales of \$2,366,040 in preceding fiscal year.

Muter Co. earned \$226,501 (31¢ a share on 721,450 common shares outstanding) on sales of \$8,689,481 in 9 months ended Sept. 30, compared to \$315,690 (46¢ on 681,680 shares) on sales of \$11,625,109 in same 1953 period.

Weston Electrical Instrument Co. earned \$802,993 (\$1.88 a share) on sales of \$21,832,342 in 39 weeks ended Oct. 1, compared to earnings of \$825,395 (\$1.93) on \$23,779,724 in corresponding period year ago.

Admiral's growth from \$3400 in assets when started in 1934 to current \$108,000,000 assets is told in Sept. 22 *Investor's Reader*, published by Merrill Lynch, Pierce, Fenner & Beane.

"Oscar of Industry" was presented to American Broadcasting-Paramount Theatres in N. Y. Oct. 25 by *Financial World* for best annual report in motion picture industry.

Admiral started construction last week on 65,000-sq. ft. addition to Harvard, Ill. TV plant. It's fourth expansion at plant since opening in 1946.

## Network TV-Radio Billings

September 1954 and January-September 1954  
(For August report see *Television Digest*, Vol. 10:39)  
(For preceding years, see *TV Factbook No. 19*, p. 15)

**P**OWERFUL UPWARD trend continued in network TV billings, as reflected in Publishers' Information Bureau figures for Sept., which showed networks billing \$26,045,177 vs. \$18,395,406 in Sept. 1953. Jan.-Sept. TV total for 1954 was \$222,671,874 vs. \$155,921,940 for same 1953 period. Radio billings showed substantial jump from August's \$9,583,344, going to \$10,473,546 in Sept., but were still under the \$12,145,359 for Sept. 1953. Nine-month radio total was \$104,141,823 vs. \$118,853,724 for 1953 period.

CBS-TV's strong lead remained unchallenged, reaching \$12,874,533, though NBC-TV closed gap somewhat by showing greater improvement over Aug., rising to \$9,707,322 in Sept. ABC remained only radio network to beat Sept. 1953 billings, going to \$2,267,810 from last year's \$2,156,806. The complete PIB tables:

### NETWORK TELEVISION

	September 1954	September 1953	Jan.-Sept. 1954	Jan.-Sept 1953
CBS	\$12,874,533	\$ 8,503,620	\$102,928,404	\$ 67,946,521
NBC	9,707,322	7,837,467	88,208,365	66,674,488
ABC	2,660,601	1,376,017	22,693,361	13,796,753
DuMont	802,721	678,302	8,841,744	7,504,178
<b>Total</b>	<b>\$26,045,177</b>	<b>\$18,395,406</b>	<b>\$222,671,874</b>	<b>\$155,921,940</b>

### NETWORK RADIO

CBS	\$ 4,083,940	\$ 4,990,142	\$41,517,991	\$45,944,158
NBC	2,598,635	3,205,675	25,371,536	34,652,044
ABC	2,267,810	2,156,806	21,697,255	21,502,319
MBS	1,523,161	1,792,736	15,555,041	16,755,203
<b>Total</b>	<b>\$10,473,546</b>	<b>\$12,145,359</b>	<b>\$104,141,823</b>	<b>\$118,853,724</b>

### NETWORK TELEVISION—January-September 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar.	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr.	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484*	23,668,840*
Sept.	2,660,601	12,874,533	802,721	9,707,322	26,045,177
<b>Tot.</b>	<b>\$22,693,361</b>	<b>\$102,928,404</b>	<b>\$8,841,744</b>	<b>\$88,208,365</b>	<b>\$222,671,874</b>

### NETWORK RADIO—January-September 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174	\$1,896,925	\$ 3,391,873	\$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr.	2,367,636	5,044,943	1,891,988	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,847,837*	1,481,767	2,127,192	9,555,619*
Aug.	2,160,025	3,871,405*	1,476,383	2,075,531	9,583,344*
Sept.	2,267,810	4,083,940	1,523,161	2,598,635	10,473,546
<b>Tot.</b>	<b>\$21,697,255</b>	<b>\$41,517,991</b>	<b>\$15,555,041</b>	<b>\$25,371,536</b>	<b>\$104,141,823</b>

\* Revised as of October 28, 1954.

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

— Ban on advertising beer and wine on TV between 8 a.m. and 10 p.m. will be subject of public referendum in Washington State Nov. 2, with indications it will be beaten. Washington State Assn. of Broadcasters has been carrying on heavy spot campaign in opposition.

NARTB's upcoming committee meetings: Sports, Nov. 17 at New York's Ambassador Hotel; Freedom of Information, Nov. 19 at Ambassador; AM, Nov. 29 at Washington's Mayflower Hotel; FM, Nov. 30 at Mayflower.

NBC Spot Sales schedules third annual meeting of promotion, merchandising & publicity mgrs. of its stations Nov. 4-5 at New York's Hotel Warwick.

Election returns will get same all-out treatment by networks Nov. 2 as they did in 1954 Presidential voting, with many remote pick-ups and frequent cut-ins by local stations for regional returns. Network coverage plans in brief: ABC—Beginning at 11 p.m. on TV, 9 p.m. on radio, with news & special events v.p. John Daly as m.c. and coordinator, and 14 "name" commentators backed by "working staff of 750." TV & radio sponsor, Chevrolet. CBS—From 9 p.m. on TV & radio, following same basic pattern as it did in 1952, with Walter Cronkite as TV "anchor man" and featuring analyses by Edward R. Murrow, Eric Sevareid and Samuel Lubell. Co-starred will be Univac, Remington-Rand computer, which this year "will get the recognition it deserves." TV sponsors, 11 p.m. to conclusion, Roto-Broil Corp. of America, Prestone anti-freeze. NBC—TV from 9:30, radio from 10 p.m., with Dave Garroway as m.c. and coordinator in New York and Joseph C. Harsch, Bill Henry, David Brinkley, Joseph McCaffrey, Richard Harkness, James Fleming, John Cameron Swazey and others. Among visual displays will be huge thermometer device to dramatize race for control of Congress. TV sponsor, Roto-Broil, 9:30-11 p.m. DuMont—No network coverage.

Advertising Research Foundation, 11 W. 42nd St., N. Y., issued full report this week on its *National Survey of Radio and Television Sets Associated with U. S. Households—May 1954*, summary of which was published several weeks ago (Vol. 10:39). It contains 78 tables and shows 28,450,000 TV sets operating as of May, in some 27,600,000 homes, or 58.1% of U. S. households. It reveals 96.4% of all U. S. households have TV or radio set in working order, shows 58.1% of TV set owners have console, 41.8% table model. Survey indicates that 4,370,000, or 15% of total sets-in-use in May, were equipped to receive uhf—including some 280,000 receivers listed as "uhf only" sets (obviously an error, probably due to poorly phrased question on questionnaire, since no uhf-only sets have ever been offered for sale). Survey was underwritten by 4 radio networks and BAB, was based on 11,020 interviews conducted between May 3 and May 28 by Alfred Politz Inc., N. Y. research firm.

Only one TV application was filed with FCC this week. It was for Ch. 9 in Tupelo, Miss. by Tupelo Citizens Television Co., a partnership comprising Frank K. Spain (35%), engineering director of WHEN-TV, Syracuse, N. Y.; Joseph G. Petit (25%), NBC-TV development engineer in N. Y.; Walter D. Spain (15%), mortuary service; Perrin Purvis (15%), insurance; Margaret Spain (10%), housewife. It brought applications pending to 180 (165 vhf, 15 uhf). [For further details about application, see *TV Addenda 19-P* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

TV columnist's rare privilege of being able to analyze industry from within and without is exercised in Oct. 22 *Editor & Publisher* by Jack Gould, who recently returned as TV-radio editor of *New York Times* after 6 weeks as CBS information adviser (Vol. 10:39). He's quoted as being happy to be back on newspaper because he didn't like bother and boredom of business side. Asked if broadcasting industry is influenced by press reviews, he says: "After 6 weeks' work on the other side, the answer is 'yes.' The influence of the press is still great and the power of the printed word is there."

Increasing transmitter power from 1 to 12½ kw last week were WFMJ-TV, Youngstown (Ch. 21); WJTV, Jackson, Miss. (Ch. 25); WARM-TV, Scranton (Ch. 16).

"I watch TV every night."—Mamie Eisenhower, quoted Oct. 28 in *New York Times* on what she'd be doing election night.

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

# Television Digest

with **ELECTRONICS REPORTS**

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**In this issue:**

New Congress—More TV-Radio Probes? pp. 1 & 16  
More Station Sales; Time-Sharers Merge, pp. 2-3  
Montgomery & Lincoln Starters, 2 UHF Off, page 3  
British to Profit by U. S. Example, page 4  
Appraisal of Commercial Prospects in Britain, pp. 5-7

TVB Picks Treyz, Set Census Under Way, page 8  
First UHF Satellite & Other FCC Grants, page 10  
Transmitter Shipments & Upcoming Stations, page 10  
Pipelines Clear Despite Record Set Output, page 12  
Color Tube-Set Prices Keyed to Demand, page 13

**NEW CONGRESS—MORE TV-RADIO PROBES?** Current investigation of TV networks and uhf problems is likely to continue, in one form or another, even under the Democratic-controlled Senate that convenes next January.

At least 2 other Congressional inquiries involving TV-radio industry loom as distinct possibility under Democratic-dominated 84th Congress, although key Senators and Representatives say it's too early to unfold specific plans.

The all-important Committees on Interstate & Foreign Commerce will be led in Senate by Warren G. Magnuson (D-Wash.), replacing Sen. Bricker (R-Ohio) and in the House by J. Percy Priest (D-Tenn.) replacing Rep. Wolverton (R-N.J.). If Senate committee's "standing subcommittee" setup is continued, Sen. Pastore (D-R.I.) is the most likely candidate to replace Sen. Potter (R-Mich.) as head of communications subcommittee. Priest told us he favors dividing the House group into subcommittees, and Rep. Oren Harris (D-Ark.) is leading contender for House communications chairman.

(For lineup of probable posts on both committees, see p. 16.)

\* \* \* \*

Biggest question hanging fire, from TV standpoint is -- what happens to Sen. Bricker's probe? Sen. Magnuson, contacted in Seattle at week's end, said he had given no thought to Committee business yet. But Capitol Hill observers are giving odds that investigation will continue, but with its format modified. It would be bad form politically, they point out, to "quash" an investigation -- and, besides, some Committee Democrats are known to believe network-uhf situation deserves study.

There's bound to be shakeup of investigating staff. Ex-FCC Comr. Robert F. Jones, a Republican, is now running the show, with Democrat Harry Plotkin as "minority counsel" and Committee communications counsel Nick Zapple as "coordinator". If probe continues, Plotkin and Jones probably will swap jobs. Certainly the Democrats, with Lyndon Johnson (D-Tex.) as majority leader, won't make it the "witch hunt" that many feared might result under Bricker and Jones (Vol. 10:34-35).

Another investigation which may be in the works is sweeping "monopoly" probe, cutting across whole fabric of TV-radio industry, by Judiciary Committee, due to be headed by trust-busting Sen. Kilgore (D-W.Va.). During 83rd Congress, when Kilgore was member of monopoly subcommittee, he hammered away at TV-radio industry through letters to Justice Dept. and articles in Congressional Record. He even requested Judiciary Chairman Langer (R-N.D.) to begin investigation of industry.

Kilgore wasn't available for comment this week, but a staff assistant called such a probe "definitely possible." Investigation would go into "monopoly" aspects of joint ownership of TV & radio stations, of stations and newspapers, ownership of stations by receiver and equipment manufacturers, TV-radio patent situation, etc.

Another phase of the TV industry which may get Congressional attention is matter of AT&T charges for relaying network programs to stations -- and who pays

them. Prime mover here is Rep. Wayne Hays (D-Ohio). This week he denied reports that he wants to head special committee to investigate line-charge practices, but confirmed that he believes such an investigation is necessary.

This probe should be handled by House Commerce Committee, he told us, adding that he had discussed matter informally with some Committee members who agreed the matter should be looked into. "Some small-town TV stations are getting an awful squeezing because of these line charges," he said.

Rep. Priest told us he has "no definite plans" for House Committee TV-radio activities, except that he hopes to set up communications subcommittee. Rep. Harris, contender to head subcommittee, reached by telephone, said he personally feels that these 3 TV-radio issues may require attention next session: (1) Beer and wine ads -- "the mail continues heavy, with a great demand for action." (2) Defining the broadcaster's responsibility in political broadcasting -- "this is one of several things passed over in the McFarland Act [1952 amendment to Communications Act]." (3) Close study of "how the FCC is proceeding under the McFarland amendments."

The red-hot Edward Lamb case could blow up into full-fledged Congressional issue under the Democrats. Former Democratic Attorney General J. Howard McGrath, Lamb's attorney and business partner, has already pledged to seek Congress probe of the red-hunting spectacle being staged at FCC. And influential Sen. Estes Kefauver (D-Tenn.), friend of Lamb, may be slated for post on Commerce Committee, and most certainly will push for airing of FCC's conduct and motivation in Lamb case.

\* \* \* \*

Republicans intend to push through Senate confirmation of new FCC chairman George C. McConnaughey during special session (on McCarthy censure report) beginning Monday. Chairman Bricker has set hearing on McConnaughey appointment at 10 a.m., Nov. 9. He said he understands President Eisenhower will send up the nomination Mon. Nov. 8. Bricker called McConnaughey a "life-long friend," said he wants hearing held before he departs for Australia Nov. 10 with Joint Atomic Energy Committee.

Democrats may put up fight against consideration of Presidential appointments by lame-duck Congress. If McConnaughey vote is postponed until next session, the Democrats conceivably could block his appointment by insisting on more Democratic representation on FCC. McConnaughey would be 4th Republican member; there are 2 Democrats and one independent on Commission. If Senate should reject nomination, it would be up to President Eisenhower to make another appointment.

**UNABATED FLURRY OF YEAR-END STATION SALES:** CBS continued its station dealings this week, selling 47% interest in WCCO-TV & WCCO, Minneapolis, to Cowles' Minneapolis Star & Tribune Co. for \$3,950,000 and closing sale of 45% ownership in Washington's WTOP-TV & WTOP to Washington Post for \$3,000,000-plus (Vol. 10:42). There was continued rumor that CBS had bought or was buying WSTV-TV, Steubenville, O. (Ch. 9), for Pittsburgh coverage, but speculation it was seeking uhf in Albany area was scotched.

Scuttlebutt continued rampant. There was talk of NBC and Westinghouse swapping Cleveland and Philadelphia outlets, of NBC and CBS seeking uhf all over the map, of DuMont's Pittsburgh WDTV being sold. Even Broadway columnist Hy Gardner, who hasn't much of a record for accuracy on TV-radio gossip, had ABC buying DuMont Network. Dr. DuMont says there's nothing to the current harvest of rumors.

Cowles are back in Minneapolis TV the hard way -- having held CP for Ch. 9 there before freeze, then being forced by FCC to relinquish it because a minor stockholder held interlocking interest in another local TV grant and refused to sell. Elsewhere, the publishers of Look Magazine as well as Minneapolis and Des Moines dailies are in TV with both feet, operating KVTV, Sioux City, Ia. (Ch. 9) and holding favorable initial decision for Ch. 8 in Des Moines. Minneapolis purchase has Twin Cities newspapers sharing ownership of stations -- majority being held jointly by Ridder (St. Paul Dispatch and Pioneer Press) and Wm. J. McNally. (For list of Ridder TV-radio-newspaper interests, see TV Factbook No. 19, p. 117.)

Flurry of additional sales continued, this time of year always being active because of tax advantages. FCC this week approved sale of WROW-TV, Albany, N.Y.

(Ch. 41) & WROW to Lowell Thomas group whose pres. is Frank Smith, onetime WLW and Transamerican executive who has been Thomas' mgr. for last 8 years. He holds 11%, same amount held by Alger B. Chapman, noted N.Y. tax lawyer, and Edward Elliott, head of N.Y. brokerage firm. Thomas holds 15%. Chairman of board and 7% owner is Dean Taylor, Congressman from Troy and GOP national committeeman; also on board, with 4%, is Leo O'Brien, Democratic Congressman from Albany, a WRGB commentator. Louis Gross, pres. of Troy's Union National Bank, holds 8%. New group gets 83.45% for \$298,800, assuming \$380,000 in obligations. Smith will direct station for time being, pursue petition to get Ch. 10 assigned to Vail Mills, 20 mi. northwest of Schenectady.

\* \* \* \*

One of few remaining share-time setups is being terminated by purchase of KMBY-TV, Monterey, Cal. (Ch. 8) by sharer KSBW-TV, Salinas, for \$230,000. Major stockholders of KMBY-TV are Kenyon Brown, George Coleman and actor Bing Crosby.

Historically, share-time combinations didn't last in AM, aren't lasting in TV. WHB-TV bought out KMBC-TV, Kansas City; KOOL-TV bought out KOY-TV, Phoenix. Only ones now remaining are: WHEC-TV & WVET-TV, Rochester, N.Y.; WTCN-TV & WMIN-TV, Minneapolis-St. Paul; grantees KLFY-TV and KVOL-TV, Lafayette, La.

Other transfer actions: Keith Kiggins is out of station KFIA, Anchorage, Alaska (Ch. 2) and CP for KFIF, Fairbanks (Ch. 2), FCC approving transfer to Richard Rollins as sole owner (Vol. 10:41). CP for KBAY-TV, San Francisco (Ch. 20) would be transferred from Lawrence Harvey to Dr. & Mrs. Leonard Averett, no money involved, under terms of agreement filed with Commission this week.

**MONTGOMERY & LINCOLN STARTERS, 2 UHF OFF:** Still awaiting FCC approval for transfer to Oklahoma City's WKY-TV interests (Vol. 10:38,40), WSFA-TV, Montgomery (Ch. 12) was all set to begin testing this week end, then go commercial as Alabama capital city area's NBC outlet. This week, too, an educational "sleeper" took to the air in Nebraska. And 2 more uhf suspended -- in Pensacola and Elmira -- making total on-air count 414, of which 295 are vhf, 119 uhf. Week's starters:

WSFA-TV, Montgomery, Ala. (Ch. 12) is first vhf in city where O.P. Covington launched successful WCOV-TV (Ch. 20) some 19 months ago. Group headed by ex-mayor, now probate judge David E. Dunn and controlled by Hudson family, publisher of Montgomery Advertiser and Journal, sold it in mid-Sept., with WSFA, to Daily Oklahoman interests for \$562,000 plus obligations. Hoyt Andres from WKY is due to become mgr., Mr. Dunn meanwhile running things with Lionel Baxter as gen. mgr. and Sebie Smith as technical director. It has 50-kw RCA transmitter, 750-ft. Ideco tower, 12-bay antenna on nearby Mt. Carmel. Base rate is \$250. Rep is Headley-Reed.

KUON-TV, Lincoln, Neb. (Ch. 12) began 9 a.m.-noon programming Nov. 1 as U of Nebraska's non-profit educational outlet, using equipment and channel formerly held by Fetzer-owned KOLN-TV which bought KFOR-TV and shifted to Ch. 10 (Vol. 10:9,11). KOLN-TV engineers put the 5-kw DuMont transmitter on air for the university, using 6-bay antenna on KOLN radio tower. Station was real "sleeper," hadn't even announced any operating target. Actual transfer of facilities to university (for \$100,000) is being held up until funds are appropriated in July. Meanwhile, local banker B.J. Dunn controls as trustee, working with school's TV advisory committee. Though it's on commercial channel, plan is to ask FCC to classify it as educational. Jack McBride is mgr.; George Round, director of advisory committee. It's 8th educational on air.

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Both stations leaving air said suspensions are temporary. WPFA-TV, Pensacola (Ch. 15) went dark Oct. 31 "with expectation of returning to the air when full cable facilities are available for transmission of network TV programs to Pensacola." It had been operating a year. Pensacola's other station is WEAR-TV (Ch. 3). WPFA-TV quit only week after FCC approved its lease to majority stockholder Charles W. Lamar Jr. (Vol. 10:42) who also has interests in Lake Charles and Baton Rouge uhf stations.

WTVE, Elmira, N.Y. (Ch. 24) notified FCC this week it's been off air since Oct. 15 when Hurricane Hazel "completely demolished our tower and antenna." Gen. mgr. T.K. Cassell, 50% owner with John S. Booth, told us it would take about 3 months to replace damaged equipment -- and since station has petitioned FCC for allocation of

Ch. 9 to Elmira area, he hesitates to sink money into new uhf gear at least until FCC acts on request. He said he's trying to find used replacement equipment in order to avoid \$35,000 cost of brand new equipment. He said WTVE, only outlet in city, "has been making money in last few months." Elmira had another uhf, WECT (Ch. 18) which went off air last May (Vol. 10:22). WTVE went on air June 1, 1953. Its owners also had WCHA-TV, Chambersburg, Pa. (Ch. 46) which quit air last July (Vol. 10:29).

**BRITISH TO PROFIT BY U. S. EXAMPLE:** Booming Britain is currently enjoying a flourishing TV trade that's virtually certain to be stimulated even further by the introduction of commercial TV as an additional service, scheduled for Sept. 1955.

First competition against BBC's one-channel service, more choices of programs, greater opportunities for talent and personnel, probably even an expanded program day from the present 3-10:30 p.m. -- all this should, if the American experience means anything, bring about increased set sales and bigger audiences.

More license revenues, at £3 a year (\$8.40) for a TV plus radio, might even permit the non-commercial BBC to undertake its own cherished plans for a second service, eventually giving Britons a choice of 3 programs.

It's our conviction, after many talks with many people in all walks of British life during a 5-week, 1600-mi. tour of England, Scotland & Wales, that the citizenry and the business community preponderantly welcome a fair try for the new ITA (Independent Television Authority) recently authorized to set up TV stations and lease time segments to program contractors who in turn will sell commercials to sponsors.

They want it despite strong opposition by the Labor Party and high churchmen to legislation passed by Winston Churchill's Conservative Govt. They want it because they dislike monopoly no less than do their American cousins -- and, any way you spell it, the govt.-chartered BBC is a monopoly often accused, fairly or unfairly, of giving the people what it thinks is good for them rather than what they may want. Moreover, the British are an ad-minded people -- so much so that:

\* \* \* \*

(1) They watch film and slide commercials in theatres, big and little, into which they have paid admission -- and they seem to like them. These are hardly different from the kind they will soon see on TV; indeed, piled on top of one another, they're much more blatant in the theatre than are most of our TV spots.

(2) They're accustomed to commercial radio from Normandy and Luxembourg, with British advertising dominant. This audience is greater than seems apparent, for the European wavelength interference problem is so great, aggravated by Russia, that much of Britain gets poor AM signals -- so much that 9 new FM transmitters have been projected by the BBC in the 88-95 mc band. The example of FM in Germany, with 94 stations, is said to apply much more realistically than that of the U.S.

(3) They've heard a lot about the achievements of competitive American TV, they like such American programs as they occasionally see on BBC, they enjoy American films and dote on our film personalities. Moreover, the Govt. is so determined upon a free enterprise policy that it refuses to subsidize another BBC service -- though BBC's 3 radio services aren't in any danger of going into private hands.

(4) British industrialists and advertising folk, among the smartest in the world, know that commercial TV will be a powerful force for creating wants and moving goods. The director of one of England's biggest ad agencies told us:

"I shudder to think what this powerful advertising force is going to do to our distributive system. Some of our people don't realize it, but they're due for such a huge demand for their goods that neither the production nor distribution system at the outset will be geared for it. Our people have been starved for the good things of life so long, have known austerity so long, that demonstrations of modern products we will give them on TV are going to create vast changes in our economy."

His agency, incidentally, handles the British account of a popular American beverage which has long used TV and radio here with telling effect.

Even the newspapers aren't overtly fighting TV -- in fact, seem to place more emphasis on it as a news subject, both as to progress of the industry itself and as



to critiques of programs, than ours do. (Daily program listings, of course, take up only about a half-inch of agate type -- and there's plenty of TV set advertising.)

And the "intellectual aversionists" and clergy, who testified in Parliament to their abhorrence of commercialism, seem to be looking forward tolerantly to the second service, now that the die is cast. One reason may be the high calibre of ITA and of the men chosen to run it.

The hope generally shared, though perhaps not by all within BBC, which has a payroll of some 12,000 and an inevitable quota of jealous bureaucrats, is that commercial TV in Britain will profit by the example of America while avoiding our excesses and borrowing from our best; moreover, that it will provide wider sway for the nation's own vast reservoir of entertainment talent and business ability.

It could be that TV can help cement the precious affinity with America that, thanks to common language and kindred heritage, has so long prevailed in literature, in all the arts, in government and in law.

(For a continuation of our account of British TV, see below.)

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WHILE IN BRITAIN recently we talked with scores of people—from topicks at BBC and ITA to industrialists, advertising folk, journalists and man-in-the-pub—and in the 10 days since our return we've compared notes with American confreres who also have had a look at British TV. Our conclusions are much the same:

The average Briton isn't much different from the average American and, once he tastes the sweet fruits of competition, not even the powerful BBC nor the politico-clerical opposition to commercial TV can stop it. That is, of course, unless the ITA, the sponsors and the admen muffle the ball in the early stages of the game. Our guess is that they're much too shrewd for that.

You read occasionally of British visitors coming over to study our TV structure, and there will be a lot more of them. The big American ad agencies, with London branches, have been quietly swapping visitors and personnel and ideas ever since ITA was authorized, preparing for the advent of commercial TV.

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ITA hasn't yet decided much more than that it will have its first stations in London, Birmingham & Manchester; that there will be more than one program contractor, though whether there will be more than one on each station or more than one splitting time on the whole group is as yet undetermined; that the "magazine concept" will prevail, i.e., the contractors and not the sponsors shall own the programs and determine their order; that there will be no censorship of program content or commercials, but that there must be none of the horrendous "Yankee excesses" (not merely of distasteful advertising but of crime & horror stuff) which they've heard so much about.

Headquarters not unlike the usual temporary quarters for new Washington govt. agencies has been set up at 16 Wood's Mews, in London's Mayfair district, with Sir Kenneth Clark as chairman and Sir Robert Fraser as administrative chief.

Sir Kenneth, 51, was in this country for the last few weeks, looking into TV but primarily to receive an honorary degree from Columbia U. The citation will give you some idea of the man: "Cultural counselor of the people; chairman of Great Britain's Art Council; England's custodian of priceless works in years past as Keeper of the Department of Fine Arts in Oxford's Ashmolean Museum, as Director of the National Gallery, and as Surveyor of the King's Pictures; Slade Professor of Fine Art at Oxford; adviser to the Victoria and Albert Museum and Covent Garden Opera Trust; gifted scholar of our timeless treasures."

A long-hair? Not really, say those who know him; essentially he's a fine administrator, they say, and he struck

us as a knowledgeable and open-minded executive still rather puzzled by the strange new task set before him. He's expected to maintain the "tone" and prestige of the new agency while Sir Robert Brown Fraser, 50, a graduate of Fleet Street newspapers, recently chief of the Govt.'s information services, provides the practical know-how. Sir Robert talks like a Madison Ave. agency executive, seems as high-strung as a network v.p., acts like he's rarin' to go. His philosophy of advertising, as enunciated before an agency conference in Birmingham last week:

"I can think of no subject about which there is more nonsense talked than advertising. The idea that advertising is inherently degrading has always seemed to be ludicrous. As a point of view for a great nation that lives or dies by selling goods—or failing to sell them—it crosses the imbecile and verges on the suicidal. [Advertising] will be an asset, worn as a bright feather in the cap of free TV, not as a soiled choker round the throat."

About his "editorial" concept of commercial TV, Sir Robert Fraser had this to say last month before the Institute of Practitioners of Advertising:

"Free television should now evolve on principles that will place it beside our free press, our free books, and our free arts as a normal part of the equipment of our free society. For this was, in essence, the great decision—to rest the future of TV, as far as initial physical shortages of transmitting stations permit, on the same foundations as those of a free press; to give freedom to individuals to offer TV programs to the public, as newspapers and entertainment are offered; to give freedom to the public to see the TV programs of their choice . . ."

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Backgrounds of the other members of the ITA board would seem also to assure a realistic and at the same time an adequate "cultural" approach: Sir Charles Colston, mgr. of Hoover Ltd. (vacuum cleaners), vice chairman; Miss Margaret Popham, ex-principal of Cheltenham Ladies College; Miss Dilys Powell, movie critic of the *Sunday Times*; Lord Aberdare of Duffryn, pres. of the Welsh National School of Medicine; Lt. Col. Arthur Chichester, chairman of big Moygashel textile concern; Sir Henry Hinchcliffe, director of Barclays Bank; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycroft, director of the British Travel & Holidays Assn.; Lord Layton, publisher, *News Chronicle* and *London Star*.

ITA will run the stations and any day now should announce program contractors, but it will not have studios of its own or put on shows. Sir Kenneth Clark actually expects to run ITA with a staff of not more than 60, except for engineers who actually come under the Post-office Dept. His budget is £750,000 (about \$2,100,000) and

he's expected to put the agency on a self-supporting and even profitable basis with that sum as the pump primer.

Commercial TV could profit the Govt. more than it realizes right now, for the fact is that many advertisers are itching for a crack at TV. Oft cited is one experience of BBC. Though it's ever careful to avoid trade plugs, the name of a toy was inadvertently mentioned in a program; within a few days, it couldn't be had, and the toyshops were clamoring for more stock. Also, recently, BBC carried a tear-jerker about a stray pup; within 48 hours, just about every dog pound in the country was emptied.

Admen told us—and Sir Robert Fraser verified—that there were plenty of seekers after the program contracts. Someone said there were at least 25 applicants, all willing to take the risk in the face of the political dangers inherent in a system eyed askance by the Laborites and requiring that the contractor secure his own program originating equipment—all, that is, save transmitters. He must contract for studios, cameras, crews, programs, talent, etc., always unsure what a new Govt. may decree. The applicants include theatremen, newspapers, ad agencies, program builders, et al.

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[Editor's Note: Since this article was written, ITA announced selection of the first 3 contractors: (1) Granada Theatres, operating a big chain of movie houses. (2) Broadcast Relay Services, operator of a widespread and vastly successful community antenna service, in association with Associated Newspapers Ltd., publishing the *Daily Mail* and other papers. (3) Showman Maurice Winnick, in association with Kemsley Newspapers Inc., publisher of the *Sunday Times*, *Sunday Graphic*, *Sunday Chronicle* and various other newspapers in England, Scotland & Wales. They're all extremely well-heeled, but fact that the newspaper owners are Tories has already provoked criticism that's expected to reverberate in Parliament. Two other major applicants, also strong in program fields, are Associated Broadcasting Development Co., headed by ex-BBC chief Norman Collins, and the newly formed Incorporated Television Program Co., which includes such stockholders as Alan Towers (Towers of London) and other big names in British entertainment. They await further decisions of ITA, and everybody still awaits details of plans for dividing the hours of the day or days of the week among the program contractors on its stations.]

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So many eyes and ears will focus on their offerings, so outspokenly critical as a matter of habit are the British people and their influential press, so far committed is the Labor Party to doing away with commercial TV if and when it returns to power, that the burden is on industry as well as on ITA to do an acceptable job. If they do, we were told, no party in power would dare attempt to do away with commercialism. If they don't, a simple fiat of Parliament could switch the whole structure overnight to BBC.

As a writer in the *News of the World of London* put it: "The politicians were much more interested than the public in the why and wherefores of commercial TV during the endless debates in both Houses, and the public breathed a sigh of relief when at long last it proved possible to hand the demoniacal babe over to the ITA. If the Cabinet now find the infant left on their doorstep overnight, I think we can expect a spot of bother."

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Some 3,500,000 TV sets are in use in Britain today, most of them tunable only to one station. It's expected the total will be 4,000,000 by end of this year, reach at least 5,000,000 by end of 1955, then zoom to better than the current 1,000,000-a-year rate when the second service is

under way. How much more, the set makers are reluctant to guesstimate. One told us, "We should have 10,000,000 sets in use by 1960"—covering most of nation's nearly 15,000,000 family units.

The American industry's post-freeze experience—that second stations in a community have invariably zoomed the rate of receiver sales and installations immediately—seemed to interest the British manufacturers greatly. But their native inclination is to move cautiously, to underestimate their market, not to pressure things. There are some who (familiar folk!) don't like all this talk about color, mostly emanating from America and played up heavily in the British press, because it might rouse false hopes in the breasts of prospective buyers.

(The British color situation is a story in itself, about which more later. Suffice to state now that the Postoffice Dept.'s TV Advisory Committee, under the chairmanship of Admiral Sir George Daniel, has been conducting closed hearings on the subject, figures a year or more of work ahead of it, can be counted on to take advantage of all of the American experiences—without the pressure of politics, such as we had here, to bring color to Britain in a hurry.)

There is a problem, of course, of converting existing sets to receive 2 channels in lieu of one—but plans are afoot to do it at small cost, maybe as low as \$10 or \$15 and the fact that the second service's signals will come from the same towers as BBC's should help simplify the installation jobs. Most sets being sold today are equipped for the second channel, a hot selling point.

Some 30 receiver manufacturers share the 1,000,000 annual output. They sell direct to retail outlets, for the most part. "Hire purchase," or installment selling, has only lately come back on a big scale, having been prohibitively restricted until recently.

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Standard size is 14-in., with trend lately to 17-in. Only one 21-in. model was shown in the whole National Radio Show in London's Earl's Court in early Sept. There seems to be no push on to sell size, one manufacturer explaining that the extra cost isn't worth it for homes which mostly have small rooms.

We saw a scattering few TV shows while motor touring the country, but rarely did we find even the best-rated hotels TV-equipped, although in a space of 3 weeks we were in a different one nearly every night. They seldom had TVs or radios in their lounges, and they looked at you as though you were crazy if you asked if they might be rented. Very few pubs had TVs either, though radios were commonplace in them. Looks like the British TV industry is missing an extremely good marketing bet here.

Cost has been the major factor in set sales up to now—still is with most families, though the current high employment and prosperity wave, along with the vast publicity about TV in general and ITA and commercialism in particular, are making more and more people TV-minded. Receiver list prices have been brought down to an average of about \$150 for a 14-in., \$200 for 17-in., table models predominating. How can they be priced that low in the face of a govt. excise of 50%? The answer is much simpler for the British than for us, albeit we offer good 21-in. sets at \$200 and under. The girls on the assembly lines earn £5 a week (\$14) and the men at the parts-stamping machines very little more.

Workmanship is the finest. The 14-in. set we rented for our London hotel room gave us a picture (on British 405-line standard) that for clarity and contrast and all-around quality is vastly better than what we generally see in the U. S. (on 525 lines). Signals came from a multiplex antenna atop one of the tallest hotel structures (10 or 12

stories) in Mayfair. Receiver was a Kolster-Brandes; remember the brand names from our old radio days here?

The explanation for the good picture seems to lie also in superb transmission facilities and plenty of power. Great Britain has magnificent engineers, second to none, and some of the best are in the BBC.

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The programs you see are something else again. By our lights, there's not only not enough choice but a lack of pace and a disregard for timing that seems queer to the American observer. The British people and press are quite outspoken in criticism, sometimes unfairly so—for the fact is that quality and craftsmanship stand out in everything the BBC-TV people do; their dramatics are finished products, their news films excellent, their "outside" (remote) pickups extremely well done, especially sports.

But the day's program more often than not seems unbalanced, aiming at the few rather than the many. Consider these program listings for 2 different days, presumably typical, exactly as clipped from the *London Times*:

3 p.m., "Knights for a Day," British comedy film. 5, Children's Television. 7.25, Weather. 7.30, News. 7.45, Public Inquiry. "The Trade Unions—too much power, too little responsibility." 8.30, Music for You. 9.30, Amateur Boxing: London A.B.A. v. Paris. 10.30, News (sound only).  
3 p.m., About the Home. 4, Watch with Mother. 5, Children's Television. 7.30, News. 7.55, Sportsview. 8.15, Down You Go! 8.45, Shakespeare's "Troilus and Cressida." 11.5, News (sound only).

**B** RITISH Broadcasting Corp., which gets largest part of Postoffice Dept.'s collection of £1 license fees on radios and £3 on TV-plus-radio, reports it spent £9,387,166 on sound services and £3,991,439 on TV in fiscal 1953-54. (The pound is currently around \$2.80.) It suggests that it will require more funds during the next 3-year period in annual report just released by Her Majesty's Stationery Office, London (Cmd. 9269, price 4s, 6d, about 65¢, 144 pp.)

Gross income from sale of licenses was £16,474,081 which, after deductions, left net payable to the corporation at £12,963,451 for BBC. Total revenue expenditure of £14,563,283 was £9545 in excess of total income and reserves fell by £691,907. Grant-in-aid receipts for external (overseas) services totaled £4,905,000, total income for these services £4,947,812, total expenditure £4,914,695.

Report shows number of combined TV-radio licenses was 3,248,892 last March 31, up more than 1,000,000 in a year; figure is deemed closer to 4,000,000 now—counting licenses sold since then and the non-license payers, of whom the manufacturing industry knows there are many. Report says BBC plans to provide coverage of 97% of the UK with TV service by 1956-57.

Another BBC report, more up to date, notes that the diminution of adult audiences for sound radio continued last summer. For July-Sept. quarter, it's estimated the adult radio audience averaged 26,000,000 against 28,000,000 in same 1953 quarter. Drop is explained in report as due to fact some 1,000,000 families bought TV sets during the year. Average TV audience for July-Sept. was 10,000,000 vs. 8,000,000 in 1953.

Note: Phenomenal circulation of BBC's *Radio Times*, which lists all TV-radio programs in advance along with feature articles, is revealed in annual report showing average net sales of 7,903,969 in 1953—believed to be even larger now. *The Listener*, companion BBC weekly featuring texts of broadcast material, had 133,105 average.

"The Communicator" titles 2-part "profile" on NBC pres. Sylvester L. (Pat) Weaver Jr. in Oct. 16 & 23 *New Yorker*. In typical *New Yorker* fashion, it alternately pokes fun at Weaver for his free-wheeling speech, fantastic memos and totally uninhibited imagination—then credits him with creation of highly-respected and profitable programs, protection of Fred Allen from censorship of "vice presidents," etc.

The home and children's shows weren't particularly exciting, the latter going in for American cowboy films as part of a potpourri intended to interest different juvenile levels. The Shakespearean production, running well over 2 hours, was a repeat of the identical show also carried in prime night time the preceding week. The news films and sports pickups were excellent. The news via sound only at 10:30 (or thereabouts, depending on whether the preceding program ended at that time or a little earlier or later) seemed peculiar, to say the least.

Twice we viewed classical soloists, one a pianist, one an operatic singer—and in each case the camera was focused on the artist without shift for the entire 30 minutes. It was very dull viewing despite the excellence of the talent. One Sunday night we watched the British version of *What's My Line?*—very popular and as much fun as the CBS-TV show; 2 of its 4 panelists were American, and it offered no prize money.

Note: The 5-6 p.m. Children's Hour is followed by a long gap until the weather at 7:25 and news at 7:30. We asked a top BBC official why. His reply: "So that the mothers may prepare dinner and put the children to bed without any distraction from TV. The children have had it, and if they know the screen is dark they make no fuss about staying up for more."

**Network Accounts:** Studebaker-Packard Corp. signed this week for unusual weekly filmed program which will dramatize adaptations of articles from *Reader's Digest*, giving full credit to original sources. Now being filmed by Bernard Prockter Studios, Hollywood, untitled program will be on ABC-TV Mon. 8-8:30 p.m. starting Jan. 10, thru Ruthrauff & Ryan and Williams, Roche & Cleary, N. Y. . . . Johns-Manville enters TV as alt. sponsor (with Pan-American Airways) of *Meet the Press* on NBC-TV starting Jan. 2, Sun. 6-6:30 p.m., thru J. Walter Thompson; it's giving up longtime sponsorship of Bill Henry's 5-min. radio newscasts on Mutual . . . Sweets Co. of America (Tootsie Rolls) to sponsor *Paul Winchell-Jerry Mahoney Show* on NBC-TV starting Nov. 20, Sat. 10:30-11 a.m., thru Moselle & Eisen, N. Y. . . . Longines-Wittnauer Watch Co., for 6th straight year, to sponsor Thanksgiving *Day Festival Hour of Music, Song & Dance* on CBS-TV Nov. 25, Thu. 5-6 p.m., thru Victor A. Bennett Co., N. Y. . . . Lo-Calory Food Co. (R.D.X. drugs) to be alt. sponsor (with Carter Products) of *Meet Millie* on CBS-TV starting Dec. 7, Tue. 9-9:30 p.m., thru Harry B. Cohen Adv. . . . Gillette to sponsor annual Blue-Gray football game Dec. 25 from Montgomery, Ala. on NBC-TV, starting at 1:30 p.m., thru Maxon . . . Admiral & DuMont permit CBC to carry Bishop Sheen's *Life Is Worth Living* on non-commercial basis, as requested by National Religious Advisory Council; program will mention DuMont but no credit line will be given to U. S. sponsor Admiral.

New competitor looms on the "mass circulation" horizon—for TV as well as rival publications—with revelation this week that *Reader's Digest*, whose 10,000,000-plus circulation make it the biggest circulating magazine in the U. S., will start carrying advertising in April. Per-page cost (4 colors) as announced by BBDO: \$31,000, which compares with *Life's* \$30,600. Reasons for taking ads at long last (as do its foreign editions, totaling some 7,500,000 circulation) is increased costs, according to publisher DeWitt Wallace.

Ban on beer and wine advertising on TV between 8 a.m. and 10 p.m. was resoundingly beaten by Washington State voters in referendum. State Assn. of Broadcasters had fought measure.

Sets-in-use totaled 31,674,000 as of Oct. 1, reports NBC research dept., 400,000 having been added in Sept.

**Personal Notes:** Linus Travers resigns as of Dec. 1 as Yankee Network exec. v.p., in charge of WNAC-TV, Boston, among other General Teleradio properties; he plans new company specializing in TV-radio sales, promotion & merchandising . . . Edward Bunker, sales mgr. of CBS-owned KNXT, Los Angeles, to become gen. mgr. of uhf WOKY-TV, Milwaukee (Ch. 19) when station's sale to CBS (Vol. 10:43) is approved by FCC . . . Richard P. Hogue, TV sales mgr., and Ivan N. Hardingham, radio sales mgr., elected Headley-Reed v.p.'s, under new pres. Sterling B. Beeson; John H. Wrath, Chicago office mgr., elected exec. v.p. . . . Gerald Vernon promoted to director of ABC-TV central div., Chicago, replacing James Stirton, now with MCA . . . James H. Connolly, ABC v.p., adds duties of mgr. of KGO-TV & KGO, San Francisco, as operating depts. of stations are merged; Vince Francis, ex-TV station mgr., named local sales mgr. for TV-radio; David Sacks becomes national sales mgr. . . . John C. Merino remains as station mgr. of KFSD-TV, San Diego, under new gen. mgr. Wm. E. Goetze . . . Peter Storer, son of George B. Storer, pres. of Storer Bestg. Co., and merchandising mgr. of its WJBK-TV, Detroit, joins CBS Radio Spot Sales as account exec. in N. Y. . . . Ellis J. Robertson, ex-WTMJ-TV, Milwaukee, named program mgr. of upcoming WTTW, Chicago (Ch. 11, educational) . . . Carl P. Bergquist, ex-KSTP-TV, St. Paul, named production mgr. of upcoming WFLA-TV, Tampa (Ch. 8) . . . Harley M. West Jr., ex-WNEM-TV, Bay City-Saginaw, Mich., appointed mgr. of WKST-TV & WKST, New Castle, Pa., replacing A. W. Graham, who retires to Florida but continues as secy. and 7.2% stockholder . . . Wayne R. Wolfert, ex-stage mgr. & producer for WHAS-TV, Louisville, joins Crosley station headquarters in Cincinnati . . . Alfred M. Tauroney promoted from radio WYNY to sales mgr. of WCNY-TV, Carthage-Watertown, N. Y.; Maynard B. Davis promoted to chief engineer, David M. Graves to program-production mgr; John A. LaLiberte, ex-WECT, Elmira, named film director . . . Marshall Plant, ex-KPIX, San Francisco, named sales service mgr., KOVR, Stockton, Cal. . . . J. Frank Doody named sales mgr., CHSJ-TV, St. John, N.B. . . . Paul Rosen promoted to CBS-TV merchandising mgr., succeeding Arthur Perles, now asst. director of press information dept. . . . Lawrence Menkin resigns as program director of WOR-TV & WOR, N. Y. . . . Wm. Crawford, ex-WOR, named sales mgr., WABD, N. Y. . . . Jack Werner, ex-chief of FCC common carrier bureau, recently with Freedman & Levy, on Nov. 1 joined firm of Harry S. Littman, former FPC asst. gen. counsel, with offices in Wyatt Bldg., Washington; phone Republic 7-5102 . . . Charles F. Phillips promoted to gen. mgr. of WFBL, Syracuse, succeeding the late Samuel Woodworth . . . Dan W. Shields, ex-Biow & WEEU-TV, Reading, Pa., named asst. to Thad H. Brown Jr., NARTB v.p. for TV . . . J. Frank Gilday resigns as Cecil & Presbrey v.p. & TV-radio director, joins McCann-Erickson Nov. 15 . . . Jerry Jordan, author of several reports on TV's effect on sports attendance, transferred by N. W. Ayer from Philadelphia to N. Y. service staff . . . Mrs. Shirley Stone Godley, ex-N. W. Ayer, named DuMont mgr. of promotion, adv. & merchandising . . . Ira Morton, ex-WBKB, Chicago, recently Ruthrauff & Ryan, joins Chicago office of *McCall's* . . . Rolf S. Nielsen named sales mgr. for TV, A. E. Mickel for radio, in separation of functions at KOB-TV & KOB, Albuquerque . . . John Maynard Wilson promoted to local sales mgr., WOW-TV, Omaha . . . Douglas L. Sinn promoted to asst. sales mgr., WWJ-TV, Detroit.

Samuel D. Fuson, 64, Kudner v.p. in charge of public relations, an ex-newspaperman widely known in the TV-radio publicity fields, died Nov. 5 in Flemington, N. J. after a month's illness. Surviving are his widow and a married daughter.

**T**ELEVISION Bureau of Advertising (TvB), newly created under NARTB auspices to sell TV's value as an ad medium (Vol. 10:26-27), this week selected Oliver Treyz, 36-year-old director of ABC Radio network, as its \$30,000-a-year president. Meanwhile, TvB's companion plan for an industry-wide audit of TV-sets-in-use moved step closer with announcement that in-the-home pre-testing would begin within 10 days.

Treyz was picked by TvB board at meeting in N. Y. Nov. 4 from among 40 applicants who were screened for job. He assumes office Dec. 1, meanwhile plans to pick N. Y. headquarters site and select top lieutenants. After his selection, he told committee he plans to emphasize salesmanship in person vs. salesmanship in print. A native of Willowemoc, N. Y., he was graduated from Hamilton College, joined radio WNBZ, Binghamton, as script writer, later worked for Sullivan, Stauffer, Colwell & Bayles and BBDO. He joined ABC in 1948 and had served as director of sales presentations and director of research & sales development for TV-radio before being named radio director last Nov.

Pre-testing for set circulation is being conducted by Alfred Politz Research in several cities. "In the pre-test stage," said Robert D. Swezey, WDSU-TV, New Orleans, chairman of NARTB circulation implementation committee, "the methodology developed by Dr. Franklin Cawl of N. Y. and approved by the [NARTB] research subcommittee, chairmanned by Hugh Beville, NBC, is to be tested and findings are to be verified against absolute measurements of TV viewing recorded by meters attached to TV receivers in sample homes. It was necessary to work with electronic manufacturers and research laboratories toward the development and purchase of a new type of meter which would record on tape, with fidelity, the exact time during which a set is in use and the channels to which it is tuned."

"Film network" plans of Vitapix Corp. and Guild Films Co. (Vol. 10:44) were ratified by Vitapix stockholders Oct. 30 in Washington. New firm, Vitapix-Guild Programs Inc., was established "to hold current Vitapix properties for continued syndication." Frank E. Mullen, who resigned as pres. & director of Vitapix Corp., was elected pres. of Vitapix-Guild, Washington attorney Horace L. Lohnes and Don Campbell were named v.p.'s, Washington attorney Paul O'Bryan treas., Guild Films gen. counsel Charles B. Seaton secy. New officers of station-owned Vitapix Corp.: Kenyon Brown, KWFT-TV, Wichita Falls, Tex., pres.; Joseph E. Baudino, Westinghouse stations, v.p. (replacing Campbell); O'Bryan, secy. (replacing Wm. Broidy); Charles H. Crutchfield, WBTV, Charlotte, treas. John E. Fetzer remains chairman of Vitapix board, with these newly elected directors: Wm. Fay, WHAM-TV, Rochester; E. K. Jett, WMAR-TV, Baltimore; Edwin K. Wheeler, WWJ-TV, Detroit; Reuben Kaufman, pres., Guild Films. Robert K. Richards, ex-NARTB admin. v.p., has been retained by Vitapix as public relations consultant. Vitapix now has 37 station-stockholders, but board has approved admission of group of applicants, to bring strength to 60 in near future. National film syndication-sponsorship plan is scheduled to get underway within 30 days.

Voice of Democracy essay competitions, sponsored jointly by RETMA & NARTB (Vol. 10:38), will get underway as part of National Radio and TV Week, Nov. 7-13. James D. Secrest, RETMA exec. v.p. and chairman of VOD committee, said preliminary reports from participating broadcasters and Junior Chamber of Commerce chapters indicated record number of students would compete. Some 1500 stations will start special instructional broadcasts to students next week as first phase of competitions to be climaxed by special awards luncheon in Washington Feb. 23.

**Telecasting Notes:** Nationwide college football on TV—a la NCAA—is a flop, and not likely to be repeated in its present form. ABC-TV's \$1,800,000 beating on the pre-fab football schedule (Vol. 10:40) should be enough to steer other networks away from bidding on any such take-it-or-leave-it plan next year. Last week's game-of-the-week illustrates why national football telecasts—except for unusual top games—are on the way out. Penn vs. Penn State telecast may have made great viewer fare in Pennsylvania, but in Utah it probably left fans as cold as last year's NCAA Thanksgiving Day classic (Utah vs. Brigham Young) left them in Pennsylvania . . . Best bet now is that "revolt" with NCAA over football TV will bear some fruit at assn.'s Jan. convention, as Big Ten continues propagandizing for regional telecasting and Notre Dame keeps plugging for unrestricted TV . . . Also on way out is NBC-TV's Canadian pro football series Sat. afternoons (sustaining). Again, the problem is no "rooter interest"—combined in this case with difficulty of following the Canadian rules . . . Because of TV, Bing Crosby discards half-hour weekly radio format in favor of 15-min. daily show, CBS-Radio executives explaining such a format is more conducive to listener habit-forming, as opposed to "complicated TV schedules—what with the 'spectaculars' coming on once a month"; also it's easier to sell 15-min. show . . . New round of price hikes for TV film predicted in Nov. 2 *Billboard* as result of shortage of technicians and studio space and higher prices now demanded by name actors . . . Recent British films may be on way to TV here, with Elliot Hyman reportedly closing \$500,000 deal for U. S. theatrical and TV rights to 20 features owned by bankrupt British Lion . . . Sheldon Reynolds, TV producer, to make 3 full-length theatrical features in Europe next year for showing in U. S., first to be titled *Foreign Intrigue*, based on his TV series; already 3 *Foreign Intrigue* TV films have been combined as a theatre attraction and successfully exhibited in Britain, France & Den-

mark . . . High audience ratings of its *Million-Dollar Movie* series, which shows same feature film 16 times a week (Vol. 10:37), led WOR-TV this week to buy new package of 56 first-run film features from Eliot Hyman's Associated Artists Productions—some for showing on *Million-Dollar Movie*, others on new daytime segment now under consideration . . . First ratings for 4-network *Light's Diamond Jubilee* Oct. 24 averaged 55.5 in 10-city Trendex survey—lower than ratings sometimes racked up by single-network top shows . . . "Giggle-box," or canned laugh track, deleted from filmed *Dear Phoebe* (NBC-TV) by sponsor Campbell Soup Co. "to test audience reaction" . . . Recommended reading: George Rosen's "TV Scorecard: Hits & Misses," subheaded "Appraising the '54-'55 Season"—and doing just that for the rival network shows, day by day—in Nov. 3 *Variety* . . . New York Times drops full-week radio log in Sunday edition, substitutes week's "radio highlights," concentrating on TV program listings . . . Nashville newspapers claim that, since institution of fee system for printing TV-radio logs, listings are more complete and accurate while program display advertising has increased; flat fee, bitterly fought by stations, is supposed to cover printing production cost . . . Using TV to boost TV, Sterling C. (Red) Quinlan, v.p. of WBKB, Chicago, delivers "institutional" messages in 30-min. programs on own station Nov. 6, 8 & 11 to explain station's daytime programming plans . . . WTRI (Ch. 35) this week moved into new \$200,000 studios in Albany from Bald Mt. transmitter site near Troy.

Rate increases: WHEC-TV & WVET-TV, Rochester (sharing Ch. 10) add new 8-10 p.m. daily \$140 Class AA min. rate; WTVH-TV, Peoria, Ill., raises base hour rate from \$250 to \$350, min. \$50 to \$70; KR0D-TV, El Paso, \$300 to \$375 & \$60 to \$75. KOOL-TV, Phoenix, Ariz. (with \$425 base hour rate) and KOPO-TV, Tucson (\$250), both controlled by actor Gene Autry, announce new combination rate of \$573.75 for Class A hour on both stations.

Proposal to sell KJR, Seattle (5-kw, 950 kc) for \$150,000 to John F. Malloy & Lester M. Smith, as equal owners, was filed this week with FCC. It cancels proposed \$135,000 sale of Theodore Gamble's 90% interest in station to 10% owner C. Howard Lane (Vol. 10:43). Gamble must sell interest in KJR to exercise option to buy 1/3 of KOMO-TV, Seattle (Ch. 4) & KOMO. KOMO-TV owners (Fisher Flour Mills) protested that sale of KJR to Lane did not comply with option terms because Lane, as well as Gamble, is officer of KOIN-TV, Portland. New sale gives Gamble \$135,000, Lane getting \$15,000. Malloy, San Francisco TV-radio performer, also operates KVSM, San Mateo, Cal., and owns 10% of KROY, Sacramento, Cal. Smith was San Francisco mgr. for Blackburn-Hamilton until last June, now is gen. mgr. of KVSM.

KTVH, Hutchinson, Kan. (Ch. 12), dropped application to merge with radio KFBI, Wichita (Vol. 10:41), after hearing was requested by KAKE-TV, Wichita. WTRF-TV, Wheeling, W. Va. (Ch. 7), got nod from FCC on sale of WTRF & WTRF-FM to John Kluge for \$90,000 (Vol. 10:41). And in order to devote full time to WCAN-TV, Milwaukee, Wis. (Ch. 25), Lou Poller filed application to sell his WPWA, Chester, Pa. (1-kw, 1590 kc) for \$187,500 to owners of Delaware River Ferry Co., headed by Leon Cherksey & Louis Kapelski.

President Eisenhower this week set up special Cabinet Committee on Telecommunications Policy & Organization to examine desirability of coordinated govt. policy covering telephonic and telegraphic communications outside this country. ODM director Arthur S. Flemming was designated chairman, with State & Defense Secretaries as members.

TV program exchanges with Cuba moved step nearer reality this week when FCC began rule-making favoring AT&T's petition asking use of frequencies in 680-890 mc band to beam signals to Cuba (Vol. 10:40). Commission said authorization is on "an interim basis" and stipulates that no interference be caused to any broadcasting service, including uhf TV stations in the band. Comments on rule-making are due Dec. 3.

Support for Siatron's subscription-TV petition (Vol. 10:38) was filed this week by grantee KBST-TV, Big Spring, Tex. (Ch. 4), but it asked that permission to use fee TV be extended to small-town vhf stations rather than be limited to uhf as proposed by Siatron. Favorable comment was also filed by WACH-TV, Newport News, Va. (Ch. 33).

Sales and operating tieup of Northern Television Inc., headed by A. G. Hiebert and operating KTVA, Anchorage, Alaska (Ch. 11), and planning TV outlet next year in Fairbanks, with Alaska Broadcasting System, headed by Wm. J. Wagner of Seattle and operating 6 radio stations in as many Alaska communities, was announced this week.

Peabody Awards entry blanks and descriptive material available from Dean John E. Drewry, U of Georgia School of Journalism, Athens, Ga.; closing date for 1954 entries is Jan. 10, 1955.

Frank M. Stanton, CBS pres. and Ohio State U graduate, principal speaker at annual convention of Sigma Delta Chi journalism fraternity in Columbus, Nov. 10-13.

Charles C. Collingwood, CBS commentator, this week received Institute of World Affairs medal for distinguished service in the cause of better world understanding.

**F**IRST UHF SATELLITE permitted under new FCC policy (Vol. 10:32) was granted this week, along with 2 other CPs, while contestants in several hearings talked of mergers to effect quick grants, and uhf grantees here and there tried valiantly to shift to vhf. Week's CPs:

Little Rock, Ark., Arkansas TV Co., Ch. 11; Pasco, Wash., Cascade Bestg. Co., Ch. 19; Bluefield, W. Va. WHIS, Ch. 6. Pasco grant is the satellite, to be owned and fed by KIMA-TV, Yakima (Ch. 29). Plant cost is estimated at \$73,604, and yearly operating expenses \$25,000 (Vol. 10:38).

There's possibility of grant before long in Milwaukee for Ch. 6 allocated to suburban Whitefish Bay. WISN, WMIL and Independent TV Inc. are talking about merger. CBS's purchase of uhf WOKY-TV there (Vol. 10:44) took a lot of fight out of contestants, since they can't look forward to possible CBS affiliation. Talk of CBS buying WSTV-TV, Steubenville, O. (Ch. 9), to cover Pittsburgh area, keeps alive the possibility of mergers on Ch. 4 & 11 in Pittsburgh, though agreement on Ch. 4 fell through last week.

FCC's Broadcast Bureau rarely urges complete reversal of examiner, but it did this week, telling Commission it should give final decision to KFRE over KARM for Fresno's Ch. 12. It argued that KFRE's Paul Bartlett has such a record of community activity that he's more likely to know its needs and that KFRE is not too commercial nor does it discriminate against local advertisers (Vol. 10:37).

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FCC's multiple ownership rules, now permitting single entity to own 5 vhf and 2 uhf, were subject of highly skeptical questioning by judges during Court of Appeals argument this week on Storer Bestg. Co.'s appeal challenging the rules. Listening to argument by Storer counsel George Connelly, of Cravath, Swain & Moore, and FCC's Daniel Ohlbaum, judges' critical queries led some observers to bet that they'll throw matter back to FCC and that Commission will lift ownership limit.

If that happens, there's more than slight chance that some "anti-monopoly" firebrands in Congress would try to push through multiple-ownership amendment to Communications Act tighter than anything FCC has ever imposed. Actually, some multiple owners feel that Storer's appeal is stirring up things that were better left alone.

**T**WO UHF TRANSMITTER orders were reported this week by GE. Educational WTVS, Detroit (Ch. 56), due on air "early in 1955," signed contract for 12-kw transmitter, 5-bay helical antenna and complete studio equipment. KQTV, Ft. Dodge, Ia. (Ch. 21), placed order for 12-kw amplifier and GE microwave equipment to link it with network circuits at Des Moines. KQTV's new equipment is due for Dec. 1 delivery, installation by Xmas.

RCA shipped 25-kw transmitter Nov. 3 to KTVK, Phoenix, Ariz. (Ch. 3), controlled by Democratic Gov. elect McFarland, which has Dec. target, and 1½-kw amplifier to WKNB-TV, New Britain, Conn. (Ch. 30).

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

WHTN-TV, Huntington, W. Va. (Ch. 13) hopes to be on air "early in 1955," writes v.p. Fred Weber, also pres. of WFPG-TV, Atlantic City (Ch. 46), now off the air. WHTN-TV has applied for change to 1,000-ft. tower at new site 14-mi. SW of city and, as soon as change is granted, plans to begin construction for interim operation at site presently authorized by CP. Rep not yet chosen.

WBCK-TV, Battle Creek, Mich. (Ch. 58), is now "indefinite" about getting on air, according to program direc-

Search for vhf by uhf operators included: (1) Petition of WBUF-TV, Buffalo (Ch. 17) to add Ch. 8 there through complicated reshuffling (see TV Addenda 19-Q) involving some station shifts to adjacent channels, for which its willing to pay. WBUF-TV wants FCC to issue show cause order designating it for Ch. 8, with site at Colden, N. Y. This would require policy change at FCC, for up to now it has made newly-allocated channels available to all comers, hasn't specified sites for allocations.

(2) Request of KGTV, Des Moines (Ch. 17) that it be permitted to use educational Ch. 11 for at least 3 years, relinquishing it after that if educational grantee comes along and builds. Station reports losses to date range from \$3485 to \$37,952 monthly. Loss for latest month, Sept., was \$10,802.

(3) Petition of WROW-TV, Albany (Ch. 41) for assignment of Ch. 10 to Vail Mills, N. Y. about 20 mi. northwest of Schenectady. Station says it would drop Ch. 41 if necessary to apply for Ch. 10, but removal of "anti-straddling rule" (Vol. 10:43) makes that unnecessary.

Another de-intermixture proposal was turned down by Commission—that of WTVH-TV (Ch. 19) and WEEK-TV (Ch. 43), Peoria, asking removal of Ch. 8. As in several previous cases, FCC noted that applicants have relied on permanence of Ch. 8 to go through hearing and that initial decision has been rendered.

In other allocations actions, Commission started rule-making on request of WTVU, Scranton (Ch. 73) to get Ch. 38 there by substituting Ch. 48 for Ch. 32 in Lock Haven, Ch. 32 for Ch. 38 in Sunbury. FCC also proposed addition of Ch. 7 to Laurel, Miss., and it received petition from grantee WOOK-TV, Washington (Ch. 50) asking shift of Ch. 14 from Annapolis, Md., and that WOOK-TV be given show cause order to move to Ch. 14.

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Uhf converters are offered to TV stations for promotional purposes by Industrial TV Inc., Clifton, N. J., at jobber net price of \$20.95 for "cavity-tuned" all-channel unit which retails at \$39.95. Industrial TV's plan for "seeding" uhf audiences through promotional distribution of converters by stations (Vol. 10:9) will be tested in Asbury Park area, according to jobber sales mgr. Walter V. Tyminski. Station orders for converters are placed through local jobbers who receive "nominal markup" for their services.

tor Eugene Cahill. Year ago station reported it had installed DuMont equipment, then was delayed by accident when plane crashed into tower (Vol. 9:49), then by demise of city's other uhf, WBKZ-TV (Ch. 64).

WMFJ-TV, Daytona Beach, Fla. (Ch. 2), hasn't set target date, but expects to get on before next July 1, writes owner W. Wright Esch. Make of equipment and rep not reported.

KRBB, El Dorado, Ark. (Ch. 10), is negotiating for change of site and hasn't set target, according to one-third owner William M. Bigley. Make of equipment and rep not reported.

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Great variety of subjects in RCA's July-Aug. *Broadcast News* covers, among other things, a compact color studio, 1½-kw uhf installation of WBRE-TV, Wilkes-Barre, uhf booster of WJTV, Jackson, Miss., closed-circuit operations.

First college-level degrees to be awarded by Capitol Radio Engineering Institute, Washington (Eugene H. Reitzke, pres.) were awarded this week to 11 students; school founded 27 years ago has 300 day, 250 evening, 10,000 correspondence students.

**Color Trends & Briefs:** One of finest things ever seen on face of a color tube was Mozart's opera *Abduction from the Seraglio*, presented by NBC-TV Oct. 31. Color TV at its technical and artistic best added the final dimension to a work of great musical beauty. Possibly most striking thing about the production was skill with which color was employed—the fine contrast between scenes dominated by brilliant colors and those suffused with delicate pastels. Balance among cameras was most precise, all producing same colors—and registration was maintained about as well as we've ever seen it.

New York music critics treated opera as a major musical event. *Times'* Howard Taubman wrote: "There was an unwonted radiance on TV yesterday afternoon. It was shed more by Mozart's music than by the presentation in color, although the latter element was of a high order . . . In terms of production, the color made 'The Abduction' something that could compete right now with the best opera houses. The sets designed by Rouben Ter-Arutunian had the appropriate atmosphere and style, and his costumes, executed by Karinska, were handsome." *Herald Tribune's* Francis D. Perkins devoted column mostly to musical critique, merely noted that "for those with access to color TV sets, the color scheme was atmospheric and effective." *Variety's* Fred Hift wrote: "The fact that it was also telecast in color gave the occasion another touch of distinction for overall it was a stunning achievement. For the black-&-white viewers, who are the ones that count, 'Abduction' must have shaped as a hour-and-a-half of superb TV entertainment."

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British color isn't expected to start for about 2 years, but BBC director of TV Sir George Barnes was in U. S. recently studying color among other phases of American TV. Reporter for *New Yorker*, in Oct. 30 issue, says Sir George gives impression he's sure color will spread over world eventually, but quotes him saying: "Extraordinary to think of how much skill and money are being expended in this country on a marvel that the public, so far as one can tell, is perfectly content to be without. At home, still more markedly, people have not yet got over their delight at having TV in black-&-white, and if they look forward to anything, it is to larger screens and a choice of programs." Recommendation on choice of color standards is due from Govt.'s TV Advisory Committee within a year. BBC meanwhile is conducting experiments, some in collaboration with private manufacturers working on color (notably Pye, EMI & Marconi). Annual BBC report for 1953-54 notes that "while substantial progress has been made in developing systems of transmitting TV pictures in colour, no completely satisfactory system from the point of view of a public TV service is yet available in this country."

"Spectacular" sponsor Raymond Spector, in unique position of owning both the client (Hazel Bishop lipstick) and ad agency handling account, called press conference this week to tell that he has talked NBC into cutting program from 90 to 60 min. after first of year, move show from "too big" Brooklyn studios to Colonial Theatre. He also complained of too much ballet and too much emphasis on color instead of program values, said program was going to have even bigger talent "names" though budget would be reduced, paradoxically.

RETMA issues free 44-p. booklet, *Fundamentals of Color TV for Service Technicians*, designed as basis for industry-sponsored lecture program for service clinics. Prepared by RETMA service committee, booklet begins with explanation of color fundamentals and progresses through color transmission system and general organization of color receivers.

Analyzing color status, former FCC economist Dallas W. Smythe, now professor of economics at U of Illinois, in Oct. issue of school's *Illinois Business Review*, says that color is at least 6-12 months from mass market; that no more than 15,000 sets are likely to be sold this year; that "within a year or so after the industry begins set production, color sets will be in mass production, selling in the range of \$500-\$600, and will be subject to high-pressure merchandising." His summary: "It is expected that color set purchases in the next 5 years will grow less rapidly than did black-&-white in its early years (between 1946 and 1954). However, there may be as many as 5,000,000 sets by the end of 1957, assuming no major depression. The source of color programs will tend to be confined even more closely to network and film than at present. For TV stations, networks and advertisers, color raises a variety of financial and policy issues because of its substantially increased costs. Subscription TV, which has already been seriously proposed by several companies, may be rendered more attractive as a device for broadening the economic base of the industry. Inevitably, color TV will heighten intermedia rivalry for public attention."

Color pictures can be shot on black-&-white film through use of camera and projector accessories now available on rental basis, according to Colorvision Inc., Los Angeles. Quality of projected pictures at recent Hollywood showing was said to be good, and industry sources speculated that such a process would make possible large savings in film costs and processing time. Colorvision attachment modifies standard 35mm film camera so that it takes 3 simultaneous black-&-white pictures—each containing the picture component of a single primary color. Each picture is 1/4 the size of ordinary 35mm picture. Color filters restore color to picture when it is projected.

Color film scanner was shipped by DuMont this week to WTVW, Milwaukee. DuMont also reports next stations to get color conversion kits for transmitters will be KERO-TV, Bakersfield; KVAR & KPHO-TV, both Phoenix.

Next week's network color schedules: CBS-TV—Nov. 9, *Jo Stafford Show*, 7:45-8 p.m.; Nov. 10, *Best of Broadway*, 10-11 p.m.; Nov. 14, *You Are There*, 6:30-7 p.m. NBC-TV—Nov. 11, *Ford Theatre*, 9:30-10 p.m.

Govt. of Colombia announced plans for 14-station TV network to cost \$2,500,000. First station—HJRN-TV, Bogota, and satellite in Gauli—went on air last June. Construction of next outlet will begin immediately at Medellin, 350 mi. from Bogota, reportedly by Siemens & Halske (Germany). Govt. plans to permit commercial use of its TV facilities 2 hours a day. Meanwhile, DuMont announced it has shipped 5-camera chain and complete monochrome film & slide Multiscanner to PRG3-TV, Radio Televisao Tupi, Rio de Janeiro, Brazil.

Commercial TV in Australia has been given green light—a la CBC—with Govt. planning to operate stations, alongside privately owned outlets. First outlets will be in Sydney and Melbourne, one govt. and one private station in each. Govt. has already asked bids for equipment and hopes to put its first programs on air in late 1955. Australian Broadcast Commission, which controls radio, will operate govt.-owned stations. There are already more than 100 applications for private stations.

ASCAP TV negotiations settled, 5-year-old All-Industry Local TV Music Committee under General Teleradio's Dwight Martin has been dissolved and \$78,500 in contributions refunded to member stations—about 50% of what they put in.

Power increases: WKNX-TV, Saginaw (Ch. 57), Nov. 1 to 207-kw ERP; WTVP, Decatur, Ill. (Ch. 17), Oct. 29 to 12 1/2-kw transmitter.

**PIPELINES CLEAR DESPITE RECORD TV OUTPUT:** Beauty of current boom TV market is that inventories at all levels have shown little or no increase in last 2 months. Thanks to extraordinarily high sales, albeit still heavily in low end, record TV production is being absorbed readily, with no jamming of pipelines. Inventories at end of Oct. are estimated at 1,900,000-2,000,000, no higher than at start of year, about 100,000 under June 30 levels and about 400,000 under Oct. 31, 1953.

Trade is watching inventories closer than ever this year, for it's here that the folly of high production and declining sales is brought home. In fact, many set manufacturers need look no further than last fall-winter for an object lesson in the need to keep sharp eye on pipelines. At that time, they kept producing for inventory rather than for market -- and result was a cutback in first-quarter production this year, to say nothing of price-cutting and lower profits.

TV production continues to break records, meanwhile, going up to 238,784 sets week ended Oct. 29. In preceding week, all-time weekly TV production record was broken with output of 228,298. For first 10 months, TV output is estimated at about 5,525,000, compared to 6,100,000 in first 10 months of 1953.

Radio production totaled 266,796 (97,076 auto), compared to 259,070 preceding week and 234,276 week before. For 10 months, output was 7,700,000 vs. 10,700,000.

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Increase in TV output is apparently divided evenly among the top set makers. RETMA spokesman says no manufacturer has increased his proportionate share of market, while all have boosted their production pace.

There's no complaint about sales at any level. Factory and distributor sales are each running at about 225,000 a week. Retail sales are between 200,000-225,000 a week. Latter figure is so gratifying that dealers have found little reason to air traditional complaints. As NARDA managing director A.W. Bernsohn told us:

"We're grateful for the cold weather that has apparently pushed folks indoors and made them conscious of TV. People are buying first sets, and I hear from our members that there's a nice pickup in second set and replacement buying, too. I'm a little surprised, but pleasantly so, that the recent price increases haven't done much to depress sales. As for color, those fat price tags really seem to be helping black-&-white sales. Now if somebody can do something about discount houses..."

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Trade's hopes for a merry economic Xmas depend to great extent on continuing national economic strength -- and 2 reports by Govt. this week strengthened their hopes. First, Commerce Dept. Office of Business Economics reported that personal income in Sept. was at annual rate of \$287.5 billion -- up \$2 billion from Aug. rate. Secondly, Federal Reserve Board reported total consumer installment credit rose to \$21.3 billion in Sept., a gain of \$30,000,000 over preceding month.

Installment credit trends are watched as an indicator of consumer confidence, since economists regard buying on time as index of consumer's willingness to pledge his future income to meet present desires. Thus, modest increase is welcomed.

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RETMA recapitulated 9-month TV-radio production this week in report listing 4,733,315 turned out, compared to 5,524,370 in same 1953 period. Total included 924,311 sets equipped at factory with uhf facilities. In 5-week Sept., new monthly production record of 947,796 was established, including 136,613 uhf sets.

Radio production in first 9 months totaled 7,042,442, compared to 10,149,163 in same 1953 period. Sept. production was 932,323, compared to 785,499 in Aug. and 1,216,525 in Sept. 1953. Here are RETMA's revised TV-radio tables:



	PRODUCTION		RADIO PRODUCTION BY TYPES			
	Total TV	Total Radio	Home Sets	Portables	Clock	Auto
January.....	420,571	871,981	271,036	46,571	159,932	394,442
February.....	426,933	769,232	233,063	98,275	105,933	331,961
March (5 wks)	599,606	940,352	244,110	206,130	119,863	370,249
April.....	457,608	745,235	165,232	175,424	73,590	330,989
May.....	396,287	722,104	173,480	174,735	57,370	316,519
June (5 wks).	544,142	837,655	226,350	141,904	132,668	336,733
July.....	306,985	438,061	150,002	39,447	57,100	191,512
August.....	633,387	785,499	280,607	74,713	155,171	275,008
Sept. (5 wks)	947,796	932,323	352,499	76,271	207,226	296,327
TOTAL.....	4,733,315	7,042,442	2,096,379	1,033,470	1,068,853	2,843,740

**COLOR TUBE-SET PRICES KEYED TO DEMAND:** Color TV is still in "chicken-or-the-egg" stage as far as tube makers are concerned. They're prepared to meet visible demand, but tube and set price reductions await greater public demand and public awaits more persuasive color program fare.

Officials of principal color tube makers RCA and CBS-Hytron are solidly in agreement on that point. Matter of fact, both CBS-Hytron pres. Charles Stromeyer and RCA exec. v.p. W.W. Watts use the "chicken-egg" phrase to describe status.

Watts reports RCA ahead of schedule on production plans, having already sampled industry with 21-in. metal-coned round tubes, continuing pilot production and aiming for substantial rate beginning next year -- but everything geared to demand.

"I'm very optimistic about our ability to produce the tube," he said. "The shrinkage (reject) rate is quite satisfactory. By far our major problem is getting a good black-&-white picture on the tube. It's far more difficult to do that on a 21-in. than with a 15-in., but we're learning how to do it better every day."

Many set makers are working with tube, Watts said, and many have been sampled with special components for 28-tube circuit demonstrated by RCA (Vol. 10:38). RCA is sticking with metal-coned round tube, has no immediate plans for all-glass or rectangular tubes. Price remains \$175 to set makers.

Stromeyer reports CBS-Hytron has cut back estimates of production for this year from original 40,000-plus to less than 30,000, largely because principal customer Motorola has lowered its sights from original 25,000 -- first to 20,000 then to something less (Vol. 10:44).

"The interest of set makers is improving, nevertheless," he said. "They're talking more optimistically now, but it will take some months for them to move."

CBS-Hytron plans 22-in. glass rectangular, in addition to present all-glass 19-in. round tube, but gives no date for its introduction -- though there are reports it's due shortly. Stromeyer hopes it "will clear the air," stating that RCA's first announcement of 21-in. confused set makers at time CBS-Hytron introduced its 19-in. Production techniques improve constantly, he said, and production remains contingent on public demand which must be whetted by more and better color programs.

RETMA wins grand prize of American Trade Assn. Executives, presented annually to a trade assn. for outstanding service to its industry and public, for its role in adoption of NTSC color standards. Documented presentation of subject to ATAE was under direction of RETMA exec. v.p. James D. Secrest. Award will be presented Nov. 8 at ATAE convention at Statler Hotel, Los Angeles, to be accepted by RETMA west coast director Joseph Peterson. In 1951 RETMA and NARTB were joint winners of ATAE award of merit for sponsorship of Voice of Democracy essay contest.

West German TV set production will reach 140,000-150,000 for 1954, may go as high as 400,000-500,000 next year, according to special West Germany section of Oct. 20 N. Y. *Journal of Commerce*. There are 20 TV factories in West Germany, says the *Journal*, and retail TV prices there begin at \$166.

Phonographs are owned by about 50% of U. S. families, and of that group only 26% buy at least one record a year, according to survey made for Columbia Records and disclosed last week to Record Dealers Assn. of Massachusetts by Columbia's Milton Selkowitz. He said survey, by unidentified company, shows appliance stores losing volume on record sales, while dept. stores and specialty shops hold their own.

Uhf brings back FM: Granco Products Inc., 36-17 20th Ave., Long Island City, announces FM-only table model radio to list at \$29.95. It's FM-band adaptation of "coaxial tuning" principle used in Granco uhf converter.

Kaye-Halbert resumes TV production, limited by order of creditors to 1000 sets a month while operating under Chapter XI proceedings, on new line ranging from 21-in. mahogany table model, \$190 to 27-in. blonde console, \$620.

**Topics & Trends of TV Trade:** Discount house operations, sore point of TV-radio-appliance trade in many major markets, currently account for annual volume of \$25 billion, or 18% of all retail trade. That's startling conclusion of report this week of U.S. Chamber of Commerce's domestic distribution committee, based on survey of a national panel of 100 unidentified top executives in retail, wholesale and service fields—including TV-radio-appliance representatives.

NARDA managing director A. W. Bernsohn said he questioned validity of the Chamber's figures. He said NARDA had tried many times to evaluate extent of discounting in TV-radio-appliances but had never been able to agree on an accepted definition of a discount house. He said there were various shadings of discounting in many retail operations.

Chamber's report said retail discount houses generally were outlets operating in low-rent premises, where customers select their own merchandise, pay cash and carry their purchases away. Because of the low operating costs, report added, discount retailers boast they can undersell the more orthodox type of retailer by a wide margin.

About 70 of the executives said they were personally faced with competition from discount firms. As to what they planned to do about it, approximately 50% said they were adopting stronger, competitive merchandising tactics, such as more promotions, use of brand names, better service, more aggressive salesmanship, and use of better merchandise. About 40% indicated they wanted their suppliers to cut off merchandise to discount houses; about 25% said they would discontinue using "price football" brands; 16% said they would aim for exclusive territorial franchises; 15% said they would ask newspapers and other media to refuse price cutting ads from discount house operators. Only about 15% said they were cutting prices themselves to meet competition.

Chamber emphasized it was taking no stand in controversy, and that report was for information only. At recent Atlanta conference, its domestic distribution committee agreed almost unanimously to continue its hands-off policy (Vol. 10:44).

\* \* \* \*

Mergers of manufacturers, heretofore relatively uncommon in TV-radio field, are apparently on increase, in wake of disclosures this week that Sylvania was negotiating to purchase National Union Electric Corp., Hatboro, Pa. (tubes) and that Motorola had bought Lee J. Drennan Inc., Arcade, N. Y. (auto radio tuners). Neither Sylvania chairman Don G. Mitchell nor National Union chairman C. Russell Feldmann would officially confirm purchase report, but announcement should be forthcoming in week or 10 days. One factor holding up transaction is study of possibility that Justice Dept. might interpret purchase as "lessening of competition" in tube production. On Jan. 1, Motorola takes over Drennan firm, which has been a major supplier of Sylvania, and is considering retooling to expand production of TV-radio components.

Warren B. Burgess, 60, pioneer in radio engineering and scientist at Naval Research Laboratory for 31 years, died Nov. 2 in Washington after 5-month illness. An electronics consultant, he was considered a leading authority on radio direction finders.

George W. Pongonis Jr., Philco engineer attached to Navy's Bureau of Ships, was among the 42 missing on Super-Constellation out of Patuxent Air Station, Md., and presumed lost at sea this week on flight to Azores.

Frank G. Gracyk, purchasing agent of Quam-Nichols Co. (speakers) and veteran of 22 years with firm, died of heart attack Oct. 26.

**Trade Personals:** Adm. John E. Gingrich, USN (Ret.), who served as deputy chief of naval operations (administration), elected IT&T v.p. . . . Col. Mark E. (Ted) Smith, USA (Ret.), named to new post of administrative asst. to Hallicrafters pres. Wm. J. Halligan . . . Wayne Thorstensen promoted to Hallicrafters credit mgr., replacing James McGuire, resigned . . . Victor E. Carbonara, pres. of subsidiary Kollsman Instrument Corp., elected to Standard Coil Products Co. board, succeeding Robert E. Peterson, who retired as exec. v.p. . . . Dennis W. Holdsworth, from electronics branch of Canadian Defense Dept., named mgr. of new industrial electronics dept., Avco of Canada Ltd., Toronto . . . George Hakim, ex-DuMont adv. mgr. and ex-mgr. of TV-radio adv. at Raytheon, recently editor of *Food Mart News*, Chicago, named director of adv., Hoffman Radio, succeeding E. A. Tischler, who resigned to open own ad agency; L. R. Johnson continues as Hoffman adv. mgr., Dean Aylesworth as Hoffman Labs adv. mgr. . . . Irving G. Rosenberg, DuMont Labs v.p. directing govt. & CR tube divs., adds responsibility for communication products . . . Wm. F. Walsh resigns as DuMont asst. sales promotion mgr. . . . Dr. Ernest A. Lederer appointed chief engineer, Carmen E. Remich engineering mgr., Westinghouse electronic tube div. . . . Gordon Hentz appointed marketing mgr., RCA Estate Appliance Corp., replacing Inwood Smith, resigned . . . Charles A. Richardson, upstate N. Y. sales mgr., named merchandising mgr. of industrial & technical products, GE tube dept. . . . Roland D. Payne, ex-GE & CBS-Columbia, named national sales mgr., Kimco Towers, Columbia, S. C. . . . Charles A. Scarlott, ex-editor of *Westinghouse Engineer*, named mgr. of technical information services, Stanford Research Institute . . . Horace L. White promoted to new post of industrial sales mgr., Jensen Mfg. Co. . . . Wm. Blinoff, ex-Philco, Majestic, Hallicrafters & RCA, named sales rep in Ohio, Ind. & Mich. for Automatic Mfg. Co. . . . A. Earle Fisher, ex-Westinghouse TV-radio div., named equipment products mgr., National Co. . . . Howard G. Haas promoted to adv. v.p., Mitchell Mfg. Co., Chicago . . . Earl Hadley resigns as asst. adv. mgr., Westinghouse TV-radio div. . . . Edmund A. Laporte, RCA International div. chief engineer, onetime chief engineer of RCA Victor of Canada, joins RCA research & engineering staff as administrative engineer in headquarters operating group headed by O. B. Hanson . . . Lou Silver, ex-Wilcox-Gay v.p., named to represent its Majestic line with key accounts in metropolitan N. Y. area . . . Robert H. Hayes promoted to asst. sales mgr., International Resistance Co. merchandise div.

**DISTRIBUTOR NOTES:** Crosley-Bendix appoints Cook Appliances, 730 N. Washington Ave., Minneapolis. and Graybar, 417 Byrd St., Little Rock . . . Stromberg-Carlson: Kelvinator, 742 Ponce de Leon Place, Atlanta . . . Stewart-Warner: Metropolitan Distributors, 1103 Columbus Ave., Roxbury, Mass., replacing Boston factory branch; Inter-State Distributing Co., 808 W. 14th St., Kansas City (Max Barnett, pres.), Independent Distributing Co., 1164 Elati St., Denver, replacing Parker Co. . . . Olympic: Moore Co., Portland, Ore., and McElmurray Co., Columbia, S. C. . . . Peirce-Phelps Inc., Philadelphia (Admiral) appoints Rodman Shutt adv. mgr., replacing Robert Schlesinger, resigned . . . Rye Wholesale Co., Little Rock (Emerson) appoints Stanley K. Bradshaw Jr. as mgr. . . . Zenith N. J. announces resignation of gen. mgr. W. W. Cone; Zenith N. Y. promotes Cy Ran to credit mgr., replacing Arthur Morris, resigned . . . Trav-Ler San Francisco factory branch appoints Don Fleming as mgr.: he's ex-Packard-Bell Oakland distributor . . . Stromberg-Carlson: Graybar, Allentown, Pa. . . . Stewart-Warner: Fred Barber Supply Co., 51 Webster St., Oakland, Cal. (Fred Barber, pres.); Master Equipment Co., 53 N. College St., Washington, Pa.; Harold's Radio Supply Co., 320 SW Court St., Pendleton, Ore.

**Financial & Trade Notes:** Big J. Arthur Rank Organization, at recent annual meeting of its Odeon Theatres Ltd. and subsidiary companies in London, reported Odeon's trading profits for year ending last June 26 reached all-time record of £7,705,484 vs. £6,837,496 in preceding year. Net profit after all charges, including £3,259,474 in taxation, or about 59% of net, was £1,031,080 vs. £1,190,523. (British balance sheets do not disclose gross sales or income figures.)

The Rank group includes Gaumont-British, British Optical & Precision Engineers Ltd. (equipment), Cinema-Television Ltd. (instruments), British & Dominions Film Corp., Bush Radio Ltd. (TV-radio) manufacture, Theatre Publicity Ltd. and other companies devoted to screen advertising, plus various other subsidiaries.

On the encroachments of TV, Mr. Rank took the view: "The present and potential competition of television must not be underrated. We shall continue to combat this formidable competitor, and our success must depend on the entertainment value of the films we show in the theatres." As to upcoming sponsored TV: "I doubt if we shall feel the effect of sponsored TV during the coming year, but I should say that whilst it will undoubtedly increase competition in that it will give an alternative programme to the viewing public, nevertheless I am confident that the entertainment which this industry has to offer is far greater than that which TV can offer now, or in the foreseeable future."

\* \* \* \*

Magnavox earned \$332,000 (44¢ per share) in quarter ended September, 30, way down from \$923,353 (\$1.22) in corresponding period year ago. Sales figures were not disclosed. Chairman Richard A. O'Connor attributed decline "almost entirely to the sharp drop in shipments of military equipment and to disproportionately high starting cost of launching the new Magnavox TV lines, all of which was written off during the quarter." He indicated that earnings for the quarter should not be construed as pattern for balance of year. Pres. Frank Freimann, reporting backlog of orders exceeded \$30,000,000 at end of quarter, said TV-radio-phono sales in current fiscal year ending July 30, 1955 should exceed the record \$62,974,430 and earnings should approximate the \$2,012,530 (\$2.77) of preceding fiscal year. He said Oct. TV shipments were 100% ahead of Oct. 1953.

Magnavox, he reported, would introduce a 21-in. color set next spring: "It is expected that color TV will get a modest start when the new 21-in. color tubes become available in production quantities next spring. They will still be high priced and in the limited luxury market class. It is unlikely that the industry will produce over 300,000 receivers during 1955. Because Magnavox sells primarily through those stores which have best access to the luxury market, it expects to do exceptionally well in color TV sales."

\* \* \* \*

Tung-Sol proposes issuance of 100,000 shares of \$50 par convertible preferred stock to expand tube production. In statement filed with SEC this week, chairman Harvey W. Harper said "over 50%" of proceeds will be used to set up color tube production facilities. Tung-Sol earned \$1,478,493 (\$2.51 a share on 565,328 common shares) on sales of \$28,103,964 in 39 weeks ended Oct. 2, compared to \$1,423,284 (\$2.46 on 554,051 shares) on \$30,464,739 in corresponding period preceding year.

Sentinel Radio earned \$3457 (1¢ per common share) on sales of \$5,390,824 in 6 months ended Sept. 30. Comparison with same period year ago wasn't available, but for fiscal year ended last March 31, earnings were \$151,301 (40¢) on sales of \$13,541,962.

Among officers' and directors' stock transactions reported by SEC for Sept.: Gordon T. Ritter bought 100 Arvin, holds 724; Malcolm P. Ferguson bought 200 Bendix Aviation, holds 1463; Dr. W. R. G. Baker bought 2136 GE, holds 4836; John W. Belanger bought 1125 GE, holds 5026; Arthur F. Vinson bought 690 GE, holds 1827; Wm. C. Wichman bought 1695 GE, holds 2790; Walter E. Green bought 3400 General Precision Equipment, holds 3685; Earle G. Hines bought 200 General Precision Equipment, holds 800; Hermann G. Place bought 25,000 General Precision Equipment, holds 25,000; Joseph C. Chapman, thru C. C. Collings & Co., bought 1884 I-T-E Circuit Breaker, sold 2183, holds 1801; Harry A. Ehle sold 500 International Resistance, holds 17,000; Richard A. Wilson sold 200 Magnavox, holds 200; Leslie J. Woods sold 100 Philco, holds 7893; E. W. Engstrom bought 100 RCA, holds 400; Robert E. Peterson sold 137,355 Standard Coil, holds none; R. D. Blasier sold 125 Westinghouse, holds 653; L. E. Osborne sold 721 Westinghouse, holds 3143.

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Theatre TV is again touted by exhibitors as an offset to what they regard as renewed threat—possibility of subscription TV (Vol. 10:43). During Chicago convention of Theatre Owners of America this week, theatre-TV committee co-chairman S. H. Fabian and Mitchell Wolfson (latter owning WTVJ, Miami) issued this high-flown statement: "Unable to overwhelm us with the powerful initial onslaught, TV is raiding our vaults for star product of yesterday and organizing a deep flanking movement to disrupt our source of picture supply and immobilize our patrons in their homes through metered TV. We have the weapon for a powerful counterattack but are exceedingly slow in developing its mighty potential. For additional revenue and for recouping the patronage taken from us by the lure of 'free' entertainment, closed circuit TV is a reinforcement which can advance us to a new era in the history of the theatres."

Edwin D. Martin, Martin Theatres of Georgia, which owns 75% of WDAK-TV, Columbus, Ga., and 35% of WJBF, Augusta, elected pres. of Theatre Owners of America at Chicago convention this week, succeeding Walter Reade Jr., Walter Reade Theatres and WRTV, Asbury Park, N. J., who becomes chairman, replacing Alfred Starr, Nashville. All other officers were re-elected, including v.p.'s Myron Blank (32% of KCRI-TV, Cedar Rapids, Ia.), John Rowley (33% of KWFT-TV, Wichita Falls, Tex.), A. Julian Brylawski, Roy Cooper, Pat McGee, Albert M. Pickus; secy., Robert R. Livingston; treas., S. H. Fabian. Mitchell Wolfson, former TOA pres., owner of Wometco Theatres and WTVJ, Miami, was elected chairman of finance committee.

Schine theatre chain and subsidiary organizations are scheduled for trial in Buffalo district court Nov. 22 for contempt of court in allegedly failing to comply with 1949 anti-trust decree (Vol. 10:11). Schine chain holds 55% of grantee WPTR-TV, Albany (Ch. 28) and 50% of grantee WRNY-TV, Rochester (Ch. 27).

Closed-circuit TV enabled Britain's Queen Mother Elizabeth to address overflow crowds Oct. 30 at Columbia U bicentennial dinner and Nov. 3 at dinner of English Speaking Union, both at New York's Waldorf-Astoria Hotel, using Theatre Network TV facilities.

"Biggest closed-circuit business meeting yet" will be General Motors' Nov. 23 show celebrating the manufacture of 50,000,000th GM car. It will be televised to hotels in 51 cities, audio-only wired to another 14, through TNT.

Unique community system receiving antenna is that of Muscle Shoals TV Cable Co., Muscle Shoals, Ala., installed by Jerrold—a ½-ton horn, 60-ft. long, with 26x22-ft. opening, designed for reception of Birmingham's Ch. 6 & 13.

**P**ROBABLE LINEUPS of Senate and House Interstate & Foreign Commerce Committees, which have jurisdiction over most TV-radio matters, in coming 84th Congress (see story on p. 1):

Senate (if Democrats hang on to their plurality)—Warren G. Magnuson (D-Wash.) will be chairman, replacing John W. Bricker (R-Ohio). Democrats probably will add 2 members to Committee, one of whom will replace former Chairman Johnson, governor-elect of Colorado. Mentioned as possible Democratic additions: The "veep" from Kentucky, Alben Barkley, who was member of old Interstate Commerce Committee when he last served in Senate, is considered good friend of TV industry—once had own TV program; Estes Kefauver (D-Tenn.) and Lister Hill (D-Ala.), both of whom previously served on Committee.

If there is communications subcommittee, it may be headed by Sen. Pastore (D-R.I.), ranking Democrat on subcommittee headed by Sen. Potter (R-Mich.) in 83rd Congress. At staff level, Edward S. Jarrett, Committee employe for 11 years, is expected to resume old post of chief clerk, replacing Bertram O. Wissman, a Bricker appointee.

House—J. Percy Priest (D-Tenn.), chairman, replaces Charles A. Wolverton (R-N.J.). Democrats probably will name 5 new members to Committee, and some current Republican members may be removed. Committee will probably be divided into standing subcommittees, Rep. Oren Harris (D-Ark.) possibly heading communications subcommittee. Harris headed special subcommittee which probed TV programming in 1952 and was most active House Democrat on Senate-House conference committee which ironed out differences between the 2 versions of McFarland Act amending Communications Act in 1952.

Both committees will have influential Democrats among their membership. Senate Committee will include majority leader Lyndon B. Johnson (whose wife owns KTBC-TV & KTBC, Austin, Tex.) and majority whip Earle C. Clements (Ky.). House Committee Chairman Priest is due to be named House majority whip.

No member of either committee was defeated for reelection, although these did not run: Senate—Sen. Johnson (D-Colo.), who ran for governor; Sen. Bowring (R-Neb.) who was appointed to fill vacancy and will be replaced in Senate by Mrs. George Abel for 2-month term beginning Nov. 8. House—Rep. Crosser (D-Ohio), who was not renominated; Rep. Warburton (R-Del.) who ran unsuccessfully for Senate.

Future of educational TV in Wisconsin was thrown into doubt this week as result of referendum defeating proposal to use state funds for educational TV stations. National educational leaders believe next move will be for state to withdraw its applications for educational reservations, paving way for grant to Board of Vocational Education of non-commercial Ch. 10 in Milwaukee. Board uses no state funds. In addition, operation of educational WHA-TV, Madison (Ch. 21) beyond next June 30 was jeopardized by vote, since station is dependent upon state appropriation. It was pointed out that measure was approved in Madison, only city where residents have had opportunity to watch educational station.

Ernest W. McFarland, former Senate Democratic leader and chairman of Interstate & Foreign Commerce Committee, defeated GOP incumbent Howard Pyle for Arizona governorship. McFarland owns 40% of Phoenix Ch. 3 grantee KTVK. Before going into politics, Pyle was commentator and program executive of radio KTAR, Phoenix, which now owns KVAR (Ch. 3), and he has said he will return to radio.

Another govt. witness who refused to testify was produced by FCC attorneys as the Edward Lamb communist-charge hearing resumed Nov. 4 for 2-day stand. After closed conference between examiner Herbert Sharfman and attorneys for both sides, witness was excused. He was identified as Joseph Friedman, and attorneys said he refused to answer any questions, pleading 5th Amendment. Last week, FCC witness identified as Max Wall also took refuge in Constitutional protection against self-incrimination (Vol. 10:44). FCC's second witness this week, Paul Prosser, who identified himself as member of Toledo Communist Party executive committee from 1939 to 1942, said Lamb's name was once put on list of persons "subject to touch" for contributions to send delegates to Ohio Communist meeting in 1939. Under cross-examination by Lamb attorney Russell M. Brown, he said he did not know whether Lamb ever made a contribution to a party cause, and that there was a "possibility" that he was mistaken in saying Lamb's name even was on the list. Week's final witness was Mrs. Lourine King, who said she once was Communist in Toledo and corroborated testimony of Ernest Courey—an earlier witness—that he joined party as undercover agent for private detective agency (Vol. 10:40), but contradicted his statement that she went with him to solicit Lamb for contribution. At outset of Nov. 5 hearing, Examiner Sharfman cautioned attorneys not to talk to him during recess, since such actions apparently "threw some doubt" on his impartiality. Hearing goes into 8th week next Monday.

Private microwave policy change, proposed by FCC recently to ease network costs (Vol. 10:38), has drawn several supporting comments from small stations in advance of Nov. 8 deadline for statements. WGLV, Easton, Pa. (Ch. 57), now operating one-hop microwave to relay New York signals, told Commission it built setup for \$16,800, operates it for \$475 monthly, while AT&T estimates its facilities would cost \$4000 monthly. Station reports losing \$20,000 a month. KDUB-TV, Lubbock, Tex., planning to build KPAR-TV, Sweetwater, as quasi-satellite, says AT&T would charge \$3500 monthly, whereas station could build own relay for \$18,000, operate it for \$450 monthly. Phone company charges, it stated, would mean abandonment of plans to build in Sweetwater. KXJB-TV, Valley City, N. D. and KCJB-TV, Minot, said AT&T rates are "absolutely prohibitive." KFXJ-TV, Grand Junction, Colo., reported phone company wanted minimum of \$10,000 for 7 days of World Series. Others supporting policy change in similar vein: KVAR, Phoenix; KIVA-TV, Yuma, Ariz.; KBAK-TV, Bakersfield, Cal.; WEAU-TV, Eau Claire, Wis.

New "L-3 Carrier" coaxial cable was placed in service Nov. 1 between Miami and West Palm Beach, Fla. With bandwidth double that of conventional video channels, L-3 system makes it possible for pair of tubes to carry 2 TV programs and 600 phone conversations simultaneously. It's first of kind to be used for TV, will provide one northbound and 3 southbound TV channels over the 70-mi. route. AT&T also announced Nov. 1 that it connected to its network facilities KSWM-TV, Joplin, Mo. and WSAZ-TV, Huntington, W. Va. (replacing private link). Next on AT&T's interconnection schedule: WBLN, Bloomington, Ill., Nov. 8; KTRK-TV, Houston, Nov. 20.

Proposal to curb TV-radio broadcasts of major league baseball games will be considered at minor league convention in Houston, Nov. 29-Dec. 3. If approved, it will be submitted to major league meeting Dec. 6-8 in New York. TV-radio proposal, as released this week by minor league chief George M. Trautman, would ban major league teams from broadcasting or telecasting their games beyond 50 miles from their own ballparks—except that no restrictions would be placed on unsponsored broadcasts.

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

L. Libran

# Television Digest

with **ELECTRONICS REPORTS**

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**In this issue:**

Sale of DuMont Network Not Yet Decided, page 1  
Tulsa & Great Bend Starters, 416 on Air, page 2  
McConnaughey Chances Slim This Session, pp. 3 & 4  
Stations Call Microwaves 'Vital', pp. 3 & 5  
FCC Actions: 'Intermixture' & 'De-intermixture', p. 4

Admen Discuss Commercials Between Programs, p. 6  
Transmitter Shipments & Upcoming Stations, page 8  
Average Set Price Up—New Sales Record, page 10  
CBS Inc.'s Record 9-Month Sales & Earnings, page 13  
Comr. Lee Likes Idea of TV-Radio 'Czar', page 14

**SALE OF DuMONT NETWORK NOT YET DECIDED:** Last week's heavy crop of dope stories about prospective sale of DuMont Network to ABC, and of its WDTV in Pittsburgh to Westinghouse, did have substance after all -- despite denials and the refusal of both Dr. Allen B. DuMont and AB-PT pres. Leonard F. Goldenson to comment.

"ABC has terminated the discussions," Goldenson told us Friday -- but he would say no more. Dr. DuMont would only repeat what he has often stated, that approaches have been made from time to time concerning the sale of the network and the Pittsburgh station but that "there is nothing new to tell."

All of which adds up to growing conviction within the industry that only the details need to be worked out before DuMont disposes of its admittedly very unprofitable network -- whether to up-&-coming ABC-TV, which would take over its realty and program properties and scrap the network, or to someone else.

It's also believed to be only a matter of time before DuMont's highly profitable Pittsburgh station on Ch. 2, as yet the only vhf in city and reputedly earning well over \$2,000,000 a year, will lose its valuable CBS & NBC if not its ABC affiliation (it has all 3, besides DuMont). Hence belief WDTV inevitably will be sold -- either to Westinghouse or to someone else.

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Dr. DuMont is being pressured by 2 schools of economic thought as he eyes an excellent position in the manufacturing field, which shows an improving balance sheet, as against a deteriorating network profit-&-loss position due to intensified competition and mounting costs.

One school holds there's not enough room for a fourth national TV network, not enough stations to clear time for such sponsors as may be willing to buy -- and the fact is that DuMont from the start has been running a very poor fourth to CBS, NBC & ABC (for latest PIB figures, see p. 14, Vol. 10:44).

The other holds that, primed with enough risk capital and given enough time for more local stations to come into being, DuMont could establish itself as a real competitor. It takes a lot of money, though, for the risk element in show business is enormous. Financial people have been reluctant to venture into DuMont up to now because of (1) doubts about feasibility of a fourth network, and (2) hesitancy about getting involved in a corporate "family situation" wherein the Paramount Pictures people, owning 25.5% of DuMont stock by virtue of a shrewd pioneering investment, are at constant loggerheads with Dr. DuMont and his controlling group.

Dr. DuMont's control is believed to be strong enough, however, to swing any good deal for his stockholders if he can turn a losing property into a nice capital gain while at the same time maintaining the flourishing manufacturing business.

The argument that radio has 4 national networks -- ergo, TV should be able to support as many -- is dashed by fact that TV is an undoubted competitor of radio; that the radio networks are slipping gradually while 3 of the TV networks go up;

that the broadcasting business operates at a much lower dollar income-&-outgo standard than does TV. Telecasting is distinctly a blue-chip game.

Acquisition of DuMont by ABC would rid that not-too-high-ranking third network of an intense competitor for sponsors and time clearances (CBS & NBC, both practically sold out, more or less offsetting one another); would give ABC some valuable studio property in N.Y., most of which it really doesn't need but all of which ought to be readily salable; would bring to ABC certain show properties it might welcome, like Admiral-sponsored Bishop Sheen program, pro football and a few others; would tend to give ABC sponsors readier station time clearances in certain cities.

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Part of the bogged-down deal, it's understood, contemplated a switch of the DuMont-owned WTTG, Washington, to an ABC affiliation in lieu of Washington Star's WMAL-TV -- DuMont continuing ownership of the reputedly profitable capital outlet.

DuMont would retain WABD, New York, which is also a money maker per se, its Ch. 5 giving it exceptional metropolitan area coverage. WABD management thinks it could continue turning a good profit even as an independent. In any event, there's no disposition to sell either the N.Y. or Washington station, and ABC couldn't buy them anyhow since it already owns allowable limit of 5 vhf (including own in N.Y.).

Westinghouse has often sought to buy the pioneer Pittsburgh outlet, one of best money makers in the business from its very inception in 1949 when Dr. DuMont plunged where neither Westinghouse, CBS nor local radio interests were willing to venture. Others have tried to buy it, too, including CBS. Despite denials it's not in current negotiation, it would not be surprising if Westinghouse is still after it -- for Pittsburgh is home of Westinghouse, city where its world-famous KDKA pioneered radio broadcasting. Having paid Philco \$8,500,000 for WPTZ in Philadelphia last year, scuttlebutt has it that Westinghouse has offered upwards of \$10,000,000 for WDTV.

All kinds of parlays currently are under way for new Pittsburgh vhf coverage, for both CBS & NBC make no bones about their unhappiness over split affiliations on the city's sole vhf. ABC also would like an exclusive affiliation, which may have been one of the stumbling blocks to a deal in the latest negotiations.

Westinghouse presumably would affiliate it exclusively with one or the other, possibly NBC if there's anything to unverifiable rumor that NBC is considering swap deal whereby it acquires ownership of WPTZ, Philadelphia, in exchange for its WNBK, Cleveland. CBS currently is supposed to be acquiring WSTV-TV, Steubenville, Ohio (Ch. 9) for purpose of developing it as a Pittsburgh market station.

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Whether Congress and Dept. of Justice would smile on ABC purchase of DuMont Network, because of diminished competition, is highly conjectural. But they could not force its retention as a losing proposition. Best hope of those who would like to see continued 4-network competition is that (a) DuMont finds a way to make the network operation profitable enough for his stockholders to insist upon keeping it, or (b) a buyer appears who is willing to pump money into such a tough competitive scramble. At the moment, both prospects would appear dim.

**TULSA & GREAT BEND STARTERS, 416 ON AIR:** Unless a lot more go off the air, which we don't anticipate, it's likely 1954 will end with about 435 stations on the air -- far fewer than predicted. That would mean a net of only around 80 new stations for the year, after allowing for the 31 which have quit so far -- far fewer than the 231 starters of 1953 (Vol.10:1). While 196 CPs are outstanding, 27 of them educational, there's generally no great hurry to build, especially on the part of the 129 uhf CP holders, and in fact many will never be built.

About 20 more stations in the remaining 7 weeks of this year is a fair calculation from our carefully kept records of upcoming stations. This week 2 more vhf took to air, bringing on-air total to 416, of which 119 are uhf. Week's starters:

KVOO-TV, Tulsa (Ch. 2), where pre-freeze KOTV (Ch. 6) and uhf KCEB (Ch. 23) are in operation, warmed up with low power Nov. 10, is all set for regular test patterns starting Nov. 15, goes commercial Dec. 5 as basic NBC. Interim visual power is 22-kw, with temporary 200-ft. tower on Big Heart Mt. Next March or April, 35-kw

GE plant will enable it to go to maximum 100-kw with 1152-ft. Blaw-Knox tower. Principals are oilmen Wm. G. Skelly, 38.87%; Sen. Robert F. Kerr, 27.89%; his brother Travis M. Kerr, 6.86%; Harold C. Stuart, ex-Asst. Secy. of the Air Force, now Washington & Tulsa attorney, 12%; Dean A. McGee, ex-KRMG (which had to be sold), 7.41%; Tulsa U and Oklahoma A&M, each 1.55%. C.B. Akers, ex-WEEK-TV, controlled by Kerr family, is gen. mgr.; Russ Lamb, ex-KMBC-TV, Kansas City, sales mgr.; Wm. Sadler, ex-KTVH, Oklahoma City & WFAA-TV, Dallas, program director; John Bushnell, ex-KVOO-AM, chief engineer. Base hour rate is \$700. Rep is Blair.

KCKT, Great Bend, Kan. (Ch. 2), located in exact center of state and advertising itself as "Kansas' most powerful TV", began testing this week end, goes commercial Oct. 18 as NBC outlet. It uses 35-kw GE transmitter and 1019-ft. Emsco tower with 6-bay antenna. In rich oil and farm area, it's 50 mi. from Hutchinson's KTVH (Ch. 12), 91 from Wichita's KAKE-TV (Ch. 10) and KEDD (Ch. 16). Heading ownership group is appliance dealer E.C. Wedell. Les Ware, ex-KXLW, St. Louis and owner of new KLPW, Washington, Mo., is v.p.-gen. mgr.; Otis Cowan, sales mgr.; Ben Butler, production mgr.; Ken. H. Cook, chief engineer. Base rate is \$200. Rep is Bolling.

**McCONNAUGHEY CHANCES SLIM THIS SESSION:** Democrats seem determined to block Senate approval of President Eisenhower's appointment of George C. McConnaughey as member (and chairman) of FCC -- at least until next Jan., when they will control Congress -- despite Senate Commerce Committee endorsement this week.

Opposition to appointment stemmed from policy decision Oct. 9 by Democratic Policy Committee not to permit confirmation of any important appointments during the lame-duck Senate's current McCarthy censure session. That the Democrats intend to back up this policy was demonstrated Nov. 11, when an objection by minority leader Lyndon Johnson (D-Tex.) blocked Senate action on McConnaughey, despite the urging of Chairman Bricker (R-Ohio) of Commerce Committee (Vol. 10:45).

Committee's approval of appointment came Nov. 11, by 7-0 vote. The split was straight party-line, 7 Republicans voting for approval but 7 Democrats abstaining. Actually, only 8 members attended (6 GOP, 2 Democrats), the others voting by proxy.

McConnaughey was questioned by Committee 2 days earlier in evening session, during which Democrats pleaded for further hearings on the former Renegotiation Board chairman. Democrats questioned him closely about newspaper reports that he had been named by GOP to dispense patronage at FCC (which he denied), his views on uhf problem (which he said he is studying) and his onetime legal representation of an AT&T subsidiary in a local rate case. (For account of hearing, see p. 4.)

**STATIONS CALL PRIVATE MICROWAVES 'VITAL':** That proposed change in network facility policy -- FCC's indication that it might be more generous to small hinterland TV stations desiring to build own network spurs (Vol. 10:38) -- was greeted with hosannahs by some 40 stations and manufacturers filing comments this week. At same time, AT&T and independent phone companies warned against change, pointed to rapid growth of networking to date under aegis of common carriers.

Bulk of comments came from hard-pressed telecasters, many of them uhf, who are unable to get live network programs because sponsors and networks deem Bell System cable charges too high for audience to be gained.

Gist of their comments is claim that they're willing and able to build own facilities to get network shows -- at no cost for cable to sponsor or network. Many asserted that network programs mean life or death to them, but that phone company charges would be prohibitive. (For summary of pertinent comments, see p. 5.)

FCC's existing policy is to permit stations to build own microwaves only when AT&T can't supply facilities in "reasonable" time. In addition, FCC warns stations they must drop own microwaves when AT&T does come along. Under those conditions, it has granted quite a few private facilities, including one this week to KIEM-TV, Eureka, Cal. -- for 130-mi. link with Medford, Ore.

When FCC initiated its policy "review," it indicated that for first time it was willing to consider economics involved, regardless whether or when AT&T could provide service. Commission opened door only a crack, however, stating it was con-

cerned only with stations "located in relatively small communities which are at a distance from program service points."

There's better than even bet FCC will do something toward easing cable costs of hard-pressed stations. Proposed policy change was adopted unanimously -- though neither of its common carrier experts (McConnaughey and Doerfer) was on hand at the time. Industry is anxious to find where the two stand on subject.

Relief could come in other forms. It's been mentioned, for example, that AT&T might offer stations several classes of service of lesser quality than its present single "gold-plated" service -- at prices approaching stations' costs of building and operating own private facilities.

McCONNAUGHEY nomination became something of a political football this week, with Chairman Bricker (R-Ohio) and Republican members of Commerce Committee trying to push approval through Senate while GOP still controls it, and Democrats equally determined to block Senate consideration until they take over the reins next January (see p. 3).

Bricker had scheduled hearings on McConnaughey, whom he described as a "life-long friend," for 10 a.m. Nov. 9—but they were abruptly postponed to 5:30 p.m. same day. Senate Democratic Policy Committee met meantime, formulated its stand against confirmation of any "important" appointments during current session, with minority leader Lyndon Johnson (D-Tex.) specifically mentioning the FCC nomination.

Republicans outnumbered Democrats 5-3 at Nov. 9 session, but Democrats persuaded Committee to postpone its recommendation on McConnaughey until Nov. 11, when executive session endorsed appointment 7-0, with all 7 Democrats on Committee abstaining. Nomination was brought up on Senate floor same day, but blocked by Lyndon Johnson's objection. Bricker postponed scheduled Nov. 10 departure for Australia, partly to see McConnaughey appointment through.

Though attempt to postpone appointment was part of over-all Democratic strategy to oppose all "important" actions until they take over control of Congress, Democrats on Commerce Committee also pleaded for further hearings so that there could be more questioning of McConnaughey.

Attending Nov. 9 hearing were Republicans Bricker, Schoepfel (Kan.), Potter (Mich.), Duff (Pa.), Purtell (Conn.); Democrats Edwin Johnson (Colo.), Pastore (R. I.), Monroney (Okla.). Monroney urged further hearings, announced that Sen. Kefauver (D-Tenn.) and other Senators wanted to give their views on the appointment, and added that Sen. Magnuson (D-Wash.), who is slated to become chairman in January, was ill but wanted to examine the witness later. Monroney accused Republicans of trying to "stampede" Committee into approval after only "brief and cursory hearings," to which Bricker replied: "We have a quorum, we're all here, let's at least complete the record."

McConnaughey was questioned for about an hour by the Democrats, the Republicans asking virtually no questions. Quiz revolved around 3 main issues:

Patronage—Johnson inserted in record a newspaper clipping identifying Comrs. McConnaughey & Doerfer as designated by GOP to handle political appointments in FCC, including civil service jobs. "There's nothing to it," snapped McConnaughey, "I haven't been designated to handle jobs for anybody." He said he would handle civil service jobs as they had always been handled at FCC. Although denying he had been approached by GOP committee on patronage, he said he wouldn't say the overall content of the newspaper story was "correct or incorrect."

Uhf—Johnson and Monroney queried McConnaughey about his views on intermixture, to which the nominee re-

plied: "I have no views. I've been there just a month. The uhf situation is serious and needs study. I haven't entered into it. I've been trying to familiarize myself with the administrative situation first. I can't answer any questions about this." Johnson specifically asked him about last week's FCC action in rejecting de-intermixture proposal for Peoria (Vol. 10:45). He declined to comment, saying he would "have to make a study of it." Later in hearing, Monroney said McConnaughey had "voted in the Peoria case for the vhf, instead of not participating or asking more time to study."

Both Johnson and Monroney grasped the opportunity to criticize intermixture of vhf & uhf channels. "A terrible mistake, in my opinion," said Johnson. "The uhf question has never been properly considered before the Commission," said Monroney.

Past connections—Pastore and Monroney were particularly interested in reports that McConnaughey, a Cleveland attorney, had once represented AT&T. McConnaughey denied that he ever represented any group before the Commission, but said he was retained by Ohio Bell Telephone Co., an AT&T affiliate, and Cincinnati & Suburban Telephone Co. "in local rate matters" in 1952-53.

ONLY FCC ACTION on grants this week was initial decision favoring Ch. 2 CP for KFJI, Klamath Falls, Ore., after dropout of competitor Klamath Falls TV Inc. There continues to be plenty of action, however, on "de-intermixture," "intermixture" and the like:

(1) Miami uhf grantees WMIE-TV (Ch. 27) and WMFL (Ch. 33) filed vigorous objections to proposed channel shifting which would permit Ft. Lauderdale's WFTL-TV (Ch. 23) to move to "antenna farm" near Miami (Vol. 10:43).

(2) WCNY-TV, Carthage, N. Y. (Ch. 7) balked at proposal of WBUF-TV, Buffalo (Ch. 17) to add Ch. 8 to Buffalo through extensive shifts which would require WCNY-TV to move to Ch. 8 (Vol. 10:45).

(3) The "intermixture" proposal to add Ch. 10 to Albany, N. Y. area, submitted by WROW-TV, Albany (Ch. 41), will meet strong opposition from WTRI (Ch. 35), other uhf there, it was indicated by WTRI principals.

Another kind of fight was uncorked by grantee WTHT, Wilmington, N. C. (Ch. 3), which FCC has on carpet for failure to build so far. Answering "McFarland Letter," CP-holder told Commission it had been all set to build with assurance of getting CBS affiliation when Jefferson Standard Bcstg. Co., operator of WBTW, Florence, S. C. (Ch. 8) entered "conspiracy" with CBS to get affiliation.

WTHT charged that Jefferson Standard was able to get "clandestine agreement" with CBS because of leverage it could exert on CBS through its ownership of WBTW, Charlotte, interest in WFMY-TV, Greensboro, and its holdings of 96% of the preferred stock of Storer Broadcasting Co.—which has 6 TV stations, 4 of them affiliated with CBS.



**Personal Notes:** Robert E. Kessler, asst. mgr., succeeds Herbert E. Taylor, resigned, as mgr. of DuMont communications products div. handling TV transmitter and other equipment sales . . . Raymond F. Guy, mgr. of NBC radio & allocations engineering, named director of radio frequency engineering . . . Michael Dann promoted from mgr. of NBC-TV network programming to director of network program sales . . . Norman S. Knight, ex-gen. mgr. of WABD, named v.p. of General Teleradio and exec. v.p. & gen. mgr. of Yankee Network (WNAC-TV), succeeding Linus Travers, resigned . . . Harold F. Kemp, mgr. of NBC talent office in N. Y., transfers to Hollywood as gen. program exec., reporting to Fred Wile Jr., NBC west coast program v.p. . . . Murray Grabhorn, recently sales mgr. of WATV & WAAT, Newark, ex-Petry and ABC, joins Avery-Knodel San Francisco office, replacing Edwin Cahn as TV rep under Pacific Coast mgr. David H. Sandeberg . . . Norman Cissna promoted to mgr. of new business office of WTTV, Bloomington, located in Essex House, Indianapolis . . . W. Perry Dickey named program director, KWTW & KOMA, Oklahoma City, succeeded by French Ferguson Jr. as sales mgr. of WOAI-TV & WOAI, San Antonio . . . Allan Land, ex-program director, now gen. mgr. WHIZ-TV & WHIZ, Zanesville, O., succeeding Vernon A. Nolte . . . Robert R. Brown, ex-W. R. Grace & Co., ex-U.P., named mgr. of NBC institutional publicity . . . Marvin L. Rosene promoted to gen. sales mgr., KSTP-TV & KSTP, St. Paul; Wm. R. Brazzil, ex-KSTP-TV Minnesota sales mgr., named gen. sales mgr., WJIM-TV, Lansing . . . Jack Mazzie promoted to program director, WREX-TV, Rockford, Ill., succeeding Eldon Anspach, now program director of WTVW, Milwaukee; Rod MacDonald, ex-WLWD, Dayton, succeeds Mazzie as production mgr. . . . Ed J. Hennessy, ex-WDAK-TV, Columbus, Ga., named sales mgr., WEAT-TV, W. Palm Beach (Ch. 12), due in Dec. . . . Miss Nancy Ferrara, ex-asst. timebuyer, Hilton & Riggio, joins Edward Petry & Co. as sales service mgr. . . . Robert I. Elliot resigns as CBS-TV promotion copy mgr. to join Ruthrauff & Ryan creative staff . . . Frederick A. Mitchell, Needham, Louis & Brorby v.p., shifted from Chicago to N. Y. to complete agency operation at 730 Fifth Ave., handling TV-radio mainly . . . Russ Raycroft, ex-supervisor of TV-radio on Falstaff Beer account, Dancer-Fitzgerald-Sample, joins Robert W. Orr & Assoc. as v.p. in charge of TV-radio . . . Charles Powers, ex-Dancer-Fitzgerald-Sample, joins N. Y. office of McCann-Erickson Nov. 15 as director in charge of TV-radio live commercial production . . . J. Frank Gilday, ex-Cecil & Presbrey, named business mgr. of McCann-Erickson TV-radio dept. . . . John David Held named TV-radio producer-director, Calkins & Holden, N. Y. . . . Donald E. Tomkins named TV-radio director, Grant Adv., N. Y. . . . Herbert Gruber, ex-chief timebuyer, Cecil & Presbrey, named business mgr. of TV-radio dept., Edward Kletter Assoc., N. Y. . . . Stephen W. Pozgay resigns as gen. mgr. of WTVP, Decatur, Ill., his post being taken over temporarily by W. L. Shellabarger . . . Clarence L. Doty, ex-gen. mgr. of WSBA-TV & WSBA, York, Pa., named sales mgr. of WCPO-TV, Cincinnati.

Albert D. Johnson, new gen. mgr. of KGBS-TV & KGBS, San Antonio (Vol. 10:44), resigns as director of NARTB's District 16, as result of leaving KOY-TV & KOY, Phoenix. District will elect new director shortly.

Barry B. Freer, ex-Greater National Capital Committee, Washington, joins NARTB as mgr. of exhibits for its 33rd annual convention in Washington week of May 22, 1955.

Paul Patterson, 66, partner in Cleveland law firm of Baker, Hostetler & Patterson, ex-controller and chief counsel for Scripps-Howard Newspapers, which he represented in TV-radio cases, died in Santa Barbara, Cal., Nov. 11.

**L**INE CHARGES of AT&T were main target of stations in comments they filed this week in response to FCC's proposed change of policy to permit more private microwave facilities (see p. 3). Examples:

WEAU-TV, Eau Claire, Wis., said it built 1-hop system from Rochester, Minn. for \$12,500, operates it for \$150 monthly—vs. quote of \$4100 monthly from phone company. WPBN-TV, Traverse City, Mich., reports AT&T would charge \$119,100 yearly for service from South Bend but that station could build and run own for \$710 a month over 4-year period. KFSA-TV, Ft. Smith, Ark., stated phone company would charge it \$5200 monthly, whereas station could manage for \$2000 a month. WARM-TV, Scranton, built microwave for \$10,607, operates for \$150 a month; AT&T quotes \$3500 monthly.

Many stations object to FCC proposal to limit private grants to sparsely populated areas. Members of the 9-station uhf group served with programs from New York's WPIX (Vol. 10:44) feel particularly warm about it. WPIX itself says that common carrier charges for service it now renders would be "prohibitive." It charges stations \$150 for each 2-hour program, mostly sports. Some WPIX "affiliates" are served by their own microwaves, others directly off-air. Still others want to build but availability of AT&T service precludes that under present FCC rules. WPIX would like to make them all private microwave pickups because present arrangement produces some picture degradation, limits individual station's choice of programs because of dependence on relaying stations.

Educators also support policy change, JCET saying that several states plan state-wide networks for which common carrier charges would be prohibitive. A "round robin" in Iowa, it said, would cost \$205,824 yearly from AT&T, whereas the schools could build it for \$238,100, run it for \$22,000 a year. School-built facilities wouldn't take revenues from AT&T, JCET said, because educators just wouldn't be able to buy that kind of AT&T service.

Manufacturers supporting FCC proposal included: Dage, DuMont, Philco, Raytheon. Dage, maker of station equipment (vidicon cameras, etc.), argued that station operating costs, of which cable charges are substantial part, discourage the construction of small stations even more than initial costs. DuMont cited examples of station savings with own microwaves, asked not only for adoption of new proposal but for investigation of AT&T charges.

Philco suggested proposal be amended to permit private use of common carrier frequencies when frequencies in auxiliary band aren't satisfactory. Raytheon supported proposal, reported it's developing a "Dual-link" unit which contains 2 relay systems with automatic switch-over in event of failure. It also said that it's working on equipment for 13,000-mc band which is now "neglected."

AT&T pointed to its excellent record of expansion as justification for continuation of existing policy. "Experience since the adoption of the Commission's policy," it said, "has demonstrated its wisdom. [FCC rules] have made it possible to develop this extensive and fast growing intercity TV network without wasteful duplication . . . and with the most efficient use of the limited spectrum space available."

AT&T warned that change in policy would make some existing facilities idle; that "quality of service would suffer, network development would be retarded, and costs inevitably would be increased." The result would be higher rates, it added, "the burden of which inevitably falls upon the users of the common carrier service."

Stations' claims of lower costs with own microwaves were questioned by AT&T which said: "In the long run, savings from private intercity TV systems are doubtful, and in any event not large enough to solve the problem." U. S. Independent Telephone Assn. gave same arguments.

**Telecasting Notes:** Different picture of realigned rating scene is presented by first Nielsen report since return of all fall programs. Only 5 of the "top 10" shows as tallied by ARB in its Oct. 7-13 ratings (Vol. 10:44) are included in Nielsen's first 10 for 2 weeks ended Oct. 9. Some of differences are due to fact that different weeks are used, as well as different surveying techniques. While ARB ratings showed *Toast of the Town* edging *I Love Lucy* out of top spot, Nielsen shows *Lucy* in the usual No. 1 position, *Toast* No. 4. Both services showed NBC-TV's *Dragnet* considerably down from its No. 2 position of last season, undoubtedly due to competition from *Climax* and *Shower of Stars* alternating in same time slot on CBS-TV . . . Top 10 in Nielsen's Sept. 26-Oct. 9 ratings: (1) *I Love Lucy*, CBS, 52.9; (2) *Martha Raye*, NBC, 51.3; (3) *Milton Berle*, NBC, 49.7; (4) *Toast of the Town*, CBS, 45.2; (5) *Jackie Gleason*, CBS, 45.1; (6) *Dragnet*, NBC, 43.1; (7) *You Bet Your Life*, NBC, 42; (8) *Colgate Comedy Hour*, NBC, 37.9; (9) *This Is Your Life*, NBC, 37.8; (10) *Caesar's Hour*, NBC, 37.5 . . . Full-screen ID station-break plan adopted as "optional standard" by Station Representatives Assn., and already accepted by 50 stations, provides for 8 seconds of commercial, 2 seconds of station identification, as alternative to existing standard with advertiser and station sharing full 10 seconds; new SRA standard is similar to that offered by NBC Spot Sales to its 10 stations (Vol. 10:42) . . . Growing affinity of TV-movie industries: Max Liebman plans NBC-TV "break-in" for a Broadway musical, starring Dean Martin & Jerry Lewis, via color spectacular; Warner Bros. grants J. Walter Thompson rights to televise *Five Star Final*, made with Edward G. Robinson in 1931, on *Lux Theatre*; Theatre Owners of America unanimously approves acceptance

**C**OMMERCIALS between programs—whether there should be more or fewer—was lively topic of admen and top network executives Nov. 10 at panel of Assn. of National Advertisers' annual meeting in N. Y. Participating in discussion on "Anticipating TV's Tomorrow" were Robert Kintner, ABC; Jack L. Van Volkenburg, CBS-TV; Ted Bergmann, DuMont; Sylvester L. Weaver, NBC; Edwin W. Ebel, General Foods; Walter Craig, Pharmaceuticals Inc.; Rodney Erickson, Young & Rubicam.

Admen expressed fear that additional 10 seconds were to be allocated by networks off each 30-min. program for more commercials. They said they had heard of increasing public irritation over amount of between-program commercials, especially by local sponsors, and wanted to know what networks planned to do about it.

Network executives tried to allay their fears, said no such action was planned. And even if it were, they added, the length of time devoted to commercials would have to conform to NARTB code. Kintner pointed out that even allowing for network and local commercials, TV was still only 13% advertising, compared to 45% ad content in top magazines and 16% announced for *Reader's Digest*.

To questions by admen on network control of programming, Weaver affirmed network's supervision of programming as necessary under law, but said network was interested in seeing more creative groups, such as package firms and agencies, produce new program ideas. He also defended NBC-TV's "magazine concept" of programming, saying participation sponsorship arrangement enables advertiser to use network TV in accordance with needs and budget, which has never been possible in network radio.

He said need for "refreshing" TV program schedule was primary reason for occasionally changing advertisers' network time schedules, reminded panel that no advertiser ever had a time renewal clause in his contract. Weaver's comment was prompted by advertiser's remark that it surely wasn't network's purpose to "cavalierly bump" ad-

of NBC v.p. Fred Wile's offer to put on 1½-hour spectacular as salute to film exhibitors, to be staged in Jan., possibly sponsored by an auto manufacturer . . . Both *Billboard & Variety* report MCA-TV considering purchase of Gross-Krasne's United Television Programs (*Mayor of the Town*, *Lone Wolf*, *Where Were You?*, *Authors' Playhouse*, etc.) through financier Vilem Zwilling; MCA-TV, says *Variety*, would achieve "topdog status in the syndicated field, with more product than any other distrib"—including Ziv and NBC & CBS film divs. . . . More top comedy shows going to film: Milton Berle and Red Buttons reported planning 30-min. film shows for next season, following already announced plans for shift to film by Jimmy Durante and Donald O'Connor . . . Marines & Air Force due to get same TV treatment given Navy in NBC-TV's monumental *Victory at Sea*; General Teleradio producing 26-film 30-min. series, *Uncommon Valor*, depicting Marine Corps action during World War II and Korean campaign; CBS-TV working with Air Force on film series on air power . . . Closed-circuit TV quiz show, over WAAM facilities, used to introduce Baltimore American Brewery's new ad agency—Van Sant, Dugdale & Co.—to all brewery employes in Sheraton-Belvedere Hotel Nov. 8 . . . DuMont's WTTG, Washington, and Ben Strouse's WWDC have made trade agreement, similar to one recently effected between WABD & WINS in N. Y., whereby they swap plugs . . . Winston O'Keefe, ex-actor and agency executive, joins Theatre Guild as liaison in connection with its TV-radio shows on ABC . . . H-R Television Inc. opens new offices Dec. 1 in Atlanta in Marietta St. Bldg. and in Houston at 520 Lovett Blvd. (Justin 1601); moves Dallas office to Rio Grande National Bldg. (Randolph 5149).

vertisers whose support helps build them but that "some of us think it looks that way."

ANA elected Edward Gerbic, Johnson & Johnson, as 1955 chairman, succeeding B. R. Donaldson, Ford Motor; Edwin W. Ebel, General Foods, vice chairman. Paul B. West was re-elected pres., all other officers re-elected.

Bill permitting televised Senate & House sessions will be introduced by Mrs. Martha W. Griffiths, Democratic Congresswoman-elect from Detroit, she told Nov. 10 press conference. Said the 42-year-old attorney: "I realize there would be problems involved, [but] I think televised sessions would give people a better understanding of important issues and they would cast votes on the basis of these issues." During her unsuccessful 1952 Congressional campaign, she said, only about one person in 40 asked her questions dealing with issues. In 1954 campaign, the ratio was one in 4. "TV wasn't entirely responsible for this remarkable change," she added, "but it helped."

Questionnaires on Bryson bill, which would ban beer and wine advertising on TV-radio (Vol. 10:17, 38), have been returned to NARTB by 80% of stations, which reported on extent of such advertising in a single sample week. NARTB is required to submit report on subject next Jan. to House Interstate & Foreign Commerce Committee. Though data is still being tabulated by NARTB research dept., one NARTB source said ratio of beer and wine ads to total advertising would prove to be "far smaller than a lot of people think."

Quality Radio Group hopes to have an exec. v.p.-managing director named in couple weeks. Personnel selection committee will meet in New York Nov. 16-17 to winnow candidates down to 3, submit names for final choice by board in Chicago following week. QRG pres. Ward Quaall says admission of more stations seeking membership is being held up pending selection of operating chief, whom he feels should have voice in expansion.

**Network Accounts:** Procter & Gamble bought alt. sponsorship this week of 3 top-rated, high-budget CBS-TV film shows. Effective after first of year, it will share sponsorship of *I Love Lucy* (with Philip Morris), Mon. 9-9:30 p.m.; *My Favorite Husband* (with Simmons Mattress), Sat. 9:30-10 p.m.; *Topper* (with Camels), Fri. 8:30-9 p.m. Philip Morris, exclusive sponsor of *Lucy* since its inception 4 years ago, was said to be taking in a partner because its sales position had not risen in that period. It will probably buy into several other TV shows. It was recalled that Philip Morris pres. Alfred Lyons recently made on-the-air appeal for more patronage in order to continue support of *Lucy*. International Silver, which had shared sponsorship of *My Favorite Husband* with Simmons Mattress, gave unique reason for bowing out—its silverware patterns and designs did not reproduce with sufficient clarity . . . Aluminum Co. of America renews Edward R. Murrow's *See It Now* on CBS-TV for another year, ending speculation that company might drop Murrow in deference to his feud with Sen. McCarthy (Vol. 10:16); flatly denied at CBS was *Variety* story that Murrow might switch to NBC, prompted by fact that NBC personalities have outnumbered CBS figures on his *Person to Person* interviews (he once had RCA's David Sarnoff, recently had NBC's Dinah Shore & Red Buttons on show) . . . Swift & Co. to sponsor *Horace Heidt Show* on NBC-TV starting Jan. 8, Sat. 7:30-8 p.m., thru J. Walter Thompson; it replaces *Ethel & Albert*, dropped this week by Sunbeam Appliances . . . Revlon to sponsor *What's Going On?*, new quiz, on ABC-TV starting Nov. 28, 9:30-10 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Canadian Admiral to sponsor *Passport to Danger* on CBC starting Nov. 25, Thu. 10:30-11 p.m.; it's first syndicated film on CBC . . . GE (Telechron clocks) to sponsor special New Year's Eve in Times Square program on NBC starting at 11:55 p.m. . . . Plymouth drops *That's My Boy* on CBS-TV Sat. 10-10:30 p.m., as result of failure to maintain its high ratings of last spring . . . Chrysler to sponsor annual Thanksgiving Day parade of J. L. Hudson Dept. Store in Detroit on ABC-TV, 10:15-11 a.m., thru McCann-Erickson . . . American Chicle Co. buys one-third sponsorship of Sugar Bowl football game New Year's Day from New Orleans on ABC-TV starting at 2 p.m., thru Dancer-Fitzgerald-Sample.

Reader's Digest decision to carry advertising starting in April, at \$31,000 per 4-color page (Vol. 10:45), impels Nov. 15 *Newsweek* to report "the Digest was awash with more orders than it could handle in a year" (12-mo. potential: \$10,000,000). *Newsweek* continues: "That raised a question among other publishers: Out of whose advertising revenues would the Digest's slice come? Whatever the answer, first indications were that leading magazines would continue their reprint arrangements with the Digest, now a potent advertising rival but also a valued ally in the common fight against such mass media as television and radio" (italics ours).

"Over-commercialization," a target of FCC Comr. Robert E. Lee (Vol. 10:39), continues to trouble him. This week, he concurred in grant of new AM station to WPPA Bestg. Co., Pensacola, Fla., but said: "I am a little concerned at the number of commercial spot announcements contemplated per week but I am not in a position to determine whether or not it is excessive in this case."

J. Walter Thompson Co.'s research director Arno H. Johnson has compiled booklet titled *Huge New Markets*, assessing trends in marketing and including texts and charts on changing buying habits, growing purchasing power, population shifts, family habits. It's available free from the agency, 420 Lexington Ave., N. Y.

**Station Accounts:** Farm TV is a wide-open market for alert advertisers, says Nov. 1 *Sponsor Magazine*, in annual farm section, which reports more than 45% of all TV stations direct at least part of programming to farm market, and that TV-equipped farm families spend 18% more time viewing than do urban homes. It lists these sponsors who are "regulars" on farm TV-radio: Purina, Murphy Products, Pillsbury Feeds, Davison Chemical, Shell Chemical, Du Pont, Mathieson Chemical, International Harvester, United Implements, Conde Milkers, Allis-Chalmers, Oyster Shell Products, Ferguson Tractors, Oliver Corp. . . . Big milk and ice cream promotion, using all media, planned for 1955 as joint venture of International Assn. of Ice Cream Mfrs., American Dairy Assn. & Milk Industry Foundation; campaign will be built around different theme each month . . . New filmed series just sold to multiple sponsors: Screen Gems' untitled 30-min. drama, for Falstaff Brewing Co. in 40 midwestern and far western markets, thru Dancer-Fitzgerald-Sample; ABC Film Syndication's *Passport to Danger*, for Pearl Brewing Co. on 5 Texas stations, thru Pitluk Adv., San Antonio; MCA's *Guy Lombardo and His Royal Canadians*, for Loblaw Groceries Ltd., Toronto, on 9 Canadian stations, with options for several U. S. border cities, thru F. H. Hayhurst Co., Toronto; National Telefilm's *Passerby*, for Charles Furniture Co. in 10 midwestern markets, thru Manson-Gold-Miller Adv., Minneapolis; CBS-TV Film Sales' *Annie Oakley*, for Ipana in 4 markets, thru Doherty, Clifford, Steers & Shenfield, N. Y. Also, Ziv has sold *Eddie Cantor Comedy Theatre* to Drewry's Ale and Beer in 10 midwestern markets, thru MacFarland, Aveyard & Co., Chicago; to Blatz Beer in 8 Wisconsin markets, thru Wm. H. Weintraub, N. Y.; to San Francisco Brewing Co. (Burgermeister Beer) in 5 west coast markets, thru BBDO, San Francisco . . . Gensler-Lee Diamonds, local sponsor of *Diamond Romance* on KOVR, Stockton, Cal. Sun. 10 p.m., offers expense-paid one-week honeymoon in Las Vegas every 7th week to engaged couple whose romance, as told on program, is most appealing to panel . . . Peerless Electric (Broil-Quik grill), in first So. Calif. TV, is alt. sponsor (with Life Cigarettes) of *Juke Box Jury* on KNXT, Los Angeles, Sat. 11:30-midnight, thru Hicks & Greist . . . Among other advertisers currently reported using or preparing to use TV: Deepfreeze Appliance Div., Motor Products Corp., No. Chicago (refrigerators & freezers), thru Roche, Williams & Cleary, Chicago; Sales Builders Inc., Los Angeles (Max Factor cosmetics), thru Doyle Dane Bernbach, N. Y.; Frontier Foods Corp., Los Angeles (E-Z Pop popcorn), thru Brooke, Smith, French & Dorrance of the Pacific Coast, San Francisco; Downey Fertilizer Co., Los Angeles (plant food & fertilizer), thru Jordan Co., Los Angeles; New England Provision Co., Boston (prepared meats), thru Silton Bros., Boston; Carter Products Inc., N. Y. (Carter's Little Liver Pills), thru Ted Bates, N. Y.; Plough Inc., Memphis, Tenn. (St. Joseph's aspirin), thru Lake-Spiro-Shurman, Memphis; Grocery Store Products Co., West Chester, Pa. (B in B mushrooms), thru Ted Bates, N. Y.; Brazilian International Airlines, Miami, Fla., thru Roland-Bodee & Flint Adv., Miami Beach, Fla.; Lindsay Co., St. Paul, Minn. (Lindsay water softeners), thru Dana Adv. Co., St. Paul; Grace Downs Model & Air Career School, N. Y. (air-line stewardess training), thru Pace Adv. Agency, N. Y.; Centaur-Caldwell Div., Sterling Drug Inc., N. Y. (Campho Phenique), thru Thompson-Koch Co., N. Y.; Petite Foods, N. Y. (Little Bo Pizzas), thru Blaine-Thompson Co., N. Y.; Aluminum Goods Mfg. Co., Manitowoc, Wis. (Mirro cookie press), thru Cramer-Krasselt Co., Milwaukee; Riswell Co., N. Y. (Gilhoolie bottle & jar opener), thru Victor & Richards, N. Y.; National Airlines, thru Grant Adv., Miami.

**N**EW 100-kw TRANSMITTER for vhf Ch. 7-13, highest power TV plant ever offered, was announced this week by GE for delivery in about 6 months. Transmitter is part of new "Heli-power" package, which also includes newly developed one-bay helical antenna, with gain of 4, to deliver FCC maximum power of 316-kw ERP. Broadcast equipment gen. mgr. Paul L. Chamberlain said new package is designed to meet demand of telecasters who feel they can get better coverage with high-power transmitter and low-gain antenna. "Heli-power" package is priced at approximately \$395,000, as compared to \$231,500 for GE's 50-kw with 8-bay batwing antenna, which can also radiate maximum permitted power on Ch. 7-13.

First TV satellite authorized by FCC (Vol. 10:38, 45) will have its 1-kw GE transmitter and slide projector next week, although it has Jan. 1 target date. Licensed to KIMA-TV, Yakima, Wash. (Ch. 29), the Ch. 19 satellite in Pasco, Wash. (call letters to be KPKR-TV) will have operating staff of 2 engineers at outset, according to KIMA-TV v.p.-gen. mgr. Thomas C. Bostic. Transmitter building, 32 x 40 ft., will be completed by Dec. 10, he said, and Tower Sales & Erecting Co. will build 300-ft. tower on 1730-ft. Badger Mt. Satellite will use GE 5-bay helical antenna, due for Dec. 1 delivery, and rebroadcast KIMA-TV's programs from all 4 networks, although it will also have own slide facilities. Weed is rep for both KIMA-TV & KPKR-TV.

RCA's shipments this week: 10-kw transmitter Nov. 9 to KFDM-TV, Beaumont, Tex. (Ch. 6), due on air in Jan.; 500-watt transmitter Nov. 10 to Northern TV Inc., operator of KTVA, Anchorage, Alaska (Ch. 11), and applicant for Ch. 11 in Fairbanks; 5-kw transmitter Nov. 11 to KLRJ-TV, Henderson, Nev. (Ch. 2), due on air early next year; 10-kw transmitter Nov. 12 to WSAZ-TV, Huntington, W. Va. (Ch. 3), which plans to use it with high-gain antenna in place of present 25-kw with low-gain antenna.

GE reports shipment of 35-kw transmitter to CBS's WBBM-TV, Chicago (Ch. 2).

Regulation of community antenna systems, if any is desirable, should be left to state and local govts., in opinion of FCC Comr. John C. Doerfer, a onetime chairman of Wisconsin Public Service Commission. In panel discussion before National Assn. of Railroad & Utilities Commissioners in Chicago Nov. 10, he said: "In my opinion, it is doubtful that the FCC has jurisdiction over a community antenna TV system, as such, particularly with respect to the regulation of rates charged for installation or monthly charges for services rendered. Jurisdiction of the FCC over these functions is not only doubtful but in my opinion undesirable . . . For the FCC to assume jurisdiction over CATV systems in the face of the multitudinous problems and responsibilities implicit in such regulation presents a stupendous task. If such duties are suddenly thrust upon the Commission, it has neither the personnel nor the funds to undertake them at this time. Yet, if it be the plain duty of the Commission to regulate in this field, there will be no shirking such responsibility." The 11-p. discussion goes into analysis of whether systems are broadcasting, common carrier, etc., and FCC's possible role. It's Mimeo 12750, available from FCC—or we'll get you copy.

Connected to AT&T's network TV circuits Nov. 8 was WBLN, Bloomington, Ill. Next on schedule are KELO-TV, Sioux Falls, S. D. Nov. 15 (replacing private link), & KTRK-TV, Houston, Nov. 20. In Canada, CBC announced contract with Canadian Bell to extend network service to upcoming CHEX-TV, Peterborough, Ont., when it goes on air in Feb. Canadian Bell has completed CBC hookup to upcoming CKWS-TV, Kingston, Ont.

In our continuing survey of upcoming TV stations, these are latest reports from principals:

KTVK, Phoenix (Ch. 3), with 25-kw RCA transmitter about half installed, plans Dec. 15 test patterns, reports v.p.-gen. mgr. Ralph Watkins. Its 125-ft. Allison tower will have 125-ft. 6-bay RCA antenna, located on 2655-ft. Salt River Mt. site. Pres. & 40% owner is Gov.-elect Ernest W. McFarland. Rep will be Weed.

WFLA-TV, Tampa (Ch. 8), has 50-kw RCA transmitter on hand, plans mid-Jan. test patterns, Feb. programming as basic NBC, writes gen. mgr. George W. Harvey. Construction of 1054-ft. Ideco tower was slated to begin this week end, with 12-section RCA antenna scheduled for installation before Christmas. Station will have outdoor studio in addition to 3 housed in new building, one 50 x 70 seating 200. Grantee *Tampa Tribune* has interlocking ownership with *Richmond Times-Dispatch* and *News-Leader* (WRNL), TV applicant. Blair will be rep.

KBET-TV, Sacramento, Cal. (Ch. 10), has ordered all GE equipment, including 50-kw transmitter and 8-bay antenna, now is negotiating for tower. Test pattern target is Feb. 1, programming Feb. 15, writes v.p.-gen. mgr. John H. Schacht, who also owns 50% of radio KMOD, Modesto. Work has begun on studios, to be connected by microwave with transmitter, about 30 mi. east of city. Rep not yet chosen.

Arkansas Television Co., Little Rock, Ark. (Ch. 11), which got CP last week, has contingent order for RCA equipment, plans to be on air in Sept. 1955. It expects to use 1000-ft. Ideco tower. Request for KTHS-TV call letters was turned down by FCC because KTHS, Hot Springs, doesn't control, holding but 42%. Other owners are *Arkansas Democrat*, 32%; National Equity Life Insurance Co., 16%; August Engel, 10%. It interlocks with Times Publishing Co., operator of KWKH, Shreveport, La., and publisher of newspapers in Shreveport & Monroe (Henry Clay, gen. mgr.). B. G. Robertson, KTHS gen. mgr., is being promoted to mgr. of TV. Rep will be Branham.

L. B. Wilson, who died in Cincinnati Oct. 28, left control of his radio station WCKY, Cincinnati, to his brother Hansford B. Wilson, New York, and 3 employes, his widow getting 40% of the station's stock and half of his estate—total value estimated at around \$2,000,000. The employes designated are gen. mgr. C. H. Topmiller, left 30 shares of stock; Mrs. Jeanette Heinze, secy., 5%; Thomas A. Welstead, N. Y. mgr., 5%. After various bequests to employes, residue of estate was divided between his brother, 50%; Topmiller, 16%; Mrs. Heinze, 12%; Welstead, 12%; and 10% to be divided among Mrs. Elsie Rupp, WCKY continuity director; C. Terrence Clyne, N. Y. adman; Wm. T. Ittman, Havana; Henrietta Sprekelmeyer, Cincinnati; Sol Taishoff, *Broadcasting-Telecasting Magazine*.

ABC's 5 stations all go to maximum power soon, as result of \$2,000,000 equipment purchase from GE, including first five 50-kw vhf transmitters built by GE, all of which have already been shipped. ABC pres. Robert E. Kintner announced purchase of the transmitters, which he said were designed jointly by GE & ABC engineers. Installation is already underway to bring stations to 316-kw ERP. ABC's stations, all on Ch. 7, are WABC-TV, New York; WXYZ-TV, Detroit; WBKB, Chicago; KGO-TV, San Francisco; KABC-TV, Los Angeles.

Dresser-Ideco Co. is new corporate name for Ideco div. of Dresser-Stacey Co., Columbus, O., manufacturer of TV-radio and microwave towers and other heavy steel items. New corporation continues as subsidiary of Dresser Industries; Dallas, with same management, policies and business agreements.

**Color Trends & Briefs:** Another station easing into color originations is WBAL-TV, Baltimore, now possessing RCA live camera and DuMont film scanner, with RCA 3-V camera on order and planning eventually to acquire second live camera.

Eager to claim a "first" in Baltimore, where *Baltimore Sun's* WMAR-TV (E. K. Jett, v.p.) has been originating color slides with Telechrome scanner, WBAL-TV slipped in 3-4 min. of live color during cooking show Nov. 4. Its biggest effort to date will be Nov. 17, when it stages full-hour of color following luncheon speech of NBC pres. Sylvester L. (Pat) Weaver to Baltimore Ad Club at Emerson Hotel. Show will comprise fashions, cooking, interviews and half-hour of film.

Station has been running film Tue. 2:30-3 p.m., had *Cisco Kid* this week. After couple more weeks of experience with live camera, WBAL-TV intends to carry at least one hour of live color daily. (For reports from other stations with live cameras, see Vol. 10:44).

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Pre-production models of RCA's new 21-in. color set (Vol. 10:38) have been shipped to distributors for demonstration in key color TV markets, TV div. v.p. Henry G. Baker discloses. They're prototypes of commercial models, limited production of which is scheduled to begin in a few weeks, price as yet unannounced—though RCA has said they'll run between \$800 & \$900 (Vol. 10:38). One of first models was installed this week in White House, which also had one of first 15-in. color sets.

Next week's network color schedules: NBC-TV—Nov. 15, *Producers' Showcase*, 8-9:30 p.m.; Nov. 18, *Ford Theatre*, 9:30-10 p.m.; Nov. 20, *Max Liebman Presents*, 9-10:30 p.m. CBS-TV—Nov. 17, *Search for Tomorrow*, 12:30-12:45 p.m.; Nov. 18, *Shower of Stars*, 8:30-9:30 p.m.; Nov. 21, *You Are There*, 6:30-7 p.m.

Two new pieces of equipment for stations transmitting color, offered by RCA, are a color stabilizing amplifier (model TA-7B) for correcting hum, low frequency distortion, etc. and a calibration pulse generator (model WA-9A) for measurement of studio color-signal voltage.

Color film & slide spots are being offered by DuMont's WABD, N. Y., which started weekly hour of color film 6-7 p.m., Oct. 31.

RCA shipped 3-vidicon color cameras Nov. 8 to WTMJ-TV, Milwaukee, Nov. 12 to WSyr-TV, Syracuse.

Metropolitan Opera management had every reason to be joyful over Nov. 8 opening—televised closed-circuit to 32 theatres coast-to-coast by Theatre Network TV. An estimated 60,000 fans apparently enjoyed it, too, with many theatres reported filled to capacity, others nearly full. Theatre-TV performance was staged as joint benefit for Metropolitan Opera Society and for local causes in cities where it was shown—with Opera officials optimistic that proceeds would go long way toward wiping out perennial deficit. Theatre-TV patrons, who paid up to \$7 a seat, generally were enthusiastic, though music critics who attended televised performance varied widely in their appraisal of the medium.

Two new closed-circuit TV firms were formed this week, both headed by Irvin P. Sulds, who heads Business Television Inc. Telecom Inc. is firm formed to sell new Capehart-Farnsworth closed-circuit TV equipment and GE closed-circuit color equipment. Colorvision Conferences Inc. will produce closed-circuit color shows. Both are located at 52 Vanderbilt Ave., N. Y.

Kaiser-Willys joins other auto makers in adopting closed-circuit TV, announcing it will show new models to distributors and dealers via TV in 22 U. S. and Canadian cities Dec. 8.

Growth of community antenna systems in the West has some broadcasters worried. At recent meeting of NARTB district 14 in Denver, resolution was adopted stating that systems have grown into "scope far greater than original concept"; that "installation of such systems of artificial extension of service of existing stations has resulted in discouraging establishment of local TV stations in markets where competition of unregulated community systems exist"; that "it is in the best public interest that nationwide competitive system of TV be encouraged in traditional pattern of American free enterprise available to viewer without cost." Group asked NARTB to set up committee to study systems with objective of assuring "orderly development of such services without impairing rights and privileges of individual stations now existing or proposed." Action was first of kind by an NARTB district group.

Control of WIBG, Philadelphia (10-kw, 990 kc) with WIBG-FM is being acquired by pres. Paul F. Harron, according to application filed with FCC this week. WIBG also holds 84% of CP for Ch. 23 there, *Philadelphia Daily News* having 10%. Harron's WIBG holdings would increase to 68.35% through purchase of most of 501 shares being sold for \$250,000 by John B. Kelly, John B. Kelly Jr., actress daughter Grace Kelly and others in family. Judge John Morgan Davis and wife acquire 25 shares (1.5%). Sale also carries option for WIBG to buy 501 shares (30.18%) from Joseph Lang for \$300,000 with stock to be returned to treasury. Another option would cut Lang's cash payment to \$250,000, but give him WIBG's subsidiary Store Bestg. Co. (storecasting).

KCOM, Sioux City, Ia. (1-kw, 620 kc) is being sold for \$120,000 to Wm. F. Johns family by Dietrich Dirks group, according to application filed this week with FCC. Sale is part of agreement under which Perkins Bros. Co. gets 50% of KTIV, Sioux City (Ch. 4), keeping radio KSCJ, affiliated with *Sioux City Journal-Tribune*. Johns family operated defunct WOSH-TV, Oshkosh (Ch. 48), recently applied to buy WMIN, St. Paul, & WMIN-FM for \$75,000 (Vol. 10:40), operates two radio stations in Wisconsin, two in Minnesota.

Strike against WMAL-TV & WMAL, Washington, by 20 AFTRA members ended Nov. 13 with new wage scale based on number of spots delivered by announcer. Strikers walked out Nov. 9 seeking raise in starting pay from current \$67 a week to \$75. Stations remained on air throughout, substituting filmed programs for local shows. Local commercials were curtailed, though in some cases they were delivered by station executives. ABC outlets are owned by *Washington Star*.

Revocation of licenses of WSyr-TV & WSyr, Syracuse, was requested of FCC this week by radio WNDR, which stated that WSyr-TV owner publisher Samuel Newhouse has used stations and his Syracuse newspapers in "conspiracy" trying to drive WNDR out of business. WNDR has had anti-trust proceedings going in courts against Newhouse since Nov., 1952.

"TV: A Mixed Blessing" titles article by Ruth A. Inglis in Dec. *American Mercury*, reviewing TV's effects on children's habits and concluding: "Despite the prevalence of unsuitable programs on TV, many parents feel TV offers their children new vistas of information and culture."

Sale of WJW (5-kw, 850 kc, ABC) & WJW-FM, Cleveland, for \$330,000 to Storer Bestg. by Wm. J. O'Neil was approved by FCC this week, giving Storer radio companion to WXEL (Ch. 8), acquired as part of now-completed \$10,000,000 purchase from Empire Coil Co. (Vol. 10:44).

The \$65,000 sale of WGTC, Greenville (5-kw day, 1-kw night, 1590 kc, MBS) by WNCT (Ch. 9), to group headed by H. W. Anderson, operators of WVOT, Wilson, N. C., was approved by FCC this week.

**AVERAGE SET PRICE UP—NEW SALES RECORD:** Average factory value of a TV set is now estimated by trade statisticians at about \$145, up from \$133 last spring. Since spread of discount house operations, they say it's next to impossible to arrive at acceptable markup ratio between factory and consumer -- but 40% is most frequently used figure. On that basis, \$200 would be average retail price vs. \$185 in spring. Figures are subject to regional variations, of course, and are estimates only.

Increase reflects recent price hikes to a certain extent, but several major set manufacturers contend it's at least partial evidence of inclination by consumer to buy slightly higher-priced receivers -- though perhaps not the \$250-plus models.

RCA, Admiral and Philco are among manufacturers who reported an increase in step-up buying in last 6 weeks, though lacking statistics on how much. And they are also careful to point out that the increase is more pronounced in some markets than others -- depending usually on extent of discount operations in those areas, unofficially estimated at 18% nationally and as high as 25% in some localities.

Even in Washington, notorious price-cutting market, newspaper ads recently have been getting away from big headlines featuring price leaders and instead are placing increasing emphasis on sets selling for \$200 and up. In Philadelphia, also a cut-price market, Electrical Merchandising Magazine quotes a dealer: "We had our best summer to date on TV and expect to have our best fall. We have been selling replacements, second sets and even first sets. We've been moving a greater proportion of expensive sets, larger screen consoles, including 24-in. models."

Crosley's Leonard Cramer, noting similar trend, disclosed sales of consoles were currently running "consistently" in excess of 55% of his total TV business. It compares with 30% only 6 months ago. He said nevertheless that movement of low-end merchandise, including his 17-in. "Super V" at \$140-\$160, has "held up to our expectations despite the entry of other manufacturers into the low-priced field." One of the few companies which haven't raised prices (RCA is another), Crosley plans to keep current price line, Cramer declared.

State of TV market as a whole continues excellent, judging from comments of manufacturers, distributors and retailers alike. But they still complain that their profits haven't kept pace with high unit sales -- though there's hope for the future as result of recent price hikes and continued evidence of step-up buying.

Sylvania reported record high TV sales in Oct., leading spokesman to predict industry-wide retail sales this year would exceed 7,000,000 -- far above last year's 6,400,000. DuMont also reported all-time sales high for Oct., 70% more than in Oct. 1953 and 10% more than company's best month of 1950. Sept. picture tube sales, an index to set production plans, were at record high (see Topics & Trends, p. 11).

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TV production totaled 220,487 week ended Nov. 5, down from record 238,784 in preceding week and 228,298 week ended Oct. 22. It was year's 44th week and brought production to date to about 5,850,000, compared to 6,366,140 same 1953 period -- and it now seems likely that 1953's production of 7,214,787 will be surpassed this year.

Radio production totaled 272,783 (102,132 auto), compared to 266,796 units week ended Oct. 29 and 259,070 week before. For 44 weeks, output was 8,300,000 vs. 11,400,000 in corresponding period year ago.

RETMA report revealed retail TV sales set record in first 9 months, totaling 4,645,063, slightly under production of 4,733,315. Total compares with 4,300,360 in same 1953 period, when output was 5,524,370. Sept. sales were 986,136, compared to 484,533 sold in Aug. and 753,953 in Sept. 1953. Sales of radios, excluding auto, totaled 4,032,704 in first 9 months, compared to 4,526,186 in first 9 months of 1953. Sept. sales were 763,589 vs. 447,025 in Aug. and 650,898 in Sept. 1953.

**Topics & Trends of TV Trade:** Big W. T. Grant variety store chain, with 508 outlets in U. S. and Canada and national headquarters at 1441 Broadway, N. Y., began selling TV sets this week in several southeastern cities as part of an experiment which, if successful, may presage its entry into TV nationally.

Exec. v.p. Louis C. Lustenberger said he wasn't sure company was equipped to handle credit and servicing requirements of TV on a mass market. National distribution, he said, wasn't in company's present thinking—unless, of course, consumer demand forced it. Sets were installed in Baltimore (Admiral), Charlotte & Norfolk (both Westinghouse), with Washington to be added shortly.

Lustenberger said some stores had taken in one or 2 TV sets from time to time in past but it has never been company policy to handle it. Prices of sets, including table models and consoles, range from \$160 to \$290.

Note: One Grant alumnus now prominent in TV is Robert A. Seidel, who left job as Grant controller to become RCA sales & service v.p. He's currently exec. v.p. for consumer products.

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Brilliant future for appliance trade is foreseen by Westinghouse consumer products v.p. J. M. McKibbin in predicting production and sale of 428,000,000 electrical home appliances (including TVs) in next 5 years—an increase of 90,000,000 over 1950-54 period. Addressing annual convention of National Electrical Mfrs. Assn. in Atlantic City, he said inadequate home wiring was biggest obstacle to attaining that figure. He said by end of 1953 "there were 54 different electrical appliances on the market and the end isn't in sight." He predicted average of 8 additional new appliances would be sold to every home in country during next 5 years. Number of homes, he said, will be increased by 1,000,000 annually. He predicted industry would double kilowatt-hour consumption during next decade, meaning average use of 5000 kilowatt hours per home each year.

Picture tube sales in first 9 months totaled 6,476,566, valued at \$134,922,387, compared to 7,552,862 worth \$179,133,671 in first 9 months of 1953, reports RETMA. Sept. sales hit new monthly record of 1,149,791, valued at \$23,892,469, compared to 855,191 at \$17,941,034 in Aug. and 875,712 at \$20,524,677 in Sept. 1953. Receiving tube sales in first 9 months totaled 266,050,907, valued at \$191,759,127, compared to 347,152,450 at \$237,934,820 in same 1953 period. Sept. sales were 40,966,063 at \$28,953,592 vs. 35,167,272 at \$24,002,391 in Aug. and 38,929,539 at \$27,401,566 in Sept. 1953.

TV set sales by Canadian factories totaled 345,327 at average price of \$349 in first 9 months of 1954, when production was 325,659, reports Canadian RTMA. Projected production estimate is for 224,116 more sets in Oct.-Dec. period. Inventory at end of Sept. was 49,165, compared to 67,449 at end of Aug. and 86,978 at end of July. Quebec led in sales with 123,519; Toronto second, 64,727; British Columbia, 35,803; other Ontario, 30,516; Prairies, 27,105; Ottawa & eastern Ontario, 22,174; Hamilton-Niagara, 21,030; Maritime Provinces, 10,460; Windsor, 9993. Sept. sales were 82,424, production 64,140.

Sylvania increases aluminized CR tube capacity by 25,000 a month with completion of new facilities at Seneca Falls, N. Y. plant this week.

A. H. Ginman, 79, ex-pres. of Canadian Marconi Co. and onetime U. S. mgr. of American Marconi stations, died in Montreal Nov. 7.

Simon Wexler, 56, v.p. of Chicago's big Allied Radio Corp., died Nov. 10 after a heart attack.

**Trade Personals:** L. W. Teegarden, RCA exec. v.p. and veteran of 24 years with company, named distribution v.p., assuming duties of Paul Barkmeier, now pres. of RCA Estate Appliance Corp.; he will headquarter in Camden . . . Dr. Bennett S. Ellefson, Sylvania research director, promoted to technical director, replacing E. Finley Carter, now research operations director, Stanford Research Institute . . . James R. Kerr, from Air Materiel Command, Dayton, named director of Avco's new west coast sales office, 215 W. 6th St., Los Angeles . . . C. E. Schick promoted to national field sales mgr. of Crosley and Bendix home appliances, replacing H. J. Allen, now TV-radio gen. sales mgr. . . . George Caddoo boosted to Philco International sales promotion mgr., succeeding Victor Alin, now in charge of special sales . . . Albert J. Brackett, ex-Federal, has organized Foto-Video Laboratories, Box 296, Clifton, N. J., to design and manufacture electronic equipment and TV photographic aids . . . Norman Skier resigns as merchandise mgr. of DuMont receiver div. to become gen. sales mgr., consumer products, Canadian Aviation Electronics, Montreal, DuMont's Canadian producer; Gordon Moffitt named administrative asst. to Ernest L. Hall, gen. mgr. of consumer products div.; Alan McLeod promoted to technical asst. to Hall; Ted Carbray continues as national sales mgr., concentrating on appliances . . . L. Arthur Hoyt promoted to adv. mgr., DuMont CR tube div. . . Dewey D. Knowles promoted to mgr. of product administration, Westinghouse electronic tube div., Elmira, N. Y. . . Russell E. Meyers promoted to mgr. of manufacturing facilities & engineering, GE capacitor dept., Hudson Falls, N. Y. . . Leonard S. North named Olympic Radio north central sales mgr. . . Zarnond Goodman, ex-Pacific Mercury, named sales mgr. of Pioneer Electronics Corp., Santa Monica, Cal. (tubes).

**DISTRIBUTOR NOTES:** CBS-Columbia appoints August J. Krisch Co., San Antonio (August J. Krisch, gen. mgr.) and Nicolin Distributing Co., San Diego (M. J. Nicolini, pres.) . . . Sylvania: Stratton-Warren Hardware Co., Memphis . . . Admiral establishes factory branch at 350 O St., Fresno (Clenton W. Price, mgr.), replacing Billings Wholesale Co.; Admiral Washington factory branch appoints J. Howard Gettys as Virginia sales rep, Clayton O. Eakle for metropolitan Washington . . . Kierulff & Co., Los Angeles (Motorola) appoints C. R. Nissen exec. v.p. . . Zenith N. J. appoints Wm. E. Skinner, from parent company's N. Y. office, as gen. mgr., replacing W. W. Cone, resigned . . . Dorfman Endels Inc., N. Y. (Capehart-Farnsworth) appoints Myron Rosenthal sales mgr.

National Electrical Mfrs. Assn. elects new officers at Atlantic City convention: pres., A. F. Metz, Okonite Co., Passaic, N. J., succeeding J. H. Jewell, Westinghouse; v.p.'s: B. C. Neece, Landers, Frary & Clark, New Britain, Conn.; F. F. Loeck, Allen-Bradley Co., Milwaukee; W. V. O'Brien, GE; J. J. Mullen Jr., Moloney Electric Co., St. Louis; W. A. Elliott, Elliott Co., Jeanette, Pa. Elected chairman of major appliance div. was D. A. Packard, Kelvinator, succeeding Raymond Rich, Philco.

Some 25 RETMA committee meetings are scheduled Nov. 17-19 at Chicago's Palmer House as part of fall industry conference. RETMA board, under chairman Max Balcom, meets final day. Coincidental with Chicago meetings, RETMA international dept. convenes at New York's Roosevelt Hotel, Nov. 17-18.

Philco moves west coast headquarters of its govt. & industrial div. to 10589 Santa Monica Blvd., Los Angeles. Marshall A. Williams continues to head office.

Motorola advertising for all consumer products will be handled henceforth by Leo Burnett Co., Chicago, replacing Ruthrauff & Ryan.

**Electronics Reports:** John D. Ryder, dean of Michigan State College engineering school, was elected pres. of IRE for 1955, the 40,000-member society announced Nov. 10. He succeeds Wm. Hewlett, Hewlett-Packard. Fritz Tank, professor at Swiss Institute of Technology, Zurich, will succeed Maurice J. H. Ponte, director of Compagnie Generale de TSF, France, as v.p. Directors elected for 1955-57 term are John F. Byrne, Motorola, and Ernst Weber, Brooklyn Polytechnic Institute. These regional directors were named for 1955-56: North Central Atlantic, John N. Dyer, Airborne Instruments Lab, Mineola, L. I.; east central, E. M. Boone, Ohio State U; southern, Durward J. Tucker, WRR, Dallas; Canada, John T. Henderson, National Research Council, Ottawa. These 76 engineers and scientists were named Fellows of the Institute:

V. J. Andrew, Andrew Corp.; R. M. Ashby, North American Aviation; C. H. Bachman, Syracuse U; Maj. Gen. G. I. Back, Chief Signal Officer, U. S. Army; B. G. Ballard, National Research Council, Montreal; G. S. Brown, MIT; G. H. Browning, Browning Labs; Kenneth Bullington, Bell Labs; V. S. Carson, N. C. State College; Joseph A. Chambers, Motorola; R. D. Chipp, DuMont Network; C. E. Cleeton, Naval Research Lab; J. W. Coltman, Westinghouse; A. G. Cooley, Times Facsimile Corp.; F. A. Cowan, AT&T; C. C. Cutler, Bell Labs; Harry Davis, Rome Air Development Center.

J. W. Dawson, Sylvania; R. L. Dietzhold, Bell Labs; C. S. Draper, MIT; O. M. Dunning, Hazeltine; J. E. Fisk, Bell Labs; J. W. Forrester, MIT; G. L. Fredendall, RCA; F. J. Gaffney, Fairchild; R. S. Glasgow, U. S. Naval Postgraduate School; Harold Goldberg, Emerson; A. W. Graf, patent lawyer; E. I. Green, Bell Labs; W. A. Harris, RCA; A. E. Harrison, U of Washington; Gerhard Herzog, Texas Co.; S. C. Hight, Sandia Corp.; L. A. Hyland, Bendix; R. B. James, RCA; Martin Katzin, Naval Research Lab.

V. R. Learned, Sperry; E. A. Lederer, Westinghouse; Meyer Leifer, Sylvania; T. M. Libby, Turkish PT&T; Urner Liddell, Bendix; E. G. Linder, RCA; B. D. Loughlin, Hazeltine; C. J. Marshall, Wright-Patterson Air Base; R. E. Moe, GE; R. C. Moore, Philco; P. L. Morton, U of Cal.; W. A. Nichols, CBC; R. S. Ohl, Bell Labs; W. H. Pickering, Cal. Inst. of Technology; J. R. Ragazzini, Columbia U; E. G. Ramberg, RCA; W. G. Richardson, CBC; L. N. Ride-nour, International Telemeter; H. E. Roys, RCA; O. H. Schmitt, U of Minn.; B. A. Schwarz, Delco; Samuel Seely, Syracuse U; Wm. Shockley, Bell Labs; C. M. Slinnett, RCA; C. E. Smith, consulting engineer; J. E. Smith, National Radio Inst.; P. L. Spencer, Raytheon; G. C. Sziklal, RCA; J. R. Tolmie, Pacific T&T; W. G. Tuller (deceased), Melpar; C. H. Vollum, Tektronix; P. K. Weimer, RCA; E. L. White, FCC; A. J. Williams Jr., Leeds & Northrup; E. D. Wyckoff, Gulf Research & Development.

Foreign recipients: T. E. Goldup, Mullard Ltd., London; C. E. Granqvist, Svenska A.B. Gosackumulator, Lindigo, Sweden; P. R. Guenard, Compagnie Generale de TSF, Paris; G. W. O. Howe (retired), Glasgow U, Scotland; B. D. H. Tellegen, Philips, Netherlands.

\* \* \* \*

Ketay Instrument Corp., New York, and Norden Laboratories Corp., Milford, Conn., both makers of electronic instruments, have announced merger plans, Norden stockholders being invited to exchange their holdings for Ketay shares on basis of one share of Ketay for 4 of Norden. Ketay name would be changed to Norden-Ketay Corp., with Ketay pres. Morris Ketay continuing in same post and Norden pres. Paul Adams becoming chairman of exec. committee and exec. v.p. Officials of both companies estimated sales of merged firms would exceed \$20,000,000 annually. Norden Labs, successor to producer of Norden bombsight, employs 950, while Ketay employs 1200.

Semi-conductor operations dept. has been set up by RCA at Harrison, N. J., to be devoted exclusively to engineering and manufacture of transistors and other semi-conductor devices. Dr. Alan M. Glover, former controls & standards mgr. for CR & power tube operations at Lancaster plant, is mgr. of new dept., with Norval H. Green mgr. of semi-conductor mfg., Robert E. Higgs mgr. of planning & scheduling, Dr. Lewis Malter, mgr. of engineering.

ACF Industries Inc., N. Y. builder of railroad cars which already has 2 major electronics subsidiaries (ACF Electronics, Alexandria, Va., and Avion Instrument Corp., Paramus, N. J.), has acquired Engineering & Research Corp. (Erco), Riverdale, Md., electronics and aircraft equipment maker which employs 1800. ACF spokesman said Erco has \$23,000,000 backlog of orders.

IT&T and GE electronics div. have concluded 5-year license agreements whereby GE can use all IT&T patents in U. S. covering picture apparatus, radio, radar, controls, etc.; IT&T is currently licensed under GE patents through separate agreement.

**PHILCO** reports encouraging progress both in color TV and transistors, pres. James H. Carmine revealing Nov. 12 that it has recently licensed GE, Westinghouse, Sylvania & Avco (Crosley) to use its single-gun color tube and the Philco color TV system (Vol. 10:32). "Philco has also entered into a broad cross-licensing agreement in a number of electronic fields with the Western Electric Co., including the patents of the Bell Telephone Laboratories and the AT&T," Carmine stated.

"Our work on printed circuits is rapidly progressing, and one plant is already concentrating on this type of production. Philco has also developed machinery for the semi-automatic production of its 'surface barrier' transistor and is turning out substantial quantities of these devices. We are confident that further refinement of this equipment will make possible mass production of the 'surface barrier' transistor so that it will become available in large volume and at relatively low prices for use in both military and civilian electronic equipment."

C. Russell Feldmann, the financier prominently identified for many years with radio industry projects, currently reported negotiating sale of his National Union Electric Corp. to Sylvania (Vol. 10:45), was a principal in deal this week whereby Bohn Aluminum & Brass Corp., Detroit, purchases assets of Reo Motors Inc., Lansing. Bohn has agreed to accept contract between Reo and Henney Motors Co., of which Feldman is pres. and chief stockholder. Henney, which offered to buy Reo for \$16,500,000, has assigned contract to Bohn.

Division chiefs of National Bureau of Standards' new labs in Boulder, Colo., under director Dr. Frederick W. Brown: Kenneth A. Norton, radio propagation engineering; Dr. Harold A. Thomas, radio standards; Dr. Ralph J. Slutz, radio propagation physics; Russell B. Scott, cyro-genic engineering. Dr. Harold Lyons, asst. chief for research of radio standards div., also serves as chief of microwave standards branch. This week, Norton was also awarded Franklin Institute's Stuart Ballantine Medal for propagation research.

Price of pure silicon has been reduced \$50 a pound by DuPont, now costs \$380 per pound. Principal electronics use today is in rectifiers, but several firms are now producing silicon transistors and diodes, and some predict it will eventually supplant germanium for these uses because of its easier availability and ability to withstand high temperatures and to work at high power.

Racine Mfg. Co. Ltd., Granby, Que. (Bernard Koken, plant mgr.), manufacturer of household refrigerators, was licensed this week to produce and distribute Olympic TV sets in Canada, under both Olympic and Racine brand names.

Col. W. Mack Thames, asst. chief of engineering & technical div., named chief of signal plans & operations div., Office of Chief Signal Officer, succeeding Brig. Gen. Reginald P. Lyman, retired.

V. J. Cooper promoted to Marconi chief engineer, advanced development, at Chelmsford plant as of Nov. 1, succeeding E. Green, retired but continuing on consulting basis.

Clarostat Mfg. Co., Dover, N. H., acquires Campbell Industries Inc., Chattanooga. Both make resistors. George Campbell continues as gen. mgr. of Campbell Industries.

Brig. Gen. Paul A. Neal (ret.) joins Western Union as communications consultant after 36 years with Signal Corps.

George Ashley Campbell, 84, ex-Bell Labs scientist and pioneer inventor in electrical communications, died Nov. 10 in Essex (N. J.) County Hospital.



**Financial & Trade Notes:** Television-Electronics Fund Inc., only open-end investment trust specializing in TV-radio-electronics equities, besides increasing dividend (see Dividend Notes), reported total net assets of \$55,868,018 (5,901,271 shares) as of Oct. 31, up from \$49,042,692 (5,359,295 shares) as of July 31. It added the following to its portfolio in the quarter: 5000 shares of American Chain & Cable Co., market value \$167,500; 3000 Bulova Watch, \$149,625; 5000 Chemical Products Corp., \$44,375; 3500 Columbia Pictures, \$89,250; 20,000 Electronics Corp of America, \$217,500; 3000 General Tire, \$106,125; 5000 Goodyear Tire, \$437,500; 9000 International Nickel, \$438,750; 5000 Liquidometer Co., \$35,000; 14,000 National Cash Register, \$1,172,500; 7700 Penn Controls Inc., \$180,950; 5000 Royal McBee Corp., \$93,750; 2000 Taylor Instrument, \$120,000; 8000 Texas Instruments Corp., \$102,000; 4000 Twentieth Century-Fox, \$102,500; 3000 United Shoe Machinery, \$153,375; 10,000 Warner Bros., \$183,750; 7500 Worthington Corp., \$334,688; 6000 Eastern Industries pfd., \$63,750.

Eliminated were 18,300 Glenn L. Martin and 4200 Muter Co. Fund added to its holdings of these stocks during quarter: Addressograph-Multigraph, Allis-Chalmers, American Bosch, AB-PT, AT&T, Arvin, Bell & Gossett, Borg-Warner, Chance Vought, Cornell-Dubilier, Corning Glass, Curtiss-Wright, Walt Disney, Eastman Kodak, Eaton Mfg., Garrett Corp., GE, Globe-Union, Magnavox, Marchant Calculators, Minneapolis-Honeywell, National Cash Register, Oak Mfg., Otis Elevator, Paramount Pictures, Reliance Electric, Remington Rand, Speer Carbon, Sprague Electric, Storer Bcstg., Stromberg-Carlson, Thompson Products, Tung-Sol, United Aircraft, Westinghouse Electric, American Bosch pfd.

Part of holdings in following were disposed of during quarter: Admiral, Aerovox, Aircraft Radio, Bendix Aviation, Boeing, George W. Borg, Burroughs, Carborundum, Clark Controller, CBS "A," Consolidated Engineering, Cutler-Hammer, Douglas Aircraft, Emerson Radio, General Controls, General Dynamics, General Railway Signal, Hazeltine, International Resistance, IT&T, Minnesota Mining, No. American Aviation, Northrup Aircraft, Philco, RCA, Robertshaw-Fulton, Sperry, Sylvania.

\* \* \* \*

**Zenith Radio** reports net profit in 9 months ended Sept. 30 declined to \$2,573,954 (\$5.23 a share) from \$4,098,074 (\$8.32) in same 1953 period. Sales were \$90,968,450 vs. \$125,762,591 year ago. Taxes were \$3,166,072 vs. \$5,726,689. Third quarter earnings were \$1,285,708 (\$2.61) vs. \$1,321,884 (\$2.68), sales having dropped to \$34,287,041 from \$43,555,417. Pres. E. F. McDonald Jr. said recent TV price increases "will have a favorable effect on earnings in the fourth quarter." He noted that comparatively small decline in third-quarter earnings reflected "a favorable ratio of higher priced merchandise on which the margins are more satisfactory." As for color, he said company has no plans for offering sets in near future and Zenith "does not discern any greater enthusiasm on the part of the public for the larger screen color TV receivers at present prices than the public showed for the original '15-in.' screen."

Olympic Radio earned \$105,215 (24¢ per share) on sales of \$12,939,893 in first 9 months of 1954, compared to \$65,327 (15¢) on \$11,907,058 in corresponding 1953 period. Pres. Morris Sobin attributed improvement to "stabilization" in TV industry and said "we expect the last quarter of the year to continue better than last year."

American Phenolic Co. earned \$414,361 on sales of \$18,735,166 in 9 months ended Sept. 30 vs. \$717,039 on \$25,002,910 in same 1953 period. In quarter to Sept. 30, net sales were \$6,269,445, earnings \$162,084 (40¢)—latter up from \$143,388 (36¢) in 1953 period.

**CBS INC.** shows record sales and earnings in first 9 months of this year as result of which it voted extra cash and stock dividend (see Dividend Notes). Gross sales went up 18% to \$263,746,543 from previous record of \$223,109,649 in 1953 period. Net earnings after \$8,970,000 taxes went up 14% to \$7,299,130 (\$3.12 a share) from \$6,411,343 (\$2.74) in the 9-month period of 1953 when taxes were \$8,550,000. Figures cover combined operations of telecasting-broadcasting divisions, reputedly doing biggest gross and net (see PIB figures, Vol. 10:44, p. 14) and record, receiver & tube divisions. Indicated earnings for third quarter were \$2,121,681 (91¢), compared to \$1,617,966 (69¢) same 1953 quarter.

Report by chairman Wm. S. Paley notes that since Oct. 2 CBS has disposed of minority interests in TV-radio stations which resulted in non-recurring capital gains after taxes of about \$5,000,000. These were 45% in WTOP-TV & WCCO, for which CBS got \$3,000,000 (Vol. 10:42); 47% of WCCO-TV & WCCO, Minneapolis, \$3,950,000 (Vol. 10:45); 45% of radio KQV, Pittsburgh, \$236,250 (Vol. 10:44). These and the network's \$350,000 purchase of uhf WOKY-TV, Milwaukee (Vol. 10:43) will probably be reflected in fourth quarter statement.

Phenomenal rise of CBS is indicated by fact that its 12-month 1953 gross was \$313,908,771, net \$8,894,642 (\$3.80); 1952, gross \$251,594,490, net \$6,445,506 (\$2.75); 1951, gross \$192,384,608, net \$6,360,097 (\$3.10); 1950, gross \$124,105,408, net \$4,105,329 (\$2.39).

Philco sales fell to \$249,726,000 and net income was \$2,275,000 (53¢ a share on 3,771,850 shares outstanding) in first 9 months of 1954, due principally to strike which closed its electronic plants for 45 days in May & June and the resulting late start on production of fall TV-radio lines, according to pres. James H. Carmine. In same 1953 period, sales totaled \$335,171,000 and net income from operations was \$10,135,000 (\$2.61); in addition, non-recurring income from sale of WPTZ amounted after taxes to \$5,283,000 (\$1.40). Income taxes for the 9 months amounted to \$2,836,000 compared with \$20,731,000 for the 1953 period.

In third 1954 quarter, sales were \$75,050,000. After absorbing starting costs on initial TV-radio production, net income after tax adjustment was \$540,000 (12¢). In third quarter last year, sales were \$96,649,000 and net income \$3,202,000 (82¢). TV production got under way in Aug., increased steadily throughout Sept. to reach high level early in fourth quarter—"one of greatest production records in the history of the company," Carmine stated. "TV production and shipments are now at high levels and the demand [indicates] that our last quarter will be satisfactory as regards both volume and profits."

\* \* \* \*

**Dividends:** Television-Electronics Fund Inc., 10¢ quarterly from net investment income plus 43¢ year-end, both payable Nov. 10 to stockholders of record Nov. 8; CBS, quarterly 40¢ plus extra 30¢ plus 2% stock dividend Dec. 20 to holders Nov. 26 (stock div. payable Dec. 10); American Broadcasting-Paramount Theatres, 25¢ Dec. 20 to holders Nov. 26; Storer Bcstg. Co., 50¢ (up from quarterly 37½¢) Dec. 14 to holders Dec. 1; P. R. Mallory Co., 50¢ Dec. 10 to holders Nov. 15; American Electronics, 12½¢ Dec. 15 to holders Dec. 1; Tung-Sol, 25¢ quarterly plus 25¢ extra Dec. 2 to holders Nov. 15; Indiana Steel Products, 37½¢ Dec. 10 to holders Nov. 24; Pyramid Electric Co., 5¢ Dec. 15 to holders Nov. 30.

Oak Mfg. Co. earned \$838,472 (\$1.60 per share) on sales of \$12,450,396 in first 9 months of 1954, compared to \$970,167 (\$1.85) on \$15,602,235 in corresponding 1953 period. Oct. sales set all-time monthly record, exceeding previous high of \$2,100,392 established in preceding month, said report to stockholders.

**I**DEA OF A "CZAR" over TV-radio programming—a la movies, baseball, comic books—seems to intrigue FCC Comr. Robert E. Lee. During recent Senate hearings on programs (Vol. 10:43), Sen. Hendrickson (R-N. J.) asked many industry witnesses what they thought of the idea, was told it's both impractical and potentially dangerous.

After pointing to experience of movies and baseball with "czars," Lee said, in Nov. 8 speech to Texas Assn. of Radio-TV Bestrs. in Houston:

"Many other branches of industry have followed the same procedure of self-regulation to great advantage. One of the most recent being that of the comic book publishers, which has become very big business. They appointed Judge Murphy of New York, and I am told that he is doing a wonderful job in cleaning up many of the sore spots in that field.

"I emphasize that I do not know whether the Senator's suggestion would produce the same results for broadcasting. I merely mention the success that many other industries have experienced. However, I have the utmost confidence in the leadership of this great industry and I feel confident they will find the solution to these problems and continue to provide the nation with the finest entertainment in the world and that they will do it without the necessity of any major additional legislation or regulation."

Lee also reiterated his oft-expressed objections against any FCC discrimination toward newspapers and AM operators as TV owners. He said that "the best public service job is being done by these very people."

Only time when such "diversification" doctrine applies, he said, "is in that unique situation where the only newspaper in an area owns a radio station and is an applicant for the only available TV station. Rather than discriminate against either a newspaper or an AM operator, I can actually see some points of preference based on their deep roots in the community, their experience in the news, entertainment and educational fields and their proven sense of public responsibility. As a matter of fact, I am conducting some research into this area and I may have something of a more concrete nature to say on a formal basis at a later date."

Organized campaign against pay-as-you-look TV, recently started by exhibitors with formation of a Joint Committee on Toll TV (Vol. 10:43), has sparked all kinds of churning in the film business. Examples: (1) Paramount Pictures officially closed down experiments with pay-as-you-see over community system in Palm Springs, Cal., after suspending operations all summer (Vol. 10:23). Company called shutdown "temporary," said "subscription TV is hotter than ever," attributed stoppage to "shortage of first-run movies." (2) Southern Cal. Theatre Owners of America Assn. said its efforts to block subscription TV would include protests to White House, Congress and FCC. (3) Producer Julian Blaustein, member of strong Screen Producers Guild, says he believes 85% of Guild membership favors toll TV. (4) Zenith and Australian radio components maker Rola Co., Melbourne, announced agreement whereby latter is licensed under Zenith patents and will seek to get fee TV authorized in Australia & New Zealand, which now have no TV.

Ralph L. Clark, detailed from CIA to ODM on communications work, named staff director of Cabinet Committee on Telecommunications Policy & Organization designated by President Eisenhower last week to report by next Jan. 31. He's ex-Radio Commission engineer, former partner in consulting engineering firm of Ring & Clark.

Power increases: WATV, Newark-New York (Ch. 13) Nov. 12 to 316-kw ERP; KELO-TV, Sioux Falls, S. D. (Ch. 11) to 200-kw.

Hotbed of illegal boosters has developed in state of Washington, and citizenry is loath to close them down. Situation has come to point where constituents have got Senators Magnuson & Jackson to schedule conference with FCC representatives Nov. 16. People have installed little amplifiers on mountains and beamed Ch. 4 signals of KXLY-TV, Spokane, into towns of Bridgeport, Brewster, Pateros & Manson. FCC discovered Bridgeport operation several months ago (Vol. 10:36), got operator Powell Electric Co. (appliances) to shut it down. Sometime later, owner told FCC, unknown persons broke lock on amplifier, set it in operation again. Commission is particularly concerned about the boosters because Ch. 4 is adjacent to frequencies used by air marker beacons, safety & special services, etc. Sens. Magnuson & Jackson are calm about matter, but Rep. Walt Horan (R-Wash.) has been pushing Commission to permit continued booster operation—or something equally effective. FCC delegation to Capitol Hill will be headed by Comr. Lee, probably include Curtis Plummer & Warren Baker.

Edward Lamb's former secretary was put on stand by FCC counsel in 8th week of marathon hearing on renewal of his license for WICU, Erie. Mrs. Evelyn Runge testified that Lamb once said he attended a Communist school in Russia; that Lamb was solicited for funds by so many groups he once said he "must be on every sucker list in the country"; that she was asked by a "govt. representative" whether Lamb was a Communist Party member and replied she "didn't think he was." During cross-examination Lamb attorney Russell M. Brown asked her if she knew Lamb was in Russia only 6 days. She said she didn't. Mr. & Mrs. Claudius Russell, Toledo, ex-Communists, both testified they once saw Lamb contribute money at the dedication of Communist headquarters in Toledo. Mrs. Russell said the sum was \$50, but Mr. Russell wasn't sure. Mrs. Russell also testified her husband was arrested in Toledo for reasons unknown to her, but that he had a "concealed weapon" in his car when picked up; also that he was once arrested in Washington on a numbers charge.

Because of TV & radio revenues, boxing has become an interstate business, govt. attorneys argued this week before U. S. Supreme Court in appeal from lower court dismissal of anti-trust action against International Boxing Clubs of N. Y. and Ill., Madison Sq. Garden Corp. and club owner James D. Norris. Their attorney, Whitney N. Seymour, however, argued that boxing is a sport, essentially the same as pro baseball, which Supreme Court has ruled is not engaged in interstate commerce. Govt. attorney Philip Elman said at least 25%—and in some cases more than 50%—of boxing income comes from nationwide TV. Seymour replied that baseball collects 10 times more from TV than boxing does. In "friend of the court" brief, N. Y. attorney general Nathaniel L. Goldstein agreed with Govt. that TV is the big factor in boxing income. "TV, not the boxoffice, is the tail that swings the boxing kite," he said.

Resuming blasts at NCAA football TV controls, Notre Dame athletic director Ed Krause told Chicago American Quarterback Club Nov. 8: "The present NCAA plan is an artificial and reactionary system that is no good. [The Big Ten's proposal for] regional TV is a step in the right direction . . . We would like all football games at Notre Dame to be televised, but never have we planned in our mind to do so. I disagree that pro football is stepping ahead of [college football] because it still uses the 2-platoon system. But I do think the pros are doing a better job of selling their product [through TV]."

Robert G. Swan, TV-radio v.p. of Joseph Katz Co., is author of musical comedy *On Our Way*, gently spoofing TV entertainment, due on Broadway next spring.

**MARTIN CODEL'S**  
AUTHORITATIVE NEWS SERVICE  
FOR MANAGEMENT  
OF THE  
VISUAL BROADCASTING  
AND ALLIED ELECTRONICS  
ARTS AND INDUSTRY

# Television Digest

with **ELECTRONICS REPORTS**

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**In this issue:**

Govt. Moves Against RCA Patent Pool, pp. 1, 11 & 12  
CBS & Storer Buy, DuMont Won't Sell, page 1  
Boosters and Fee TV Near FCC Agenda, page 3  
Houston & Seattle Starters, Canada Adds 2, page 3  
Color Leaders Stand By Plans & Prophecies, page 4  
Communist-Charge (Lamb) Hearings Recess, page 6

'Diversification' Continues to Influence Examiners, p. 7  
Advertising on TV in 1955—More Users, page 8  
Overseas Development of TV by VOA, page 9  
Transmitter Shipments & Upcoming Stations, page 10  
Components Makers Aren't Jumping With Joy, page 13  
Reassurance on DuMont Network's Future, page 16

Full Text of Dept. of Justice Complaint in RCA Patent Suit Published as Special Report With This Issue

**GOVT. MOVES AGAINST RCA PATENT POOL:** Dept. of Justice's anti-trust action against RCA's TV-radio patent licensing business, filed as civil suit in Federal court for southern district of New York Nov. 19, and alleging monopoly in restraint of trade, is set forth in 22-page complaint that winds up with plea to court that it enjoin "package licensing agreements" and other alleged "misuse of patents."

Called "co-conspirators," but not named as defendants, are AT&T, Western Electric, Bell Labs, GE & Westinghouse. Signing complaint are not only Attorney General Brownell and Stanley N. Barnes, asst. in charge of anti-trust div., but the same lawyers who spearheaded the sweeping 1952 grand jury probe of color TV, patents, etc., in which RETMA, RCA and 17 other manufacturers were subpoenaed -- a proceeding that was dismissed by the then Attorney General a year later (Vol. 8:9 & 9:4).

Govt.'s suit raises no monopoly issue with respect to RCA's vast manufacturing, broadcasting and other operations.

Political implications of action may go beyond the patent suit itself. While certain FCC and industry elements have been prodding the Dept. of Justice constantly to move against the RCA patent structure, some Washington observers see an effort to beat Senator Kilgore (D-W.Va.) to the punch. He has proposed a probe of what he has called the TV-radio monopoly, mentioning ownership of networks & stations and suggesting look into TV, radio, newspaper, manufacturing relationships as well as patents (Vol. 10:10-11). This would mean going beyond the RCA setup and into other companies as well -- and Kilgore is prospective chairman of next Judiciary Committee.

(For continuation of this report, see Trade Report, pp. 11 & 12.)

**CBS & STORER BUY, DuMONT WON'T SELL:** These important station deals were completed this week: (1) CBS-TV bought WSTV-TV, Steubenville, O. (Ch. 9) for \$3,000,000 with avowed intention of making it a Pittsburgh outlet. (2) Storer Bestg. Co. purchased a Miami uhf, to become first entity to own full quota of 7 stations, if FCC approves.

DuMont denied it contemplates "disposition or abandonment" of its TV network, meanwhile, though conceding it had engaged in "exploratory" talks with ABC officials (Vol. 10:46). DuMont topkicks also issued flat denial of snowballing rumors that WDTV, Pittsburgh was being sold to Westinghouse. Top Westinghouse officials said there had been negotiations, "but we've been negotiating with everybody."

CBS purchase of Steubenville outlet was straight cash deal, contingent only upon FCC approval of its plans to move studio and transmitter closer to Pittsburgh. CBS plans to put studios in Florence, Pa., 12 mi. E of Steubenville and 23 mi. W of Pittsburgh, move transmitter to Troy Hill & County Rds., 3½ mi. NW of Pittsburgh and less than mile from WDTV transmitter. Principals selling WSTV-TV are Jack & Louis Berkman and John J. Laux. Radio WSTV is not involved in sale.

CBS also filed application this week to purchase Milwaukee's WOKY-TV (Ch. 19)

for \$335,000 (Vol. 10:43), but actually more than \$1,000,000 is riding on deal -- for CBS is also buying all physical assets of Lou Poller's WCAN-TV (Ch. 25) for some \$650,000 and handing over to him the physical facilities of WOKY-TV. CBS thus takes over lease of WCAN-TV's elaborate new studios, due for completion Dec. 10. WCAN-TV will continue to telecast on Ch. 25 as an independent, using old WOKY-TV studios, while CBS is expected to change WOKY-TV call letters, possibly to WXIX (representing Roman numerals for Ch. 19), boosting power to megawatt. CBS-WCAN-TV negotiations were handled by Blackburn-Hamilton.

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Storer's Miami purchase came as a shocker to the 8 well-heeled applicants who are battling it out in FCC hearings for Ch. 7 & 10 -- inasmuch as it appears Storer's uhf will start out as NBC affiliate. Complex deal will give George B. Storer a TV affiliate for his radio WGBS (CBS) in his company's headquarters city. As outlined in application filed Nov. 19 with FCC, here's how deal will work:

Storer takes over Ch. 27 CP for WMIE-TV from group headed by former Ga. Gov. E. D. Rivers Sr. for "out-of-pocket expenses" totaling \$35,409. At same time, he pays \$300,000 for physical facilities of NBC-affiliated WFTL-TV, Ft. Lauderdale (owned by Ft. Lauderdale Daily News interests), now operating on Ch. 23. Then he plans to move Ch. 23 to Miami from Ft. Lauderdale, putting Ch. 39 in Ft. Lauderdale instead. The 3 parties involved in deal petitioned FCC Nov. 19 for such a move, in connection with rule-making already underway on an earlier request by WFTL-TV to let it move transmitter to Miami antenna farm (Vol. 10:43, 46).

If Commission approves switch, Storer will take over WFTL-TV facilities and channel (presumably changing call to WGBS-TV) and telecast from Ft. Lauderdale -- pending construction of 1000-ft. tower at Miami antenna farm, installation of RCA equipment to provide full megawatt of power, and equipping of WGBS Miami studios for TV. As soon as he takes over Ft. Lauderdale facilities, he plans to install 12½-kw RCA transmitter there, to give Grade A coverage to Miami, 25 mi. away.

Managed by Noran E. (Nick) Kersta, WFTL-TV has been on air since April 1953, will drop CP after Storer takes over its facilities. Only vhf operating in Miami now is Mitchell Wolfson's WTVJ (CBS). Other uhf in area is WITV, Ft. Lauderdale-Miami, headed by Cmdr. Mortimer Loewi, onetime exec. asst. to Dr. Allen B. DuMont.

Storer was first multiple-owner to take advantage of FCC's new rule permitting ownership of 2 uhf in addition to 5 vhf, when he acquired Empire Coil Co. with its uhf KPTV in Portland, Ore. and vhf WXEL in Cleveland (Vol. 10:44). With Commission approval of Miami transfer, Storer will own TV-AM combinations in Miami, Detroit, Toledo, Atlanta, Birmingham, Cleveland, plus TV in Portland, AM in Wheeling, W.Va.

\* \* \* \*

Rumors of sale of DuMont network to ABC kept flying so thick and fast that at week's end DuMont released statement acknowledging that "certain exploratory conversations" had been held, but expressing determination "to perpetuate the DuMont TV Network" as a potent force for public service and advertising" -- and blaming its current plight on FCC's policy of vhf-uhf intermixture (for statement, see p. 16).

ABC-DuMont deal which fell through was to have been based upon these terms: ABC was to pay DuMont \$1,000,000 for its network, with no stations or real estate involved -- DuMont buying \$700,000 in sponsorships on ABC network, and DuMont-owned WTTG becoming the ABC affiliate in Washington, replacing WMAL-TV. The deal turned out to be "illogical," according to one of the principals, got snagged on "details." ABC announced it's now negotiating to renew affiliation with WMAL-TV.

Sale of DuMont's WDTV to Westinghouse for unprecedented \$9,750,000 was still rumored at week's end, despite the denials. One report was that Westinghouse had scheduled special board meeting Dec. 1 to ratify purchase.

\* \* \* \*

Another transaction consummated this week, subject to FCC approval, was sale of 75% of WJPB-TV (Ch. 35) & radio WVWV (250-w, 1490 kc), both in Fairmont, W.Va., by J. Patrick Beacom to Donn Baer, Cincinnati accountant and small-loan investor, onetime U of Illinois football star, for \$147,000. Beacom would retain 25% ownership of both stations under agreement negotiated by Blackburn-Hamilton.

Full Text of Complaint

## Department of Justice Civil Action Against RCA Patent Pool

Filed in United States Court for Southern District of New York, November 19, 1954

(For story, see *Television Digest*, Vol. 10:47)

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

UNITED STATES OF AMERICA,  
*Plaintiff,*

v.

RADIO CORPORATION OF AMERICA,  
*Defendant.*

Civil No. 97-33

### COMPLAINT

The United States of America, by its attorneys, acting under the direction of the Attorney General of the United States, brings this action against the defendant named herein and complains and alleges as follows:

#### I

##### JURISDICTION AND VENUE

1. This complaint is filed and these proceedings are instituted under Section 4 of the Act of Congress of July 2, 1890, c. 647, 26 Stat. 209 (15 U.S.C., Sec. 4), as amended, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies," said act being commonly known as the Sherman Act, in order to prevent and restrain continuing violations by the defendant, as hereinafter alleged, of Section 1 and 2 of the Sherman Act (15 U.S.C., Secs. 1, 2).

2. Many of the acts done in pursuance of the offenses charged herein have been performed and are being performed by the defendant and its representatives within the Southern District of New York.

3. Defendant has its principal offices, transacts business, and is found within the Southern District of New York.

#### II

##### DESCRIPTION OF DEFENDANT

4. Radio Corporation of America, hereinafter referred to as "RCA," is made the defendant herein. RCA is a corporation organized and existing under the laws of the State of Delaware, and maintains its principal offices at 30 Rockefeller Plaza, New York, New York.

5. Defendant is an operating, holding, and service corporation composed of a number of corporate subsidiaries and divisions controlled in their operations by defendant, some of which are hereinafter described.

6. Defendant's business, *inter alia* includes: (1) the granting and exchange of patent licenses and the collection of royalty payments therefor, and the conducting of research through its RCA Laboratories Division; (2) the manufacture and sale of equipment for the transmission and reception of radio and television signals through its RCA Victor Division (formerly RCA Victor Company, Incorporated), and (3) the broadcasting of radio and television signals and network broadcasting through its sub-

siary National Broadcasting Company, Inc., hereinafter referred to as "NBC."

7. Defendant conducts research and development through its RCA Laboratories Division. Defendant's Patent Department, Commercial Department, and Laboratories Division discharge patent functions of defendant including the prosecution of patent applications, interferences and infringement suits, and patent licensing activities including the granting and acquisition of licenses. The RCA Laboratories Division maintains offices and laboratories at Princeton, New Jersey; New York, New York; Newark, New Jersey; Camden, New Jersey; Chicago, Illinois; Hollywood, California; and Washington, D. C.

8. Defendant owns, controls, or possesses licensing rights under approximately 10,000 United States patents. During the year 1951, defendant's royalty income from licenses granted under said patents and patent rights amounted to \$19,459,573.

9. Defendant manufactures almost all types of radio-television products, parts, and accessories through its RCA Victor Division.

10. Defendant is the leader in sales in the following radio-television product groupings: television receivers; radio transmission equipment; television transmission equipment; vacuum tubes; cathode ray tubes; and transmitting and power tubes.

11. Defendant's wholly-owned subsidiary, NBC, broadcasts radio and television programs through its own facilities and furnishes radio and television programs to more than 180 radio and 63 television stations in nationwide radio and television networks. NBC is one of the largest domestic purchasers of radio-television equipment.

#### III

##### DESCRIPTION OF CO-CONSPIRATORS

12. General Electric Company, hereinafter referred to as "GE," is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. GE is the largest manufacturer of electrical equipment in the United States. GE is hereby named as a co-conspirator.

13. Westinghouse Electric Corporation, hereinafter referred to as "Westinghouse," is a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with principal offices in East Pittsburgh, Pennsylvania, and executive offices in New York, New York. Westinghouse is the second largest manufacturer of electrical equipment in the United States. Westinghouse is hereby named as a co-conspirator.

14. American Telephone and Telegraph Corporation, hereinafter referred to as "AT&T," is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. AT&T is principally engaged in the rendition of local and long-distance telephone communication service through a network of subsidiary operating companies known as the "Bell System." The Bell System owns and operates substantially all of the coaxial cable and micro-wave relays

and wire facilities used in the networking of programs for radio and television broadcasting. AT&T is hereby named a co-conspirator.

15. Western Electric Company, Inc., hereinafter referred to as "Western Electric," is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. More than 99 per cent of Western Electric stock is owned by AT&T. Western Electric is the largest manufacturer of telephone apparatus in the United States. Western Electric is hereby named as a co-conspirator.

16. Bell Telephone Laboratories, Inc., hereinafter referred to as "Bell Labs," is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. Bell Labs is jointly owned by AT&T and Western Electric, and engages in extensive electronic research. Bell Labs is hereby named as a co-conspirator.

#### IV

##### NATURE OF TRADE AND COMMERCE

17. The trade and commerce involved herein is the radio-television patent licensing business which includes research relating to the origination or improvement for commercial use of radio and television products and devices, the holding and acquisition of radio-television patents and patent rights, and the issuance and exchange of licenses in connection therewith.

18. The research and patent activities involved herein relate to radio and television products and devices including receivers, radio and television transmitting equipment, electrical phonographs, radio and television producing machinery, and components, related parts, and accessories of all the foregoing, including, but not limited to, transmitting and power tubes, vacuum tubes, cathode ray tubes, transistors, and antennae. Radio and television products and devices originate in the laboratories and frequently change in form. To benefit the public, patents reading on radio and television products and devices must be made readily available for technological and commercial development. As a result of new developments within the art in recent years, home entertainment, once limited to radio, has grown to include black and white television, and most recently color television which it is anticipated will soon be in wide commercial use. Because the radio-television industry has been for many years and now continues in a stage of active evolutionary development, the functions of research and origination of improved types of products constitute a more basic part of the total manufacturing and selling operation than would be the case in a more static industry. Research and patent licensing within this malleable industry not only determine the character of consumer products but have vital significances for the national defense.

19. Defendant expends millions of dollars annually in research and development which it conducts in its laboratories located in Princeton, Newark, and Camden, New Jersey; New York, New York; Chicago, Illinois; Hollywood, California; and Washington, D. C. Such research and development employ materials, parts, and other supplies purchased by defendant from sources located in many of the states of the United States and in many foreign countries.

20. Substantially all radio-television manufacturers located in many of the states and territories of the United States and the District of Columbia are licensed under defendant's patents and patent rights.

21. Defendant's standard forms of patent licenses, under which more than 400 companies are licensed to manufacture, fall within these four categories:

(a) Radio and television receivers including electrical phonographs;

(b) Commercial radio apparatus, including, among other things, radio and television transmitting equipment;

(c) Receiving tubes, including vacuum tubes and cathode ray ("television picture") tubes; and

(d) Transmitting and power tubes.

22. Defendant's licenses are issued under approximately 10,000 United States patents or patent rights owned, controlled, or possessed by it, and obtained in part by negotiation and acquisition from other persons or companies located in many of the states of the United States or through cross-licensing agreements with most of the principal radio and television manufacturers located throughout the world. Defendant's business of patent licensing during the year 1951 resulted in royalty income from its domestic licensees, located in most of the states and territories of the United States, of \$19,459,573. Currently, the domestic royalties are believed to be well in excess of \$20,000,000.

23. The radio-television patent licensing business is nation-wide and international in character and results in a continuous stream of intercourse across state lines composed of collection and payment of royalties and the numerous documents and written and verbal communications, and the continuous use of interstate transportation and communication facilities which are essential to the negotiation and operation of patent licensing contracts.

24. The licensed manufacturers within the field vary in size from a manufacturer of a sole part or product to defendant which manufactures substantially all types of industry products, parts, and accessories. RCA was in 1951 the leader in sales for the principal manufactured products of the field except for radio receivers.

25. The largest number of licensed manufacturers in the field are engaged in the making of radio and television receivers, which accounts for the largest revenue among the segments of industry manufacture. In black and white television receivers alone the public by 1954 had invested over \$8,000,000,000 for more than 30,000,000 sets.

26. In 1953 the total radio-television field output for all products of all manufacturers at factory values exceeded \$1,500,000,000.

27. The products of the radio-television field, including those of the defendant, are manufactured in many states of the United States and are sold and shipped by the manufacturers thereof in interstate and foreign commerce to wholesalers, retailers, and other purchasers located in the various states and territories of the United States, the District of Columbia, and many foreign countries.

28. The radio-television patent licensing business which includes the research and development in this field, the acquisition and holding of patents and patent rights resulting therefrom, and the issuance of patent licenses pursuant thereto is closely related to, and constitute an integral part of, the movement in commerce of radio and television manufactured products, and directly affect the manufacture, sale and distribution of such products and constitute an important part of the trade and commerce of the United States.

#### V

##### BACKGROUND FOR OFFENSES

###### A. *The Industry from 1919 to 1930*

29. On October 17, 1919, GE caused the incorporation of defendant in Delaware as its subsidiary operating in the radio field. Upon its incorporation, defendant acquired the assets of Marconi Wireless Telegraph Company of America, including valuable radio patents and patent rights. During 1919, GE granted to defendant exclusive licenses under GE's present and future radio patents, together with the exclusive right to sublicense others, and GE reserved the right to manufacture itself but agreed to sell its radio apparatus exclusively to defendant.

30. During the years 1920 and 1921, defendant entered into cross-licensing agreements with co-conspirators Westinghouse, AT&T, and Western Electric, giving the defendant exclusive patent rights in the radio field and exclusive rights to license others for manufacturing in this field under the patents of said co-conspirators.

31. Prior to 1926, defendant sold radio apparatus made by co-conspirators GE and Westinghouse, and operated

marine transoceanic radio communication systems, but defendant did not itself manufacture within the field. During the year 1926, defendant organized its subsidiary NBC, which entered the radio broadcasting field.

32. During the year 1927, defendant began the licensing of others to manufacture within the field. During the year 1930, defendant itself began such manufacture.

33. From time to time during the period from 1919 to 1930, defendant entered into the aforesaid and other agreements with the co-conspirators, which by 1930 had the effect of vesting in defendant the exclusive rights to manufacture and sell under approximately 4,000 patents owned or controlled by all the co-conspirators within the radio field as it then existed, and the exclusive right to license others for manufacture and sale of radio equipment under such patents, and which transferred to defendant most of the radio manufacturing facilities previously owned by the co-conspirators named herein.

34. During the period from 1919 to 1930, defendant entered into agreements with the principal foreign manufacturers of radio equipment which gave to defendant exclusive rights to domestic use of the United States patents of said companies, together with the exclusive right to sublicense others in the field under said patents

#### B. Antitrust Proceedings of 1930

35. On May 13, 1930, the United States instituted a civil action against RCA and thirteen other defendants, including the co-conspirators named herein except for Bell Labs, in the District Court of Delaware, charging a conspiracy to restrain and to monopolize trade in the manufacture of radio apparatus and the transmission of messages by radio and by wire. The litigation was terminated by consent decrees of November 21, 1932, May 25, 1934, and July 2, 1935. The decrees provided, *inter alia*, that:

(a) GE and Westinghouse divest themselves of holdings of RCA's stock;

(b) GE and Westinghouse cause their officers and directors to resign as members of RCA's board;

(c) RCA, GE, Westinghouse, and AT&T be enjoined from recognizing as exclusive the patent licenses previously exchanged and be restrained in future from restricting the right of any party to the agreements to engage in the business of its choice or to use its own patent rights;

(d) RCA relinquish exclusive rights under United States patents in the radio field owned by a number of foreign companies with which RCA had patent license agreements.

36. On July 1, 1932, prior to the consent decrees aforesaid, an agreement was reached between co-conspirators GE and AT&T, called "Agreement B-2," to which defendant was made a party by an extension agreement of the same date, which terminated prior exclusive cross-licensing agreements among the parties, and purported to provide non-exclusive licenses and to grant to defendant the non-exclusive right to license others under the patents of AT&T and Western Electric within the radio-television industry.

37. On November 21, 1932, the date of entry of the first consent decree, an agreement was reached between defendant, GE, and Westinghouse, called "Agreement A-1," which terminated prior exclusive cross-licensing agreements among the parties, and purported to provide non-exclusive cross-licenses and to grant to defendant non-exclusive rights to license others under the pooled patents of said co-conspirators within the radio-television industry.

38. Agreement A-1, as later modified or supplemented, is presently in effect. Although by agreements of June 27 and October 15, 1951, Agreement B-2 is said to be terminated, defendant continues to enjoy patent rights and the right to license others under the patents of AT&T and Western Electric within the radio-television industry.

39. On July 31, 1942, the United States moved in the District Court of Delaware to vacate the aforesaid consent decrees upon the assertion contained in its motion that "in the opinion of the Department of Justice the

decrees . . . do not now promote the public interest." The Government's motion was denied upon the ground that the decrees could not be reopened upon the mere assertion of the Attorney General, without proof as to why the public interest required vacation of the decrees. (Opinion of Judge Maris reported at 46 F. Supp. 659). No further proceedings have been initiated by the government under the aforesaid consent decrees.

## VI

### OFFENSES CHARGED

40. Beginning on or about November 22, 1932 and continuously thereafter up to and including the date of filing of this complaint, defendant has attempted to monopolize, and has in fact monopolized, the aforesaid interstate trade and commerce in radio-television research, patent holding and patent acquisition, and the issuance and exchange of radio-television patent licenses, in violation of Section 2 of the Sherman Act. Pursuant to the attempt to monopolize and in acquiring the monopoly aforesaid, defendant has entered into various agreements and concerts of action with the co-conspirators and others which have unreasonably restrained the aforesaid radio-television patent licensing business and the manufacture, sale and distribution of radio-television products and devices, in violation of Section 1 of the Sherman Act. Defendant is continuing, and threatens to and will continue, said offenses unless the relief hereinafter prayed for is granted. The aforesaid offenses and the acts, acquisitions, contracts, agreements and understandings which formed a part of, or were used in effectuation of, said offenses are hereinafter more fully set forth and described.

41. Defendant, for the purpose of achieving and maintaining a monopoly of the radio-television patent licensing business, has amassed ownership of or rights to use and/or to license others under approximately 10,000 United States patents in the radio-television field. Such patents and patent rights were obtained by defendant by (a) purchase or assignment; (b) acquisition of licenses and sub-licensing rights under existing and future patents owned by others, including the principal foreign radio and television manufacturers; (c) provisions under its standard form licensing agreements requiring, upon defendant's request, the grant-back to defendant of rights under the patents and patent applications of defendant's licensees; (d) its own inventions and technical developments; and (e) patent cross-licensing agreements which pooled in defendant the present and future patent rights of the co-conspirators named herein, and of others. Some of the means and methods used by defendant in acquiring and monopolizing most of the patents and patent rights within the radio-television patent licensing business are hereinafter more particularly set forth in paragraphs 42 to 46, 59 to 62 inclusive.

42. During the period from November 21, 1932, the date of the consent decree, to the date of filing of this complaint, defendant purchased patent rights from many of its important domestic licensees, including, among others, the Philco Corporation (1946 and 1950); Allen B. Dumont Laboratories, Inc. (1941 and 1950); Zenith Radio Corporation (1933); Raytheon Manufacturing Company (1938 and 1948); AVCO Manufacturing Corporation (formerly Crosley Corp.) (1940 and 1946); Capehart-Farnsworth Corporation and Federal Telephone and Radio Corp. (1950); Admiral Corporation (formerly Radio Patents Corp.) (1942); Stromberg-Carlson Co. (1938); Motorola, Inc. (formerly Galvin Manufacturing Co.) (1945); and Sylvania Electric Products, Inc. (1938, 1940, 1948 and 1950). Some of the companies aforesaid which granted to defendant the right to sublicense also reserved the right to license others, the effectiveness of which was destroyed by defendant's monopoly of patents and patent licensing.

43. Following the consent decree of May 25, 1934 and a related stipulation of the same date concerning foreign agreements, and the consent decree of July 2, 1935 relating to defendant's foreign contracts, defendant acquired the right to use and to grant licenses under the United States patents and patent applications of the

following companies, including most of the principal manufacturers of radio and television industry equipment located throughout the world:

Argentina—RCA Victor Argentina, S.A. Transradio International, Compania Argentina de Telecomunicaciones, S.A.

Australia—Amalgamated Wireless (Australasia) Ltd.

Brazil—RCA Victor Radio, S.A.

Canada—RCA Victor Company, Ltd.

Chile—RCA Victor Chilean, S.A.

England—Amalgamated Wireless Valve Company Pty. Limited. Combined Optical Industries, Ltd. Electric & Musical Industries Limited. English Electric Company Limited. English Electric Valve Company Limited. Hivac Limited. Marconi's Wireless Telegraph Company Limited. M-O Valve Company Limited. Murphy Radio Limited. Pye Limited. RCA Photophone Limited.

France—Compagnie Generale de Telegraphie Sans Fil. Sadir-Carpentier. Societe des Lampes Fotos.

Germany—Siemens & Halske Aktiengesellschaft Telefunken Gesellschaft fur Drahtlose Telegraphie m.b.H.

Holland—N.V. Philips' Gloeilampenfabrieken.

Italy—Ottico Mecannica Italiana.

Mexico—RCA Victor Mexicana, S.A.

Philippines—Bolinao Electronics Corporation.

Spain—Tubos Electronicos, S.A.

Sweden—Oxelosunds Jarnverksktiebolag. Telefonoaktiebolaget L.M. Ericsson.

Although the defendant's patent licenses and sublicensing rights received from foreign companies were in form non-exclusive, the rights to sublicense obtained by defendant from companies listed above became in fact exclusive by force of defendant's licensing policies, described in paragraphs 49 to 57 herein.

44. Defendant contracted with the co-conspirators named herein and with other domestic patent holders and with many foreign companies to receive rights, including sublicensing rights, under all future radio-television patents of said companies during the terms of the respective license agreements, and/or for the lives of all such patents.

45. For the purpose of achieving a monopoly of the patent rights relating to the commercial transmission and reception of black and white television, defendant purchased control over patent positions held by others, as described below. Before making black and white television commercially available to other manufacturers by the grant of patent licenses, defendant in 1936 acquired for \$150,000 the United States patent rights of Françoise C. B. Henroteau bearing on television transmission. Defendant in 1941 acquired for \$475,000 rights under United States television patents and applications of the Loewe Group, consisting of Loewe Radio Incorporated, an American company; Loewe Radio Company Limited, an English company; and Radio A.G.D.S. Loewe, a German company. In or about 1939, 1946 and 1947, defendant acquired rights to use and to sublicense under the United States patents of Farnsworth Television and Radio Corporation in the television receiver and receiving tube fields for approximately \$3,125,000 in addition to the payment of royalties.

46. Defendant, with the purpose of obtaining patent control of newly-developed color television, by 1950 had purchased color television patents of Robert Lorenzen, Pierre Marie Gabriel Toulon, and Charles Willard Geer, inventors who had made important contributions to development of this new art. In 1950 the Federal Communications Commission, over defendant's opposition, licensed the field sequential system for the broadcast and reception of color television developed by the Columbia Broadcasting System, which was inconsistent with defendant's own developments. Defendant widely made known to its manufacturing licensees within the industry, and others, its opposition to said color system. Thereafter, no commercial color television receivers capable of receiving field sequential transmission were manufactured by others than the Columbia Broadcasting System. Defendant has since developed a new color television system which conforms

with standards adopted by the Federal Communications Commission on December 17, 1953 without objection by other manufacturers.

47. Defendant has achieved and exercised the power to shape, time and retard the introduction to commercial use of new radio and television developments and services thereby maintaining its monopoly of the radio-television patent licensing business and unreasonably restraining the manufacture, sale and distribution of radio-television products and devices.

48. Defendant acquired the patents and patent rights described in paragraphs 41 to 46 above, with the purpose and effect of achieving control over, and the power to exclude, potential or actual competitors in the radio-television patent licensing business, all in excess of the legitimate rewards which the patent laws afford to patentees and in subversion of, and misuse of, such laws.

49. During the period from November 21, 1932, the date of the consent decree, to the time of filing of this complaint, defendant has licensed all of the presently-existing manufacturers of radio and television equipment in the United States under its patents and patent rights, and substantially all of such manufacturers presently are licensed by defendant, under the restrictive licensing system hereinafter outlined.

50. The licenses granted by defendant, referred to in paragraph 49 above, have been in standard forms for specific fields of use under all of defendant's patents and patent rights bearing on the fields of licenses. Said licenses require the licensees to confine use of patents and patent rights to the fields defined by the separate licenses, as follows:

(a) *Radio Broadcast Receiving Set and Electrical Phonograph Licenses*, which grant the right to manufacture and sell radio broadcast receiving sets, electrical phonographs, television receivers and certain combinations thereof. Approximately 175 such receiving set licenses are presently in effect.

(b) *Radio Receiving Tube Licenses*, which grant the right to manufacture and sell electronic tubes of different types, including cathode ray tubes used in television receivers, for use in the home entertainment and amateur radio field, but not for use commercially. Approximately 62 such radio receiving tube licenses are presently in effect.

(c) *Radio Tubes, Transmitting and Power Types, Licenses*, which grant the right to manufacture and sell such tubes for transmitting purposes only. Approximately 17 such radio tubes, transmitting and power types, licenses are presently in effect.

(d) *Commercial Radio Apparatus Licenses*, which grant the right to manufacture and sell manufactured products for commercial use but not for home use or other use than for commercial purposes. Approximately 130 such licenses for commercial apparatus are presently in effect.

In addition to the foregoing licenses, defendant has granted licenses for the manufacture, sale and use of measuring and/or testing equipment, for transmitting and receiving antennae, and for certain other specified areas of radio-television manufacture.

51. All of the licenses referred to in paragraphs 49 and 50 herein include the grant of rights under all of defendant's patents and such patent rights of others under which defendant has a right to grant licenses, which are pertinent to the fields of such licenses. Said licenses are referred to herein as "package licenses," because, with very few exceptions, an applicant for any of these licenses has been required to accept the standard form license under all of the patents which RCA has generally designated or described for inclusion in said license, and which are not specified therein.

52. The package licenses aforesaid contain restrictions on the use of products made pursuant to license, as follows:

(a) The licensees and purchasers from the licensees are confined to the use of such products manufactured in the specific fields conforming with the types of standard form licensing agreements described in paragraph 50 above.

(b) The licensees are required to affix notices to such



products enumerating the fields in which the products may be used and indicating to the purchaser that the products may only be used in the designated fields and stating that such products use inventions covered by patents owned or subject to license by defendant.

(c) Some of the package licenses aforesaid, prior to about 1950, have restricted the places at which the licensees may manufacture products, and some of such licenses convey to the licensees rights to make and sell but not to use manufactured products.

(d) Some of the packaging licenses aforesaid convey rights to manufacture only completed apparatus and combinations thereof.

53. The package licenses aforesaid require licensees to pay royalties assessed against the selling price of the completed products made by licensees as ready for sale, including payment of royalties on cabinets, packing materials, boxes, cartons, crates and other unpatented and unpatentable materials. Royalties exacted by defendant through the package licenses are the same whether one or any number of defendant's patents are actually desired or used by the licensee in manufacturing.

54. The package licenses aforesaid have tied together patents of all kinds and different origins, including patents useless to the licensee, patents owned by defendant, by the co-conspirators named herein, and by others, including in some instances patents owned by the licensees themselves, in furtherance of defendant's policy of block-booking of patents to forestall scrutiny of, and attack upon, individual patents, and to maintain its monopoly of the radio-television patent licensing business.

55. Pursuant to its policy described in paragraph 54 above, defendant has refused and refuses requests to grant licenses under less than its whole patent package as contained in its standard form licensing agreements and has refused to depart from said standard form license agreements in any significant particular.

56. Defendant has refused and refuses requests to grant licenses in certain fields of radio-television manufacture.

57. Defendant required its licensees by the package licenses aforesaid to grant back to defendant the right to acquire a license under any new inventions of the licensee within the field of license. Such grantback provisions were removed from the package license agreements by formal waiver of defendant on June 22, 1949.

58. Defendant has exercised the power to exclude competition in the radio-television patent licensing business by various means, among them the following:

(a) Package licensing as aforesaid which deters radio-television manufacturers from accepting patent licenses from others than defendant;

(b) Exacting the aforesaid substantial annual royalty revenues from its licensees which deters others from substantial independent research and development activity;

(c) Harassing and oppressing actual and potential radio-television manufacturers unlicensed by the defendant through the institution by itself, or by the co-conspirators named herein, of more than 250 infringement and contributory infringement suits against such manufacturers and/or their customers without bringing on such suits to trial and by presenting to non-licensed manufacturers threatened by infringement suits the difficulty of successfully defending against the numerous claims embodied in many or all of approximately 10,000 patents owned or controlled by defendant, notwithstanding the fact that, insofar as plaintiff has been able to ascertain, defendant does not presently own or control a single patent which has been adjudicated by the courts to be valid.

59. Subsequent to the consent decree of November 21, 1932, defendant and the co-conspirators named herein by concert of action (a) made impotent the reserved rights of said co-conspirators to license others under Agreements A-1 and B-2 described in paragraphs 36 to 38 herein; (b) discouraged and impeded said co-conspirators from engaging in substantial radio-television research, development, and patent licensing; and (c) gave to defendant the radio-television patent, licensing business its primary field for research, development, and patent licensing

free from competition therein by the major research laboratories of the co-conspirators, whose technical facilities, financial resources, staff and experience were potentially best capable of offering such competition to defendant.

60. Subsequent to the consent decree of November 21, 1932, defendant possessed the only right to use and the only effective right to license under the pooled radio-television patents owned by all the co-conspirators named herein, and each of said co-conspirators was required to pay royalties to defendant and to accept standard licenses from defendant in order to use the pooled patents, including those patents contributed to the pool by said co-conspirators.

61. In 1952, and in furtherance of the concert of action described in paragraphs 59 and 60 above, defendant and co-conspirators AT&T and Western Electric agreed to extend the life of certain sublicensing rights granted to defendant by Agreement B-2 from December 31, 1954 to December 31, 1960.

62. Defendant's license to manufacture and sell under the patents of all the co-conspirators named herein continues until December 31, 1954, the expiration date for Agreements A-1 and B-2, and thereafter for the lives of all pre-termination date patents or applications owned or controlled by said co-conspirators. On January 11, 1954 Circuit Court Judge Albert B. Maris, sitting as Judge in the District Court for the District of Delaware on GE's motion for construction and enforcement of the consent decree of November 21, 1932, decided that Agreement A-1 grants to defendant the rights to sublicense under the patents of GE and Westinghouse acquired prior to December 31, 1954 for the lives of all such patents. (117 F. Supp. 449) on March 5, 1954 defendant and GE agreed that defendant's rights to sublicense under such patents acquired from GE would expire on December 31, 1962.

## VII

### EFFECTS OF THE OFFENSES

63. The aforesaid offenses have had, among others, the following effects:

(a) Defendant has acquired and maintains a monopoly of radio-television research and development, patents, patent rights and patent licensing.

(b) Manufacturers of radio and television products have been discouraged from realizing their full research manufacturing and profit potentialities, and have been forced into dependence upon defendant for patent rights and technical know-how.

(c) New radio-television developments have been barred by defendant from successful manufacture and use except in so far as they are originated and controlled by defendant, and the public has been deprived of the benefit of new radio-television developments which might have emerged from those competitive research and inventive activities which defendant by its policies and practices has discouraged.

(d) The manufacture, sale and distribution of radio and television products and devices have been unreasonably restrained.

### PRAYER

WHEREFORE, Plaintiff prays:

1. That the Court adjudge and decree that defendant has monopolized, and attempted to monopolize the radio-television patent licensing business and contracted and conspired to restrain such business and the manufacture, sale and distribution of radio-television products and devices unreasonably in violation of Sections 2 and 1 of the Sherman Act.

2. That the package licensing agreements between defendant and its licensees and certain agreements, understandings and concerts of action between defendant and its co-conspirators named herein and between defendant and certain of the foreign and domestic radio and television companies described herein, be adjudged to be illegal and in unreasonable restraint of interstate or foreign trade and commerce or used in furtherance of the offenses described above, and that the observance of such agree-

ments and the execution of similar agreements be perpetually enjoined.

3. That defendant be enjoined from misuse of its patents, patent rights or licensing agreements, and that affirmative relief be granted in respect of defendant's patents, licensing policies, and release of know-how, after a separate hearing relating to issues bearing on relief appropriate for the restoration of competitive conditions in the radio-television patent licensing business and in the manufacture, sale and distribution of radio-television products and devices and in the course of which the government will present for approval by the Court a specific plan for such relief.

4. That defendant and its officers, directors, agents, representatives, and all corporations acting and claiming to act on behalf of them be perpetually enjoined from monopolizing, attempting to monopolize, combining and conspiring to monopolize or agreeing, combining, or conspiring to restrain the aforesaid trade and commerce, and be perpetually enjoined from engaging in or participating in concerts of action, agreements, licenses, contracts, relationships, or understandings, or claiming any rights thereunder, having a tendency to continue or revive any of the aforesaid violations of the Sherman Act.

5. That plaintiff have such other and further relief with respect to the organization, functions, and operations of defendant as the Court may deem appropriate and necessary to establish effective competition in the radio-television patent licensing business and in the manufacture, sale and distribution of radio-television products and devices in the United States and to prevent defendant,

by abuse of its patent rights, from restricting and eliminating competition and from depriving others of a fair opportunity to compete freely and unrestrictedly with it, and from engaging in any other activities which are designed to have the effect of impairing the ability of such competitors to compete with defendant.

6. That plaintiff recover the costs of this suit.

Dated: New York, New York.

November 19, 1954.

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**BOOSTERS AND FEE TV NEAR FCC AGENDA:** Definite move of FCC into booster-satellite field may be expected -- within very few months, if not weeks. Actually, move had already begun with authorization of uhf satellite in Pasco, Wash. (Vol. 10:46), and was accelerated this week with grant of vhf satellite in Lufkin, Tex.

But what everyone is watching for, is start of rule-making to slash FCC's power-height-operating requirements well below current minimum -- to permit construction of stations in towns much too small to support stations under present rules.

Booster-satellite matter has pressure of public demand behind it, in contrast with subscription TV, which is being urged only by industry proponents -- but even the subscription subject is likely to get FCC attention before long.

Guaranteeing FCC action on methods of getting TV to small towns is interest shown by Sens. Magnuson & Jackson, of Washington, former to be chairman of Interstate Commerce Committee. They've been bedeviled by constituents who have bought sets on strength of signals from illegal boosters and want that service continued (Vol. 10:46). Meeting with FCC Comr. Lee and staff this week, they showed appreciation of dangers in illegal operations but made it clear they want Commission to do something about service to isolated towns. FCC doesn't ignore such indications.

FCC chief engineer Edward Allen and TV engineer McIvor Parker attended RETMA satellite committee meeting in New York this week, also traveled to Waterbury, Conn. to inspect experimental uhf booster operated by consultant Ben Adler. They covered area in mobile unit, were reportedly very much impressed with fact that good signal could always be received from either WATR-TV (Ch. 53) or the booster and that interference between the two was insignificant.

RETMA committee is studying FCC rules to determine amendments needed to permit such "whistling posts." Form rules might take hasn't jelled yet, but under consideration are reduction of power-height minimum to something like 100 watts & 100 ft. or elimination of minima altogether -- provided specific minimum signal level is maintained over principal town to be served.

Vhf satellite grant of Ch. 9 to KTRE, Lufkin, Tex. breezed through FCC, only Comr. Hennock dissenting. Grantee once held CP for the channel but gave it up last June when it decided operation would be economically impossible. It then decided it could manage as satellite of KPRC-TV, Houston, and reapplied. Lufkin area residents are thus assured schedule of KPRC-TV, an NBC-TV basic affiliate, plus ABC programs -- rather than no service at all, which has been the bleak prospect up to now. An application for similar satellite was filed this week for Ch. 4, Roseburg, Ore., by KBES-TV, Medford. (For other Commission actions this week, see p. 7.)

\* \* \* \*

Subscription TV may be on FCC agenda before year's end. No one knows what Commission will do with it, but some sort of rule-making is likely, probably in written form, to explore outlines of subject. Since fee TV is a major matter, it's expected Comr. Rosel Hyde, now heading U.S. delegation negotiating North American radio agreement in Mexico City, will be in on policy decisions. Action may be withheld pending his return at conclusion of negotiations -- or he may take a break and come back for few days in order to participate.

**HOUSTON & SEATTLE STARTERS, CANADA ADDS 2:** Jones-Hofheinz group in Houston and the University of Washington in Seattle got their vhf outlets on air this week, bringing U.S. total to 418 (119 of them uhf) as Canada made it an even 20 there. Seattle's is 9th educational station to go into operation. Both Canadians -- in Kingston and Sault Ste. Marie, Ont. -- are directly across water boundaries from U.S. Starters:

KTRK-TV, Houston, Tex. (Ch. 13), fourth vhf in area (one being educational), formally begins operation Nov. 20 with special dedicatory ceremonies as it links into ABC network. It has tested intermittently for week, uses 50-kw RCA transmitter, 960-ft. Ideco tower, 12-bay RCA antenna. Heading board is John T. Jones Jr., nephew of Jesse Jones and pres. of Houston Chronicle (KTRH). Also on the board are Wright Morrow, Democratic National Committeeman; Roy Hofheinz, mayor of Houston and owner of 25% of KTHH; B.F. Orr, pres. of KTRH; adman Paul Goodwin. Willard E. Walbridge,

ex-WJIM-TV, Lansing and WWJ-TV, Detroit, is gen. mgr.; Wm. F. Bennett, commercial mgr. Base rate is \$700. Rep is Blair.

KCTS, Seattle, Wash. (Ch. 9, educational), granted to U of Washington, started testing Nov. 18 and on Dec. 7 begins interim programming with 2 hours weekly. On Jan. 5, full 20-hour per week schedule begins. It's 9th educational on air. It has 5-kw RCA transmitter, gift of KING-TV's Mrs. Scott Bullitt, with 6-bay antenna on 210-ft. Bethlehem tower. Mgr. is Loren B. Stone, ex-Seattle & Bremerton broadcaster, with Milo Ryan as program director and John Boor, ex-KMO-TV, Tacoma, chief engineer.

\* \* \* \*

CKWS-TV, Kingston, Ont. (Ch. 11) got first test patterns on air Nov. 18, plans commercial start about Dec. 15, already has interconnection facilities available. RCA 10-kw transmitter and 400-ft. tower with 12-slot RCA antenna in Bath connect via microwave with Kingston studios, 12 mi. away. License is held by Brookland Co. Ltd. of which Sen. W. Rupert Davies (Kingston Whig-Standard) owns 51%. Roy Thomson, chain newspaper publisher owns 49%. Brookland also owns CHEX-TV, Peterborough, Ont. (Ch. 12), due on air in Feb. R.W. Hofstetter is mgr.; H.M. Edgar, commercial mgr.; Wm. Luxton, program director; Bert Cobb, chief engineer. Base rate is \$200. Reps are Weed and All-Canada Television.

CJIC-TV, Sault Ste. Marie, Ont. (Ch. 2), at Lake Superior gateway, began test patterns Nov. 17, plans Nov. 28 programming debut. It has 2-kw RCA transmitter and 250-ft. self-supporting tower with 3-bay antenna at downtown site. Owner-gen. mgr. is J.G. Hyland, with Sam Pitt as station-program mgr.; Gene Plouffe, sales mgr.; Dave Irwin, chief engineer. Base rate is \$150. Reps are Weed and All-Canada.

**COLOR LEADERS STAND BY PLANS & PROPHECIES:** What's the current outlook for color TV, according to those who have been its most ardent proponents -- RCA chairman David Sarnoff and CBS pres. Frank Stanton? Both adhere to previously expressed attitudes, despite public apathy toward receivers offered thus far and in face of doubts about the color market being openly expressed within the industry.

Says Gen. Sarnoff: "I stand by everything I've said about color. Our plans to produce 21-in. tubes and sets remain unchanged." As for the 22-in. rectangular tube which CBS-Hytron is to introduce soon, he said there's no difference between the two and RCA will produce a 22-in. "if desirable or necessary." At week's end, RCA announced that 21-in. is in regular commercial production at rate of 100 daily.

RCA's official calculations were disclosed recently to a group of security analysts by pres. Frank Folsom as: 350,000 sets to be produced by the whole industry in 1955, 1,780,000 in 1956, 3,000,000 in 1957, 5,000,000 in 1958 (Vol. 10:38).

Stanton states: "I still stick by my speech this spring at the AAAA meeting at Greenbrier [Vol. 10:18]. Without an industry unified on a color tube, you won't get mass production, cheaper prices and unified promotion. A lot of manufacturers are still waiting for the tube confusion to settle down.

"First, we came out with the 205, then RCA announced the 21-in. -- which sort of put a blanket on the 205. Now, we're coming up with the 22-in., and that will put a blanket on the 21-in. If the industry can get together on a tube, prices will eventually come down."

Another reason why color still isn't off "dead center", Stanton said, is that "there's a pretty strong market for black-&-white. As long as that's there, manufacturers don't have to push something new. However, I wonder how long the healthy black-&-white market will last -- with those thin profit margins."

Asked if CBS would increase color program schedules in effort to stimulate demand, Stanton said: "Manufacturers will always say there isn't enough programming, but we have made up our color schedule through this season and plan no changes."

\* \* \* \*

Both officials said no immediate reduction in set or tube prices is planned -- despite rumors that tube price to set makers might be cut from \$175 to \$100. Such a reduction would mean sets could be offered at \$500-\$600 -- but tube makers insist tubes can't be sold at \$100 at this stage of game without huge losses. Then, there's

renewed hope in some quarters that projection sets will finally come into their own in color -- Hazeltine, for one, feeling it has major problems licked (see p. 13).

The \$500 tag seems to be a magic figure in the industry -- the price at which it's assumed set sales will approach mass basis. But there's no unanimity; one large and aggressive producer insists prices must go well below that. "Color", he said, "has laid the biggest egg in the history of the industry," but he hastened to add that it's coming eventually, maybe in 3-4 years, gaining impetus slowly as did TV itself in its inceptive years.

Admiral's exec. v.p. John B. Huarisa shares that view, stating this week: "Color TV has not been a factor in the TV business this year and will not be for several years to come. We believe that the current 19-in. color sets being offered are just as obsolete today as the 15-in. sets were last spring. Even at half price the latter have failed to move."

That sets are moving more slowly than many hoped is unquestioned. This week, Motorola pres. Paul Galvin estimated he'll build 10,000 this year -- compared with previous target of 25,000, then 20,000. CBS-Columbia pres. Seymour Mintz reports: "We're selling all we make, but we aren't making many; we'll produce about 3000 this year and about 30-40,000 next year." RCA has just begun quiet distribution of its first 21-in. for demonstration purposes only -- not yet offered to public. Both RCA and CBS-Hytron spokesmen say they're delivering all the color tubes set makers want -- but they admit that the quantity isn't great.

\* \* \* \*

Is price the primary deterrent? Many say there isn't enough programming. We decided to see just how much there has been -- and the statistics are a bit surprising. Totaling all network color fare by NBC and CBS (ABC & DuMont aren't offering network color) since mid-Sept., when fall season started, we find these averages:

Half-hour of color per day, about 7 min. of it during normal shopping hours.

These bare averages can be misleading, of course. Impact of color on public consciousness has been vastly greater than these figures might lead one to believe. The big, bold color shows -- whether good or bad -- have indeed become public "conversation pieces," as NBC pres. Pat Weaver likes to call them. It should be noted, too, that individual stations here and there are gradually supplementing this fare (Vol. 10:44), though nation-wide effect is still insignificant.

But 7 min. per day during store hours -- are they enough, particularly since they comprise programs which are not touted as "conversation pieces"? If comparisons with early days of black-&-white are pertinent, as some assert, it should be recalled that in 1946-47 stations strove mightily to telecast at least couple hours a day during shopping periods -- regardless what the programs were -- so that dealers could at least demonstrate what they were trying to sell. Incidentally, some color sets have been incredibly poorly demonstrated at several important industry gatherings we've attended. Rabbit ears are thrown on top of set -- and that's it.

An "interim report" on spectaculars, meanwhile, received extensive treatment in Nov. 15 Sponsor Magazine, which went right to the source -- to all the sponsors and agencies involved -- and found that most are really quite pleased with the shows. Vociferous complaints of one sponsor, Raymond Spector (Hazel Bishop lipstick), seem to have obscured general sponsor-agency satisfaction.

Salient difference between lipstick and more expensive products is pointed out in article. Spector has no extensive distributor-dealer organization, but other spectacular sponsors feel it's as important to enthuse their sales organizations as it is to arouse public directly. Spokesmen for Chrysler, Ford, Westinghouse, Sunbeam, etc., are pleased with publicity and excitement.

Perfect example of this is cover story in current (Nov. 22) Life Magazine, featuring Judy Holliday on cover and 6-page full-color feature, text of which begins: "The autumn of 1954 will go down in entertainment history as the time when TV harnessed the rainbow and really started its first rush of multihued productions. So far only 7 or 8 hours of color shows are on weekly view over the networks and only some 10,000 color TV sets are in use. But 150 stations are equipped to splash color across the U.S. and the number is jumping every month."

**Personal Notes:** Matthew J. Culligan promoted to NBC-TV national sales mgr., reporting to network sales v.p. George H. Frey; Roy C. Porteus succeeds Culligan as sales mgr. of participating programs dept. . . . Charles C. (Bud) Barry, ex-NBC v.p., joins Wm. Morris Agency Jan. 1 as executive assigned to N. Y. TV-radio group . . . Thomas F. O'Neil, Mutual pres., heads committee of business and ad executives planning observance of Brand Names Day, April 13, 1955 . . . J. I. (Jim) Meyerson, special national sales rep for Time Inc. stations in Albuquerque, Denver & Salt Lake City, establishes offices in RCA Bldg., 30 Rockefeller Plaza, N. Y. . . . C. P. Persons resigns as v.p.-gen. mgr. of KOTV, Tulsa . . . Michael H. Bader, formerly law clerk with Washington firm of Haley, Doty & Wollenberg, named an associate . . . Kirk Logie, ex-WBKB, Chicago, named TV-radio supervisor, Illinois Institute of Technology . . . Dr. Kenneth Harwood named U of So. California telecommunications director, replaced as head of U of Alabama TV-radio dept. by Edwin W. Nelson Jr. . . . Lawrence Menkin, ex-WOR-TV, named program director of Guild Films, which moves shortly to 460 Park Ave., N. Y. . . . Wm. M. Materne, ex-ABC asst. national sales mgr., joins CBS-TV network sales dept. . . . George W. Faust, ex-KNXT, Los Angeles & ex-DuMont, named sales v.p., Roland Reed Productions, N. Y. . . . Gordon E. Morehouse, ex-KHOL-TV, Kearney, Neb., named sales mgr., KTIV, Sioux City, Ia. . . . George A. Kirkpatrick promoted to local sales mgr., KFEL-TV, Denver . . . Steve Krantz, program director of WRCA-TV, laid up in University Hospital, N. Y., with sprained back . . . Tom Maloney, pres. of Cecil & Presbrey, which goes out of business Dec. 31 (Vol. 10:41), named exec. v.p. of Grant Adv., in charge of N. Y. office; Wm. C. Patterson, Cecil & Presbrey TV-radio director, also shifts to Grant in same capacity . . . Wm. T. Mann, ex-BBDO, named TV-radio director, Doremus Adv., N. Y. . . . Leonard Weiner resigns as mgr. of Biow TV film production . . . Ralph Rose promoted from KWOS radio to program director of KRCG, Jefferson City, Mo. (Ch. 13), due about Jan.; Ed Schuelein, ex-WDAF-TV, Kansas City and WOAI-TV, San Antonio, named chief engineer . . . H. Jeff Forbes, ex-WDTV, Pittsburgh, named TV-radio director, Cabell Eanes Adv., Richmond . . . Charles R. Brown named technical director, WCSH-TV & WCSH, Portland, Me.; Bernard Poole named program director, WCSH-TV . . . Duane M. Weiss, chief engineer of KOMU-TV, Columbia, Mo., named chief engineer of WTTW, upcoming Chicago educational station on Ch. 11.

FCC Comr. Robert E. Lee and Notre Dame U pres. Rev. Theodore M. Hesburg will speak at communion breakfast of recently formed Catholic Apostolate—Radio, TV & Advertising (CARTA), which has some 2000 industry members, at New York's Waldorf-Astoria, Nov. 28.

Russ Van Dyke, KRNT, Des Moines, was elected pres. of Radio-TV News Directors Assn. at Chicago convention this week; Paul White, KFMB-TV & KFMB, San Diego, was elected program v.p., and Ted Koop, CBS Washington, was named to fill one-year vacancy on board.

Govt. board that ruled on diplomat John Paton Davies, recently dismissed from State Dept. for "lack of judgment," included Robert Koteen, legal asst. to FCC Comr. Edward M. Webster.

Wm. H. Weintraub, pres. of ad agency bearing his name, moves up to chairman Jan. 4, exec. v.p. Elkin Kaufman succeeding him.

Arthur Cobb Jr., 64, founder and retired secy.-treas. of Doherty, Clifford, Steers & Shenfield, and past chairman of AAAA agency administration committee, died Nov. 12 at his Bronxville, N. Y. home.

**COMMUNIST-CHARGE** hearings on renewal of Edward Lamb's license after WICU, Erie, were recessed indefinitely this week after FCC attorneys completed presentation of their witnesses. They told examiner Herbert Sharfman, however, that they wanted to try to take depositions from 2 convicted Communists now in prison—Gus Hall and Jacob Stachel—and requested recess pending this action.

Commission's 19th witness, in 10th week of hearings, was Toledo attorney Edward T. Cheyfitz, well known in TV industry as onetime TV head of Motion Picture Assn. (Eric Johnston, pres.). Cheyfitz said he was a Communist from 1932-1939 but since has "established a record as an active anti-Communist." He testified he met Earl Browder, former U.S. Communist Party leader, in Lamb's law office in 1938 or 1939, but did not know the purpose of Browder's visit. He also named 2 Ohio Communist Party leaders he said visited Lamb's office during same period. Under cross examination, he said that "to my knowledge" Lamb was never a Party member nor did Lamb make any contributions to the Party. After Cheyfitz broke with Party, in 1940, Lamb supported him in a fight against Communist elements in the Die Casters Union, which Cheyfitz formerly headed, he said—"in contradiction to the Communist Party line."

Lamb attorney Russell M. Brown also cross-examined Claudius M. Russell, ex-Communist, who testified last week he saw Lamb contribute money at Toledo Communist headquarters (Vol. 10:46). This week Russell claimed privilege against answering question on whether he has "ever been arrested for any sex crime, like rape," on grounds answer might tend to degrade him. He admitted he had been arrested 5 or 6 times in Washington and Toledo for gambling. He said he couldn't recall having been arrested for assault & battery, but "it could be true." Brown charged that FCC's first witness, Wm. G. Cummings—a \$25-a-day govt. "consultant"—was "responsible for Russell's testimony, after Russell said he "may have talked" with Cummings about Lamb's reported speech at dedication of Toledo Communist headquarters.

Another govt. witness, Toledo machinist Irving Bruhl, testified that Ernest Courey—an earlier witness—pointed out "Lamb" at a "communist picnic" in 1940, but Bruhl said he did not know whether the man pointed out actually was Lamb or whether the picnic actually was Communist-sponsored. Examiner Sharfman said Bruhl's testimony was "most obvious hearsay" and that "no firm finding" could be based on it. Nelson Meagley, a Toledo statistician and engineer who said he had never been a Communist, testified that Lamb contributed in 1934 or 1935 to legal defense of a man believed to be a Communist. Meagley said the reported Communist was Ben Gray, state chairman of Workers Alliance, arrested in a "sit-down" demonstration against unemployment at Ohio's state capitol. Meagley conceded the Workers Alliance was recognized by AFL at the time as a "bona fide adjunct of the labor movement."

Richard Breen, screen writer, was elected first pres. of Writers Guild of America, West, new union formed by amalgamation of Screen Writers Guild, Radio Writers Guild and TV Writers Group. Fenton Earnshaw was elected pres. of TV branch, David Friedkin pres. of radio branch. Writers Guild of America, East, elects officers in late Dec.

New TV books: *The Television Commercial* by Harry Wayne McMahan, v.p., McCann-Erickson (192 pp., \$5), and *Staging TV Programs & Commercials* by designer & TV consultant Robert J. Wade (232 pp., \$6.50), both published by Hastings House, 41 E. 50th St., N. Y.

**D**IVERSIFICATION was again byword at FCC this week, with examiners' initial decisions in Peoria Ch. 8 and Canton, O. Ch. 29 cases favoring applicants with the least TV-radio and/or newspaper interests. These decisions were the only actions concerning CPs beside grant of satellite in Lufkin, Tex. (see p. 3).

Picking WIRL over WMBD in Peoria, examiner Elizabeth C. Smith said that grant to WIRL "would better serve the Commission's well-established and widely recognized policy of diversification of the control of the media of mass communications." WIRL principals, Swain and Altorfer families, have no other such interests. Charles C. Caley, two-thirds owner of WMBD, also holds 25% of WDZ, Decatur, Ill., while one-third owner John E. Fetzter owns WKZO-TV & WKZO, Kalamazoo; KOLN-TV & KOLN, Lincoln, Neb.; WJEF & WJEF-FM, Grand Rapids.

Lineup in 3-way Canton case was this: Brush-Moore Newspapers, owners of 7 dailies and part owners of other papers, plus radios WHBC, Canton, and WPAY, Portsmouth, O.; Stark Telecasting Corp., operators of WCMW, Canton; Tri-Cities Telecasting, which owns no stations, but whose pres. and principal stockholder Morton Frank owns weekly and bi-weekly shopping papers. Examiner Fanney N. Litvin chose Tri-Cities because she felt that it proposed superior local live programming and better studios and that grant to it "would result in far less concentration of ownership or control of media of mass communications."

Educational TV leaders were urged this week by Dr. Harry K. Newburn, pres. of Educational TV & Radio Center at Ann Arbor, to avoid making their programs so entertaining and witty that the instructive "hard core" of the programs was lost. Addressing 68th annual convention of Assn. of Land-Grant Colleges & Universities in Washington, Dr. Newburn said commercial stations are much better equipped to entertain their viewers, and educational leaders should leave the job to them. Another speaker, Richard Hull, gen. mgr. of Iowa State College's commercial WOI-TV, Ames, traced the development of his station and said it represented but one of many ways to get into educational TV. What applies in one area may not be applicable in another, he said. Another feature of convention was closed-circuit showing of 21 educational program kines. It was first time land-grant colleges had considered educational TV at a convention, though they are whole or part licensees of educational stations WKAR-TV, E. Lansing; WHA-TV, Madison; KUON-TV, Lincoln, Neb.; KCTS, Seattle; also of commercial outlets WOI-TV, Ames, & KOMU-TV, Columbia, Mo. In addition, they hold 6 CPs and are applicants for 8 more educational stations.

NARTB freedom of information committee, at N. Y. meeting this week, voted to seek early meeting with Senate and House Rules Committees in effort to gain greater access to Congressional hearings for TV-radio. It also recommended that state broadcasting associations from local freedom of information committees, and invited a representative of Radio-TV News Directors Assn. to sit in on future committee meetings. Committee chairman Edgar Kobak, WTWA, Thomson, Ga., was authorized to seek conference with American Bar Assn. committee on relaxation of restriction on courtroom photographs.

Semi-annual awards by the Christophers, for inspirational TV-radio programs illustrating "how a person can use his God-given talent for the benefit of all": ABC-TV's *Make Room for Daddy*, for presentation of *Birthday for Julie*; NBC-TV's *Robert Montgomery Presents*, for *Great Expectations*; NBC-TV's *Fireside Theatre*, for *Crusade Without Conscience*; CBS-TV's *Studio One*, for *Twelve Angry Men*; NBC Radio's *American Inheritance* series, for *Proclaim Liberty*; NBC Radio's *Bell Telephone Hour*.

FCC continues to be deluged with requests for allocations changes of all kinds, receiving them faster than they can be decided. This week: (1) KXLY-TV, Spokane, renewed request, once denied, that stations above 2000 ft. in Zone II be permitted to use full 100-kw on Ch. 2-6. (2) Radio WBPZ, Lock Haven, Pa., asked that Ch. 24 be substituted for Ch. 32 in Lock Haven, said it planned to buy Ch. 24 equipment from WTVE, Elmira, N. Y., which in turn seeks allocation of Ch. 9 to Elmira. WBPZ says it would be satellite of WTVE, try to buy up the estimated 10,000 uhf converters in Elmira area. (3) WKNY-TV, Kingston, N. Y. Ch. 66, seeking shift to Ch. 21, proposed shifts affecting Concord, Hanover & Laconia, N. H.

Commission got one change out of the way by finalizing swap of Ch. 6 & 11 between San Juan & Caguas, Puerto Rico. Another long-pending litigation concluded this week when Court of Appeals turn down appeal of Colonial TV Inc., Montpelier, Vt., from FCC decision denying it for default and granting WMVT (Ch. 3), now on air.

In fight between KTRK-TV, Houston and KGUL-TV, Galveston (Vol. 10:44), FCC gave former go-ahead to begin telecasting, advanced hearing from Dec. 7 to Nov. 22. In another hot battle, Jefferson Standard Bestg. Co. flatly denied any "secret understanding" with CBS regarding affiliation for its WBTW, Florence, S. C. — as alleged by grantee WTHT, Wilmington, N. C. (Ch. 3) last week (Vol. 10:46).

Don't blame TV for recent losses in national advertising lineage, Southern Newspaper Publishers Assn. was told last week by Harold H. Barnes, director of ANPA's Bureau of Advertising. "It is easy to make TV the scapegoat for all our woes," he said, but other factors are more directly responsible. He said many products, such as cigarettes and cosmetics, which were previously advertised at national rate, by manufacturers, now are being advertised locally, over signature of local drug chains. But he also said "the era of new advertising appropriations for TV is about over." TV advertisers, he declared, "are worried about mounting time and talent costs, and program rating troubles because a number of big stars laid some king-size eggs." By next June, he said, there will be "fat, ripe" ad prospects for newspapers among those currently using TV.

Control of KFIA, Anchorage, Alaska (Ch. 2) and CP for KFIF, Fairbanks (Ch. 2) is being taken over for \$100,000 by Midnight Sun Bestg. Co. from Richard R. Rollins, according to application filed with FCC this week. Rollins, who recently acquired full control over the 2 entities after partner Keith Kiggins pulled out (Vol. 10:45), goes on Midnight board and gets approximately 19%. Midnight operates radio stations KENI, Anchorage; KFAR, Fairbanks; KABI, Ketchikan; KJNO, Juneau. Lathrop Co., majority owner of Midnight, operates theatres in Anchorage and Fairbanks. A. G. Hiebert, pres. of KTVA, Anchorage (Ch. 11) and TV applicant for Fairbanks, has refused to sell his .78% of Midnight, so waiver of duopoly rules is requested.

Britain's newest TV station, at Rowridge, Isle of Wight, began programming Nov. 12 with 5-kw Marconi transmitter and temporary tower and antenna, replacing temporary station on Truleigh Hill, near Brighton, which has been in operation since last May. France's 4th & 5th stations—50-kw ERP operation at Marseilles and 200-watt Lyons installation—are now relaying Paris programs, Marseilles via kinescope, Lyon by microwave. Former began in Sept., latter in Oct.

British Post Office Dept., which collects TV license fees (£3, with radio), estimates 170,000 are being "bootlegged," plans to put fleet of detection trucks in operation soon.

**Station Accounts:** Another early-morning program experiment which has proved commercial success is 7-9 a.m. *Panorama Pacific* on CBS-TV's 3-station Pacific network (KNXT, Los Angeles; KPIX, San Francisco; KPMB-TV, San Diego), which celebrated its first anniversary Nov. 16 with announcement that current billings are at rate of \$728,000 a year. Edmund C. Bunker, KNXT sales mgr. (who becomes gen. mgr. of uhf WOKY-TV, Milwaukee, when sale to CBS is approved) discloses that last month program averaged 27 regional, 20 local one-min. commercials and 27 station-breaks a week. During year it's been on air, show has presented more than 1000 spots, only 2 of them duplicated, he said. Recent additions to sponsor list include Monsanto Chemical, Swift Packing Co., Duncan Hines Cake Mix, General Mills, Dow Chemical. Program is strictly for Californians, with periodic remotes from famous landmarks of 3 cities . . . WTTG, Washington, is first station outside N. Y. to buy General Tele-radio's *Million Dollar Movie* package of 30 films, currently on WOR-TV (Vol. 10:37); starting Nov. 28, it will run each film 5 times a week, Sun. 7-9 p.m., Mon.-Wed.-Fri. 7:30-9:30 p.m., Sat. 8-10 p.m. . . . Unusual sponsorship: AFL teamsters union at Minneapolis-Honeywell plant buys 13 quarter hours (4:30 p.m.) until Feb. 1 on WTCN-TV, Minneapolis, to enable its 8000 members to follow contract negotiations; union officials report to members and show carries filmed extracts of negotiation sessions . . . Rheingold Beer buys 16 west coast markets, Budweiser Beer 14 in midwest for Official Films, *Star and the Story*, former thru Foote, Cone & Belding, N. Y., latter thru D'Arcy, St. Louis; film is now in 49 markets . . . Among other advertisers currently reported using or preparing to use TV: General Baking Co., N. Y. (Grossinger's Country Club rye bread), thru BBDO, N. Y.; Englander Co., Chicago (bedding), thru Leo Burnett, Chicago; National Brush Co., Aurora, Ill. (Sno-Chaser ice remover), thru Charles O. Puffer Co., Chicago.; National Gypsum Co., thru BBDO, Buffalo.

**A**DVERTISING ON TV will be used by more companies in 1955 to pull them through what looks like their most fiercely competitive year since the war. This is particularly true of the automotive industry, currently spending heavily in TV to introduce 1955 models.

That central theme stands out in *Wall Street Journal* survey of 103 "big and little" manufacturers on their advertising plans for 1955. And Nov. 30 *Tide Magazine*, surveying its Leadership Panel, says 50% of panel report TV will take larger bite out of 1955 budgets than in 1954, only 8% saying their companies plan to reduce TV allotment next year.

In 2½-column story on survey, Nov. 15 *Wall Street Journal* reports TV likely will show sharpest gains of all media next year, amid an over-all advertising expansion, though perhaps the rate of TV's increase may not be as great as in some recent years—notably because of decelerating rate of new station starters.

Automotive industry is particularly strong for TV. Buick, Ford, Chrysler, Dodge, Lincoln-Mercury Dealers Assn.—big TV users currently—are a few of the auto sponsors planning even bigger TV splurges next year. As one example of new programming by auto sponsors, article cites Studebaker-Packard's \$3,000,000 expenditure for time & talent alone for upcoming 30-min. ABC-TV series based on book and article condensations in *Reader's Digest* (Vol. 10:45). Plymouth plans a new CBS-TV show to replace *That's My Boy*, which was dropped last week because of failure to sustain its early high ratings (Vol. 10:46).

Where's the money for TV coming from? Though *Journal* gives no specific answer to the question, it notes that expenditures for network TV in first 9 months of 1954 increased 43% from a year ago, while spending on network

**Network Accounts:** CBS-TV offers top-rated *I Love Lucy* for sale as re-run for about \$40,000 per episode, starting Jan. 2. Re-run would be on Sun, probably 4:30-5 p.m. preceding *Omnibus*, though time hasn't been finally determined. Imminence of re-runs was said to be factor in decision of Philip Morris to become alternate, rather than full sponsor of *Lucy* Mon. 9-9:30 p.m. (Vol. 10:46), holding that value of show would be decreased by use on successive days . . . Ciba Pharmaceuticals to sponsor new medical series, tentatively titled *Lifeline*, on ABC-TV starting Dec. 12, Sun. 9:15-9:30 p.m., thru Kiesewetter Assoc., N. Y.; narrator for documentary drama will be Dr. Louis H. Bauer, ex-pres. of American Medical Assn. . . . Western Union, in first network purchase, to be alt. sponsor of *Down You Go* on DuMont starting Dec. 8, Wed. 10-10:30 p.m., thru Albert Frank-Guenther Law, N. Y.; show shifts from Chicago to N. Y. origination, with new panelists . . . General Mills planning one-hour program on ABC-TV and CBS-TV in Jan. for celebration of 22nd anniversary of its *Lone Ranger*, thru Dancer-Fitzgerald-Sample; date and hour of program, featuring all of Lone Ranger characters, hasn't been determined . . . Eastman Kodak's color film series, *Norby*, goes on NBC-TV Wed. 7-7:30 p.m. starting Jan. 12; company was unable to break into 8-10:30 p.m. bracket . . . Camels to sponsor *Robert Cummings Show* as replacement for *Hunter* on NBC-TV starting in Jan., Sun. 10:30-11 p.m., thru Wm. Esty Co. . . . Bromo Seltzer to replace Old Gold as alt. sponsor (with Lenthalic) of *Chance of a Lifetime* on DuMont, Fri. 10-10:30 p.m., thru Lennen & Newell . . . Gruen Watch Co. drops out as alt. sponsor of *Walter Winchell Show* on ABC-TV Sun. 9-9:15 p.m.; other sponsor, American Safety Razor Corp. (Gem razors) renews for another year, thru McCann-Erickson . . . Campbell Soup, Shredded Wheat, Monarch Cake Flour, Standard Brands and Fry-Cadbury Chocolates to sponsor original Canadian version of *Howdy Doody* on CBC-TV starting Nov. 15, Mon.-thru-Fri. 5:30-6 p.m., thru Cockfield-Brown, Stanfield Adv. & MacLarens Adv.

radio came down 13%, not allowing for extra-heavy discounts in latter.

This trend is further borne out by PIB figures showing that of the top 10 broadcast advertisers for first 6 months of 1954, all but one (General Foods) have increased their network TV expenditures since 1951. By the same token, all 10 have decreased their network radio outlay.

Revisiting 6 early TV sponsors forced out of medium by high costs, Nov. 15 *Advertising Age* found all eager to get back, though still stymied by price. The 1946-49 vintage sponsors are Bates Fabrics (which sponsored songstress Kyle MacDonnell); Mohawk Carpet Mills (*Mohawk Showroom*); Anchor Hocking Glass Corp. (*Broadway Open House*); Bonafide Mills (*Versa-Tile Varieties*); Cluett, Peabody (Phil Silvers, Herb Shriner); Textron (*The Hartmans*). Common feeling among all 6, says story: "No advertiser was sorry he had succumbed to the glamor of TV. All looked back with satisfaction on the experience and all seemed eager to try it again."

H. Quenton Cox & Associates, Terminal Sales Bldg., Portland, Ore. (phone, Atwater 5191) is new regional TV-radio station rep firm formed by the former gen. mgr. of Portland's KGW in partnership with his former sales mgr., Merrill V. Rawson. First stations on list are KHQ-TV & KHQ, Spokane, for representation in Portland market.

Norfolk area's uhf WVEC-TV is now operating in the black, reports pres. Tom Chisman; losses ran \$70,000 in first 6 months, \$10,000 next 4, profit showing for Sept., Oct. & Nov.—and he claims his NBC basic now reaches 125,000 out of some 200,000 TV homes in area.



**Telecasting Notes:** TV film trends for 1955, as foreseen by Nov. 20 *Tide Magazine* in first of 2 articles on "mushrooming" film industry: intensified efforts by film people to solve time-clearance problem, possibly by more producer-distributor tieups like recent Guild Films-Vitapix agreement (Vol. 10:44); probable cuts in cost of films to stations, as competition increases; eventual battle between film and network over "name" stars; very little color film. Article says about \$90,000,000 was invested in films this year (\$65,000,000 network, \$25,000,000 local), up 20% from last year. It adds that average 30-min. film costs minimum of \$20,000 to produce, with about \$6000 budgeted for cast, director & script, \$15,000 for studio facilities, props, costumes, cameras, etc. . . . Most delightful commercials on TV: Disney-produced "integrated" commercials for *Disneyland* sponsors American Dairy Assn. and Peter Pan Peanut Butter . . . ABC-TV broke into "top 10" ratings in Trendex Nov. 1-7 survey, *Disneyland* ranking No. 8 with 30.3. Nov. 17 show got Trendex of 31 . . . Another TV film goes theatrical: Walt Disney plans to combine 3 Davy Crockett TV films, to be seen first on *Disneyland*, into full-length movie for nationwide distribution . . . Paramount's KTLA, Los Angeles, buys 34 feature films from Associated Artists Productions, all first-run on local TV; 3 are British, which will be telecast same day as their local theatre release . . . "Spectacular" salute to film industry on NBC-TV Jan. 2 (Vol. 10:46) reportedly has been shelved by Motion Picture Producers Assn. because of lack of sufficient time to prepare program, but MPPA named committee to explore possibility of similar program later . . . More examples of growing affinity of TV with movies: 20th Century-Fox hires *Dragnet's* Jack Kruschen to play "heavy" in *Soldier of Fortune*; Marion Lorne, who plays the schoolteacher Mrs. Gurney in *Mr. Peepers*, takes 8-week leave to go to Hollywood to appear in *Rosalind*

Russell's *The Girl Rush*; Leo McCarey makes deal with Kudner's Myron Kirk to produce Fulton Oursler's *Greatest Story Ever Told* as half-hour TV series for Good-year, which sponsored it on radio . . . Expansion into European TV planned by Ziv, which will syndicate *Cisco Kid*, *Boston Blackie*, *Favorite Story*, *Mr. District Attorney* in France, Italy, Germany, Belgium, Holland & Switzerland with dubbed foreign soundtracks . . . "TV Tic Tac Toe," \$1,000,000 giveaway contest promoting National Telefilm Associates' film package (Vol. 10:42) now slated on 22 stations beginning Jan. 17, with negotiations on for 118 other markets . . . WGN Inc. signs new 2-year contract with IBEW, granting TV-radio technicians weekly increase of \$7.50 from last Oct. 1 and another \$7.50 from Oct. 1, 1955; starting scale for engineers of \$85, going up over 4 years to base pay of \$157.50 . . . KMTV, Omaha, underwriting trip of unbeaten Omaha U football team to Tangerine Bowl, Orlando, Fla., at estimated cost of \$10,000 . . . New rep: WTRI, Albany-Schneectady-Troy, to Blair (from Headley-Reed).

Lowest TV station rate of them all, the \$90 an hour of KVOS-TV, Bellingham, Wash., goes up to \$200 as of Jan. 1, with minute rate jumping from \$18 to \$40. Among other rate raises now in effect: WATV, Newark, raised base hour from \$1000 to \$2000, min. \$200 to \$450; WFMJ-TV, Youngstown, from \$300 to \$350 & \$60 to \$70; WJHL-TV, Johnson City, Tenn., \$200 to \$250 & \$40 to \$50; KREM-TV, Spokane, \$300 to \$350 & \$60 to \$70. In Portland, Ore., KOIN-TV, has added new 7:30-10:30 p.m. Mon-Sat. & 6:30-10:30 p.m. Sun. Class AA min. only rate of \$175, with Class A min. remaining at \$120. Effective Jan. 1, WJAC-TV, Johnstown, Pa., adds new 7:30-10:30 p.m. daily \$750 Class AA hour, with Class A hour going from \$650 to \$700, min. \$125 to \$140.

**O**VERSEAS development of TV, particularly in Latin America, is listed as one of primary goals of Voice of America—but its success depends greatly on extent of participation by American industry and use of American technical know-how. That's theme of recent report released by VOA director Jack R. Poppele, ex-WOR-TV, based on recent Latin-American survey by Sidney N. Berry, TV development officer, and on European survey by Vestel Lott, chief of central program services.

"Our goal, in addition to telling the American story in terms of our foreign policy," said Poppele's report, "is to create desire for American kinescopes and films wherever a new TV need arises so that when these pioneer efforts reach the status of full-scale operations, we will be an accepted and established part of their national TV planning."

He said VOA's TV development branch, under Jack Gaines, is now servicing 28 stations in 20 countries with programs and technical assistance, with annual budget of \$300,000. He paid tribute to private industry for its help in expanding Voice's TV operations and called attention to future requirements.

"Our TV operations would have been impossible without the cooperation of the industry—both the major networks and individual stations," he declared. "Two of our most popular features are NAM's *Industry on Parade* and *Your TV Concert Hall*, an adaptation of *Voice of Firestone*. We also obtain TV films and kinescopes of outstanding individual programs on a regular basis.

"We are going to need in future months far more programming material than we now have. We are going to depend on the industry to help us to meet the demand that our contacts abroad have created. In appealing to the industry, I would like to suggest that the guiding factor in filling our needs should be not only public service and

patriotism, but also a consideration that foreign networks, once accustomed to the high quality of American TV production provided them on a non-commercial basis, may eventually have to face a demand of the public in their respective countries that more American programs be provided. Such demands might go a long way in overcoming the present international TV deadlock of high tariffs, state monopolies and unfavorable dollar balance."

VOA said Latin American countries, as of Aug. 1, had 385,400 sets-in-use and gave this country-by-country breakdown: Cuba, 135,000 sets-in-use, sold at average retail price of \$165; Brazil, 110,000 (\$900-\$1000); Mexico, 75,000 sets (\$165); Argentina 30,000 sets (\$1000); Venezuela, 30,000 sets (\$500); Dominican Republic, 5000 sets (\$165); Colombia, 400 sets (no price estimate).

Lott's report said European TV experts consider trans-Atlantic TV cable, and American participation in 8-nation "Eurovision" network (Vol. 10:23), as possibilities within 5 years. He called "Eurovision" tremendously successful but said that except for Great Britain, TV in western Europe is "barely in its infancy." As of Aug. 1, Britain had 3,500,000 of Europe's 3,742,000 sets-in-use, reports VOA, giving this country-by-country breakdown:

Britain, 3,500,000 sets-in-use at average price of \$185; France, 108,000 sets (\$285); Italy, 50,000 sets (\$230); Belgium, 10,000 sets (\$300); Netherlands, 8000 sets (\$290); Switzerland, 4000 sets (\$240); Denmark, 1400 sets (\$290); Spain, 600 sets (\$375).

[For list of foreign stations and facilities, see *TV Factbook No. 19*, pp. 211-215.]

Iraq is seeing TV for first time at current British Trade Fair in Bagdad, where Pye Ltd. has set up TV studio and facilities, and 12 British TV-radio makers are showing their wares.

**G**ENERAL ELECTRIC released more details this week about its new 50-kw high-band vhf transmitter, first 5 of which have been shipped to ABC's owned-&-operated stations (Vol. 10:46). Transmitter is built around new water-cooled tetrode tube, GL 6251. Four are used in final stage, drawing 152-kw source power for peak level. GE this week shipped 2 more 50-kw units—to KTVX, Muskogee, Okla. (Ch. 8), already on air, and to educational WEDM, Munford, Ala. (Ch. 7), due on air this month.

RCA this week shipped 50-kw amplifier to WTVW, Milwaukee (Ch. 12). DuMont reports order for 500-watt transmitter from WTVY, Dothan, Ala. (Ch. 9), which has December target date.

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In our continuing survey of upcoming stations, these are latest reports received from principals:

WGBH-TV, Boston (Ch. 2, educational), now plans test patterns "Feb. or earlier," programming March or April, reports asst. mgr. for operations Hartford N. Gunn Jr. It already has 10-kw RCA transmitter and 119-ft. tower on Blue Hill, expects to have 6-bay RCA antenna installed by Dec. 1. Cambridge studios, opposite MIT, will be connected with transmitter 10 mi. away by microwave equipment donated by Raytheon.

WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), now plans early Dec. test patterns and Jan. 4 programming, writes TV director Robert F. Schenkan. It's installing 25-kw RCA transmitter, has 800-ft. tower and 6-bay antenna ready. Grantee U of North Carolina will have mobile unit and studios at Chapel Hill, State College, Raleigh, and N. C. Women's College, Greensboro—each with 2 cameras and film chain—linked by microwave to Chapel Hill transmitter. Richard Burdick, ex-McClatchy Bestg. Co., has been named exec. producer at Chapel Hill; Duff Brown, ex-Ft. Worth TV consultant, Chapel Hill program director; Ralph Burgin Jr., ex-WRC-TV, Washington, State College program director; David Davis, ex-WMAL, Washington, Women's College program director; Alan MacIntyre, chief engineer.

WHIS-TV, Bluefield, W. Va. (Ch. 6), hasn't ordered equipment or begun construction, but expects to be on air in 6 months, according to pres. Hugh I. Shott Jr. Rep not yet chosen.

KFDM-TV, Beaumont, Tex. (Ch. 6), now plans Jan. 1 test patterns, Feb. programming as CBS primary, writes exec. v.p.-gen. mgr. C. B. Locke. It had 10-kw RCA transmitter ordered for Nov. 15 delivery, plans to have 608-ft. Emsco tower with 12-bay RCA antenna ready by Dec. 1. Pres. Darrell Cannan (27.2%) also owns 60% of KFDX-TV, Wichita Falls. Base hour rate will be \$300. Rep will be Free & Peters.

WDXI-TV, Jackson, Tenn. (Ch. 7), negotiating for network, now plans March 1 commercial start, reports Washington attorney D. F. Prince, who holds 6.67%. Majority stockholder is Aaron B. Robinson, publisher of Corinth (Miss.) *Corinthian* and also majority stockholder in WDXI and 5 other Tennessee AMs. It has building ready for 10-kw Federal transmitter and 12-bay RCA antenna scheduled for late Dec. delivery for installation on 600-ft. Kimco tower. Rep will be Burn-Smith.

KEYD-TV, Minneapolis (Ch. 9), expects shipment of 50-kw RCA transmitter Nov. 20, has set Dec. 20 test pattern target, Jan. 9 for programming as DuMont outlet, reports gen. mgr. Lee L. Whiting. RCA 9-bay antenna is already installed on Foshay tower extension shared with WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV (Ch. 11). Morris Baker family, owner of Foshay Tower and other Twin City properties, recently bought control of KEYD-TV for \$337,200 (Vol. 10:38). Base rate will be \$385. Rep will be H-R Television.

WEAT-TV, West Palm Beach, Fla. (Ch. 12), has studio-transmitter building ready for Standard Electronics

transmitter to be shipped Nov. 30, and 365-ft. Tower Construction Co. tower is ready for installation of Alford antenna. It plans Dec. 15 test patterns, programming "early Jan." as ABC primary. Radio WEAT recently moved to West Palm Beach after nearly 7 years as NBC Lake Worth outlet. Base rate will be \$175. Rep will be Walker.

WBLK-TV, Clarksburg, W. Va. (Ch. 12), now awaits outcome of appeal for reversal of grant filed in U. S. Court of Appeals by Clarksburg Publishing Co., according to v.p. George H. Clinton. It originally planned to start between Dec. 1-15.

WLEX-TV, Lexington, Ky. (Ch. 18), now plans Dec. 15 test patterns, Jan. 1 start as primary NBC, also carrying other network shows, reports 48.6% owner Guthrie Bell. It's 70 mi. from Louisville, 73 from Cincinnati. Construction of 600-ft. tower with RCA antenna has begun, and 1-kw GPL Continental transmitter is on order. Base hour will be \$150. Rep will be Forjoe.

WOBS-TV, Jacksonville, Fla. (Ch. 30), now has set next spring as on-air target, according to gen. mgr. Jim Macri. It has ordered GPL transmitter for delivery this winter, won't have 443-ft. Aerial tower with 24-gain RCA antenna ready until next spring. Georgia's ex-Gov. E. D. Rivers Sr. owns 60%, also is principal owner of grantee WCTV, Thomasville, Ga. (Ch. 6), which has no specific target date. Rep will be Stars National.

WTVS, Detroit (Ch. 56, educational), expecting to get on the air in "early 1955," hasn't set specific targets yet, reports exec. secy. William E. Stirton. Construction is underway on building for 12-kw GE transmitter, due Nov. 15. It will use 500-ft. tower with GE helical antenna. Detroit Board of Education recently appropriated \$104,000 for construction of TV studio in Wayne U's Old Main Auditorium and for another at WDTR-FM, latter's tower also to be site of TV transmitter. Third studio will be provided by U of Detroit. Grantee Detroit Educational Television Foundation, comprising 18 local organizations, has \$400,000 on hand for transmitter-tower, out of overall \$1,250,000 goal. Funds for operating station will come from fees paid by member organizations for time on air.

WFMZ-TV, Allentown, Pa. (Ch. 67), now plans Dec. 4 commercial start as independent, with acting Mayor Wm. S. Ritter proclaiming "Allentown Television Week" to mark debut. It will use 5-kw DuMont transmitter, 460-ft. Kimco tower with Gabriel antenna. It will be first outlet in city, which has been getting uhf service from WLEV-TV (Ch. 51) in neighboring Bethlehem; also it's only about 10 mi. from Easton, 30-35 mi. from Reading, both uhf outlets. Base rate will be \$250. Rep is Avery-Knodel.

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CBHT, Halifax, N. S. (Ch. 3), has transmitter building ready at Geizer's hill, expects 10-kw-RCA transmitter soon, plans to start as soon as possible before Xmas, reports G. F. Brickenden, CBC TV director for Halifax. It may start with reduced power using temporary antenna, later get up to authorized 100-kw visual when RCA finishes 500-ft. guyed tower with 8-slot wavestack antenna. Temporary studios are at 27 College St., pending completion of studios on Bell Rd., scheduled for early 1955. It will be CBC's 7th, only other one planned being French-language station in Ottawa (Ch. 9). Base rate will be \$200.

CJON-TV, St. John's, Nfld. (Ch. 2), has asked for equipment quotations, but doesn't expect to begin construction until next spring, reports v.p. Don Jamieson. Meanwhile, TV studios will be built in building housing CJON radio. Repts will be Weed and All-Canada.

"Noise-free" light bulbs for TV studios have been developed by GE. New bulbs are said to lack the hum of ordinary high-wattage bulbs—which sometimes is picked up by microphone when boom is moved close to lamps or reflectors.

**DEPT. OF JUSTICE SUIT—(Cont. from p. 1):** RCA was caught by surprise, as was most of the industry, by the Dept. of Justice move to break up the patent arrangement in effect since the consent decree of 1932. It was assumed that the Zenith litigation, which tests validity of the RCA patent structure, would be fought out before Uncle Sam stepped in again -- especially after the fiasco of the 1952 grand jury effort that involved most of the industry. But the Zenith cases have been going on since 1945. This was RCA's formal statement after it got the complaint:

"RCA pointed out that the agreements upon which the complaint is based are the same agreements which were approved by the courts and the govt. in 1932 and have since been twice upheld by the courts, once in 1942 and again in 1954. RCA does not acquire for itself nor does it grant to others exclusive patent licenses. RCA also pointed out that its liberal policy of making its inventions available to all has resulted in the development of the radio-TV industry as the fastest-growing and most competitive industry in America."

Efforts to sign up license renewals, which RCA recently had intensified, may bog down now, pending next phase of this litigation. While many have signed up, including DuMont, it's known that such major producers as Admiral, Crosley, Motorola & Philco have not -- and indeed several said they wouldn't, even before this break. This despite fact that royalty-reductions of 25-55% were posted last year (Vol. 9:30) covering all but color sets and tubes and radios using transistors. Royalty rates on black-&-white receivers and kinescopes were cut from 1¼% to 1¼%, on tube radios from 1¼% to ½%, among other changes.

But it is this whole system, which industry quarters believe represents some \$30,000,000 of RCA's income and which RCA has said represents less than \$2,000,000 profit after taking into account research, development and servicing, that the Dept. of Justice is attacking. Complaint was accompanied by an unusually strongly worded press release, summarizing it and briefing the case against RCA (see p. 12).

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Within the industry, there were some expressions of satisfaction -- and one rival remarked, "It looks as though somebody in the Govt. is itching to take a sock at RCA." There was some surprise that the Govt. did not await outcome of the Zenith cases, which involve much the same basic issues. Zenith counsel are known to have sought to get the Govt. to move in, Zenith pres. E.F. McDonald having long plumped for an all-industry patent pool along lines of the automotive industry.

"Nobody loves the landlord," it has been said, and when the "rent collector" also is in the same business, as a tough competitor, there's bound to be antipathy. That's the case with some in the industry, who disrelish RCA's strong trade position -- in TV particularly. This isn't so, though, with many of the smaller fellows who have no research facilities of their own and who partake more fully of the big research and servicing organization RCA places at the disposal of its licensees.

"I suppose most of us are secretly delighted at this new turn of events," we were told, "but it would take a prophet, not a patent czar, to administer another kind of patent setup." It was doubted whether many companies would volunteer to appear to help the govt. case if it should go to trial.

Next legal step presumably will be RCA's reply to the complaint, and an effort to get it dismissed. Should that effort fail, RCA must decide whether it should (1) litigate to the bitter end, or (2) seek a compromise in a new consent decree that is tailored to the anti-trust concepts of today's Administration. A possibility is that it might dispose of its lab organization and patent pool, then concentrate on its profitable manufacturing and broadcasting activities, against which the suit raises no monopoly issue.

The prospects are that RCA will want to hasten things along, rather than seek

delays -- for its stake in the future of the \$5 billion TV-radio-electronics industry, market-wise as well as patent-wise, is enormous and it's banking heavily on the emergence of color. RCA's annual business is close to \$1 billion now, with TV-radio patents representing only a small fraction of that gross.

Research and development, however, have been a matter of unabashed pride with RCA chairman David Sarnoff, especially in light of the political and laboratory battle for compatible color which he spearheaded. It's hard to believe he will concede much to the Govt. or to anyone else on that score -- unless forced to do so.

**G**OV'T. COMPLAINT in suit against RCA patent pool (see pp. 1 & 11) alleges TV-radio industry is "in a stage of active evolutionary development" and that "research and patent licensing within the industry not only determine the character of consumer products but have vital significance for the national defense." It charges RCA with exercising power "not only to control the introduction to commercial use of new radio and TV developments and services but also to exclude potential or actual competitors from the patent licensing business." Dept. of Justice summary continues:

"RCA is alleged to have achieved this power by amassing ownership of or rights to use and license others under approximately 10,000 U. S. patents in the radio-TV field. Defendant is alleged to have acquired its numerous patents and patent rights from the principal foreign radio-TV manufacturers of the world, from many of its important licensees, from its co-conspirators and others, and from its own research.

"The complaint also alleges that RCA licenses almost all radio-TV manufacturers under standard form agreements, called 'package licenses,' containing provisions requiring its licensees to accept licenses under all of RCA's patents; restricting the end use of the products manufactured thereunder; providing for payment of royalties irrespective of whether any or all of defendant's patents are used in manufacture; and assessing royalties computed on the selling price of the completed products which include unpatented and unpatentable materials. In addition, RCA is alleged to have refused to grant licenses under less than its whole patent package.

"RCA and its co-conspirators are also alleged to have harassed actual and potential radio-TV manufacturers by instituting more than 250 patent suits against them and in many cases their customers, without ever bringing a single one of these suits to trial, and apparently without adjudicating the validity of a single one of the patents which they presently control.

"Among the effects of RCA's practices alleged in the complaint are that: (1) competing manufacturers of radio and TV products have been discouraged from realizing their full research, manufacturing and profit potentialities, and have been forced into dependence upon RCA for patent rights and technical know-how; (2) new radio-TV developments have been barred by defendant from successful manufacture and use except in so far as they are originated and controlled by RCA; (3) the public has been deprived of the benefit of new radio-TV developments which might have emerged from these competitive research and inventive activities which defendant by its policies and practices has discouraged; and (4) the manufacture, sale, and distribution of radio and TV products and devices have been unreasonably restrained.

"In addition to asking for injunctive relief against the continuation of the asserted violations, the Govt. has requested the court to grant affirmative relief in respect of RCA's patents and licensing policies, and the release of know-how to its licensees. The complaint also requests a separate hearing for the determination of appropriate relief to restore competitive conditions in the radio-TV patent licensing business and in the manufacture, sale, and

distribution of radio-TV products and devices."

Acting Attorney General Wm. P. Rogers is then quoted as stating, "Any monopolization of the patent licensing business stifles competitive research and invention and makes the nation dependent upon a single source for new developments." And Asst. Attorney General Stanley N. Barnes, in charge of anti-trust div., also remarks on "adverse" effect on competitive incentive, adding:

"By this action the Department seeks to remove from the industry the burden of a pooled package of 10,000 patents or patent rights which, it is charged, has forced every manufacturer to accept a blanket license. We seek to create conditions under which RCA's competitors are encouraged to compete with it at every level from the research laboratories to the end product. If these objectives can be accomplished by this suit, a great service will have been rendered to the industry and to the consumers of its products."

**Trade Personals:** Raimund de F. Osborne, controller of Federal Telephone & Radio Co. (IT&T), elected a v.p. . . . Leslie E. Woods, Raytheon director of industrial relations and personnel, appointed to 3-year term on Mass. Council for Employment of the Aging . . . Joseph W. Doan promoted to Crosley-Bendix west coast appliance sales mgr., Los Angeles, succeeding C. E. Schick, now national field sales mgr. of appliances . . . Irving Lane, ex-Legum Distributing Co., Baltimore (Crosley-Bendix), named southeastern zone mgr. of parent company, Miami . . . Elliott Piekoff resigns as Pacific Mercury sales v.p. to become v.p. of new Los Angeles furniture manufacturing firm, Barry Berk Inc. . . . Philip Richman resigns as sales research director, Radio Craftsmen Inc., Chicago . . . John H. Skehan promoted to Sylvania southeastern sales rep for electronic products, Dallas . . . Norman C. Anderson named mgr. of photo-conductor transistor div., Electronics Corp. of America, Cambridge, Mass. . . . Irving P. Wolfe, ex-Chief Electronics, named eastern sales mgr., Walsco Electronics, Los Angeles (antennas) . . . Sidney Schwartz, DuMont receiver div. cabinet mgr., becomes product coordinator under Jack Siegrist, merchandising mgr. . . . Patrick J. Brady, ex-Sylvania & RCA, named plant mgr., Automatic Mfg. Corp. . . . Frank G. Mullins Jr., ex-Westinghouse, named engineering mgr. & special counsel, Fairchild Recording Equipment Co., Whitestone, N. Y.; Robert J. Marshall promoted to head new product development group . . . Rod Kershenstein, ex-Chicago mgr., named Westinghouse TV-radio sales promotion mgr.

Raytheon has own "medic" in Dr. Hubert Sear, M.D., who joined company last week as an engineer in medical products lab, to assist in expanding output of diathermy and other medical electronics equipment.

**NARDA's 1955 convention** is scheduled Jan. 9-11 at Chicago's Conrad Hilton Hotel. Board meets morning of first day, with annual banquet same evening. Special clinic on color servicing is planned.

**National Conference on Transistor Circuits** is scheduled for Feb. 17-18 at U of Pennsylvania, Philadelphia, under IRE-AIEE auspices.

**COMPONENTS MAKERS AREN'T JUMPING WITH JOY:** Highly competitive market conditions, with prices at rock-bottom, characterize the TV-radio components industry currently. While leaders among the parts manufacturers say they are maintaining their gross volume, thanks to burgeoning TV production, they also contend they have considerable idle capacity, their lead time on orders has been reduced to 30 days -- and last, but certainly far from least, their per-unit profit is down.

Thus, enthusiasm of the TV manufacturer generally about the still-high market for receivers is not shared fully by his supplier -- though situation varies somewhat from component to component. Attitude of many is perhaps best summarized by Matt Little, pres. of Quam-Nichols (speakers) and past chairman of RETMA parts unit:

"The parts market right now is very soft. We're staying healthy to extent that the TV manufacturers are producing like a house afire, but we simply have to be satisfied with lower profit margins. Set makers are buying parts right now at a lower price than ever before, and any thought of price increases in near future is wishful thinking. In speakers we have capacity to produce 30,000,000 units a year, yet all of our customers -- TV, radio, motion pictures and others -- can absorb only 23,000,000, including replacement. That keeps us at a standstill."

Leslie F. Muter, pres. of Muter Co., is a little more optimistic, though not unreservedly so. He stressed "highly competitive" nature of parts market and fact that labor costs have remained high. But he felt latter is a healthy condition, reflecting as it does the relatively high productive pace.

Orders on books of parts makers no longer can be regarded as a clue to future TV production, Muter points out. Set manufacturers know they can get delivery on parts almost immediately -- not longer than 30 days -- and consequently are ordering only for their current needs, he said. There's no need to stockpile parts as in the old days, for there's no shortage of components now or in foreseeable future.

\* \* \* \*

TV production totaled 215,420 week ended Nov. 12, compared to 220,487 units preceding week and record 238,784 week ended Oct. 29. It was year's 45th week and brought production to date to about 6,050,000 vs. 6,500,000 in same 1953 period.

Radio production totaled 275,469 (106,478 auto), compared to 272,783 in week ended Nov. 5 and 266,796 in week before. For 45 weeks, output was about 8,575,000, compared to approximately 11,650,000 in corresponding period of 1953.

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**Color Trends & Briefs:** Announcing demonstration of 20x15-in. projection color set to patent licensees and press Dec. 3, Hazeltine research v.p. Arthur V. Loughren said he believes projections may finally find the niche in color they never could achieve in monochrome.

Hazeltine is using optics made by American Optical Co. and tubes made by Tung-Sol, and Loughren says they stand ready to go into regular production if sufficient demand from set makers develops.

"The No. 1 problem in color projection has been registration—how to get it and how to maintain it," Loughren says, "and we think we've learned how to handle it—in details affecting circuitry and structure."

"Cost is now the primary question," he said, "and we believe it will be comfortably competitive with direct view at the start. If it really gets a whirl by the industry, it should become appreciably lower than direct view." Though picture to be shown is about 20x15-in., "it's quite easy to go up from there," according to Loughren. Demonstration will be at Garden City Hotel, Garden City, Long Island.

\* \* \* \*

Live color demonstration by WBAL-TV, Baltimore, during Nov. 17 Ad Club meeting, was first non-network live origination we've seen—and it was excellent. For first time, also, we saw RCA 21-in. sets in operation outside Princeton Labs—likewise excellent, with size, brightness and registration most impressive.

Color clinic will highlight AAAA meeting in Hotel Roosevelt, N. Y., Nov. 22, with NBC color kines and CBS color film featured in closed-circuit demonstrations. Speakers include NBC's Barry Wood, Arch Robb, Nat Miller; CBS's Carlton Winckler, Wm. Lodge, Ken Whalen, Ray Purdy, Vic Christian, Dick Lewine, Don Foster. Also in color film field is session of Radio & TV Executives Society in Roosevelt Nov. 24, with talks by David I. Pincus, pres. of Film Producers Assn., and E. M. Stifle, Eastman Kodak.

Digressing on subject of color program ratings during Baltimore Ad Club talk Nov. 17, NBC pres. Sylvester L. Weaver reiterated not only that spectaculars' ratings are quite respectable, but again insisted that they contain in large measure an "advertising efficiency" which ratings can't weigh. He didn't deprecate rating services, however, stating that each has its uses—"Nielsen for circulation; Trendex for morning-after trends in a few cities, mostly in the east; ARB for audience composition."

Color sets are offered on free-trial basis by distributor Motorola-Philadelphia Co. on its daily TV show. Names of viewers requesting more information are turned over to nearest dealer.

Next week's network color schedules: NBC-TV—Nov. 25, *Ford Theatre*, 9:30-10 p.m.; Nov. 28, *Macbeth*, 4-6 p.m.

Color film scanner order from WFRM-TV, Indianapolis, is latest reported by DuMont.

**Topics & Trends of TV Trade:** TV-radio dealer census by RETMA, released this week, shows 107,100 retail outlets in operation as of July 1, an increase of nearly 12,000 from preceding year and 22,000 from July 1, 1952. Broken down geographically, 35,850 dealers are in mid-west; 21,650 southwest; 20,950 north Atlantic region; 15,600 far west; 13,050 south Atlantic area.

For year ended last June 30 it was found that average retailer sold 60 TV receivers & 61 radios, excluding auto radios. This was a decrease from preceding year, when each dealer averaged 69 TVs, 74 radios.

Census showed that 43.9% of outlets selling TV-radio sets were classified as TV-radio-appliance stores; 18.9% furniture stores; 11.1% hardware stores; 10.1% dept. & general merchandise stores; 16% miscellaneous.

\* \* \* \*

Average "guesstimate" of TV sales in 1955, by RETMA's TV-Radio Industry Committee, is 6,630,000 black-&-white and 300,000 color sets. Meeting this week in Chicago, committee also predicted 10,726,750 radios, including auto sets, would be sold. TV sales this year are expected to total more than 6,500,000, radios about 10,000,000. RETMA board adopted resolution calling for increase in tariffs on imports of electronic equipment and parts from current 12½% to 35%, citing increased competition from foreign products.

British have spurious radiation problems, too. In Nov. *Wireless World*, columnist "Diallist" says: "No one should be allowed to operate a TV receiver which spreads alarm and despondency among his listening and viewing neighbors." He puts blame on set makers, stating: "A warning to manufacturers by the [Govt.] that after a certain not-too-far ahead date a ban on the use of interfering receivers would be enforced might work wonders."

Canadian TV sales in 1955 are estimated at about 483,000 in consensus of predictions of Canadian RTMA members. Predictions ranged from 300,000 to 600,000. Some 500,000 sets are expected to be sold this year. Estimates of radio sales in 1955 ranged from 275,000 to 550,000, with 446,900 as average guess.

Annual Electronic Parts Distributors Show is scheduled at Chicago's Conrad Hilton Hotel, May 16-19. Manufacturers were urged to return contracts for space in exhibition hall and hotel rooms before Nov. 30 to gen. mgr. Kenneth Prince, 1 N. La Salle St., Chicago.

FM auto radio, with automatic frequency control, now being manufactured by Hastings Products, 171 Newbury St., Boston 16. Antenna is embedded in strip of plastic which adheres to windshield. Tuner lists at \$99.50, 8-watt hi-fi amplifier at \$63.50, speaker \$29.50.

New edition of standard TV technical textbook, *Basic Television* by RCA Institutes' Bernard Grob (McGraw-Hill, 660 pp., \$6) published recently. Emphasis is on TV receivers, with practical information on servicing and including 57-p. explanation of color TV.

RETMA's 1954-55 trade directory, listing officers, committees, personnel & products of member companies, etc., mailed this week to members. It's edited by Miss Anna M. Chase, office mgr.

Crosley using participation spots on NBC radio network's *Great Gildersleeve*, *Friday with Garrouay* and *Fibber McGee & Molly* shows in pre-holiday promotion of TVs.

Sears, Roebuck & Co. Xmas catalog shows 19 vertical-chassis TVs ranging from 17-in. vhf-only maroon leatherette table model at \$118 to 21-in. combination at \$280.

RCA Service Co. will install and maintain the 50 GPL projection TV units being purchased for hotel use by Theatre Network TV (Vol. 10:43).

**S**HIPMENTS of TVs to dealers in first 9 months totaled 4,469,596, compared to production of 4,733,315 in that period, according to RETMA state-by-state report released this week. They compared with 4,643,456 shipped in first 9 months of 1953, when production was 5,524,370, and shipments of 3,537,980, production of 3,670,590 in first 9 months of 1952. New York led, with 423,068; California second, 323,229; Pennsylvania third, 287,503. Sept. shipments were 1,005,725, compared to 466,694 in Aug. and 825,003 in Sept. 1953. Here's state-by-state report for 9 months (county-by-county tables available from RETMA upon request):

State	Total	State	Total
Alabama	68,067	New Hampshire	21,646
Arizona	20,874	New Jersey	129,204
Arkansas	61,792	New Mexico	15,975
California	323,229	New York	423,068
Colorado	36,510	North Carolina	111,234
Connecticut	61,409	North Dakota	17,856
Delaware	9,724	Ohio	223,186
District of Columbia	28,802	Oklahoma	65,153
Florida	135,354	Oregon	50,961
Georgia	105,724	Pennsylvania	287,503
Idaho	26,555	Rhode Island	14,259
Illinois	274,717	South Carolina	56,709
Indiana	133,945	South Dakota	12,975
Iowa	98,181	Tennessee	95,261
Kansas	69,966	Texas	242,556
Kentucky	52,381	Utah	15,565
Louisiana	94,256	Vermont	13,755
Maine	63,329	Virginia	75,820
Maryland	53,355	Washington	75,720
Massachusetts	124,433	West Virginia	49,749
Michigan	180,928	Wisconsin	114,450
Minnesota	83,345	Wyoming	5,156
Mississippi	39,211		
Missouri	126,878	U. S. TOTAL	4,469,139
Montana	17,262	Alaska	2,151
Nebraska	45,527	Hawaii	8,306
Nevada	5,119		
		<b>GRAND TOTAL</b>	<b>4,469,596</b>

**DISTRIBUTOR NOTES:** Emerson West Coast Co., Fresno, is new factory branch formed this week to take over Emerson distribution in San Joaquin Valley area from Emerson Central Valley Distributing Co. . . . Raytheon: S&E Distributing Corp., 739 Pillsbury St., St. Paul (W. S. Soebing, pres.) . . . Stromberg-Carlson: Graybar, Allentown, Pa. . . . Elliott-Lewis Corp., Philadelphia, relinquishes Hallcrafters franchise . . . Admiral Distributors, Albany, appoints John R. (Dick) Hodgens as gen. mgr. . . . Allied Appliance Co., Boston (Motorola) names Robert Cheyne appliance sales mgr., replaced as adv. mgr. by Paul Bishop . . . Judson C. Burns Co., Philadelphia (CBS-Columbia) appoints Irving Wilson asst. sales mgr. . . . Raytheon Distributor Inc., Philadelphia, appoints Robert C. Baggott branch mgr., replacing Laurance Phister, resigned . . . Thoben Elrod Co., Atlanta (Crosley-Bendix) appoints Duncan Cash district mgr., replacing Calvin Harden, resigned.

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**Fight for control of Air-Way Electric Appliance Corp., Toledo vacuum cleaner manufacturer (Vol. 10:42) ended in compromise this week with creation of 9-man board—4 directors representing Lamb Industries, 4 the present Air-Way management headed by pres. Joseph H. Nuffer, and a ninth "impartial" member acceptable to both factions. Lamb Industries, headed by Edward Lamb, currently involved in stormy FCC hearing on renewal of his license for WICU, Erie, recently won uphill proxy battle for control of Air-Way. Six lawsuits resulting from battle for control will be dismissed, he said. New members of board representing Lamb faction, in addition to Lamb, are Frank C. Oswald, v.p. of Lamb Industries; Harry S. Samuels, pres. of General Home Products Co., N. Y., and James N. Newell, pres. of Newell & Co. and secy.-treas. of First Toledo Corp. Members carried from old board are Nuffer, Henry W. Seney, treas. Lawrence G. Pierce and Harold R. Schautsen, pres. of Tillotson Mfg. Co., Toledo. J. Howard McGrath, Lamb Industries exec. v.p. and former Attorney General, has been named gen. counsel of Air-Way.**

Raytheon increases list price of all uhf sets by \$10. Cost to distributor and dealer remains unchanged.

**Electronics Reports:** Speedier and more efficient news-gathering through use of better "electronic tools" was forecast by GE electronics v.p. Dr. W.R.G. Baker Nov. 20 at Chicago convention of Radio-TV News Directors Assn. Among future possibilities, he suggested electronic recorders which take still pictures and transmit them direct to newspaper offices, video tape recorders reduced in size through use of transistors and new circuitry, TV cameras as portable as today's still cameras, small transmitters to relay on-the-spot coverage of news events direct to newspaper office or TV studio. "These better tools are coming, and some of them are coming soon," he said, but he cautioned that there are "2 requirements for the use of electronic equipment in any area today—the first is that it provide a service that cannot be performed in any other way, or at least do it 100% better, and secondly that it perform the service economically."

Half of electronics industry's output in 1961 will be products which do not now exist. So said RCA chairman Brig. Gen. David Sarnoff Nov. 2 in address to students of Baruch School of Business & Public Administration of City College of New York. Discussing possibilities of automatic factories and offices, he said: "We are witnessing the dawn of a new era which we call automation." New electronic items will create more new jobs than they eliminate, he said, pointing to anticipated \$45,000,000 worth of electrical power required to run nation's TV & radio sets this year.

Benjamin Abrams Electronics Laboratories have been established in Weizmann Institute of Science in Israel under grant by the Emerson Radio president. Dedication takes place Dec. 2 in joint ceremony via radio hookup between Institute at Rehovoth, Israel and Waldorf-Astoria Hotel in N. Y., where speakers will be Adlai Stevenson and Dr. Niels E. D. Bohr, Nobel Prize winner in physics. Abrams will press button in New York activating switch to open doors of Israel labs.

Use of vhf signal to activate lights of unattended airports was recommended this week by Radio Technical Commission for Aeronautics (RTCA). Proposal suggests that frequencies 121.7, 121.1 & 122.8 mc be used by aircraft to operate light-switch relays on the ground through use of conventional aircraft communications transmitters. RTCA has asked FCC to initiate rule-making to authorize use of the frequencies. Copies of report (Paper 168-54/DO-61) are available from RTCA Secretariat, Rm. 2036, Bldg. T-5, Washington 25, D. C. (20¢).

Urging joint military-industrial cooperation "to provide better guidance and direction of military electronic research & development contracts," Motorola pres. Paul V. Galvin Nov. 8 dedicated new Motorola Research Lab, Riverside, Cal., which will specialize in military electronics. New lab, to employ 200 at outset, will be under direction of John F. Byrne, director of Motorola engineering, communications & electronics div.

Solar-powered experimental radio transmitter size of cigarette pack has been built by Syracuse GE development engineer Edward Keonjian, "to stimulate interest in transistors." Tiny unit, with 100-ft. range, will be used in transistor application demonstrations. Developments in next 10 years may make practical small personal radio transmitters & receivers taking power from sun, Keonjian stated.

TV cameras are mounted on ceiling of tunnel on West Virginia Turnpike to detect traffic jams and eliminate personnel in tunnel.

Dr. John Boswell Whitehead, 82, professor emeritus of electrical engineering at Johns Hopkins U and a research scientist for 60 years, died Nov. 16 in Baltimore.

**Financial & Trade Notes:** Admiral reports earnings of \$1,823,325 (77¢ a share) on sales of \$51,265,777 in quarter ended Sept. 30, compared to \$1,802,696 (76¢) on \$58,633,597 in third quarter of 1953 and \$1,217,752 (62¢) on \$39,119,116 in same 1952 period. For 9 months ended Sept. 30, profit was \$4,382,175 (\$1.86) on sales of \$156,467,275, compared to \$6,564,848 (\$2.78) on \$189,856,035 in first 9 months of 1953 and \$3,741,107 (\$1.90) on \$122,134,507 in corresponding 1952 period.

Exec. v.p. John B. Huarisa said that while business in the first half was adversely affected by the "general economic adjustment," second half has improved considerably. "We are unable to maintain TV production with current orders," he said. "Back orders of TV receivers for uhf reception areas continue to mount despite increased production of these models. Inventories at all levels are far below what they were last year." He said newly-installed "automation" production line (Vol. 10:34) has boosted TV output to more than 100,000 units a month.

Appliance sales, he noted, have been "continuing at a higher than seasonal rate," adding that during first 9 months of 1954 more electric ranges were sold by company's distributors than during all of record 1953.

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Hallcrafters reports net loss of \$940,946 on sales of \$31,054,363 in fiscal year ended Aug. 31, compared to profit of \$794,855 (96¢ a share) on record sales of \$43,744,000 in preceding fiscal year. Taxes were \$707,000 vs. \$880,000 in preceding year. Backlog of govt. orders totaled more than \$10,000,000 at year's end and nearly \$9,000,000 in new orders are being negotiated. Report to stockholders by pres. Wm. Halligan attributed loss to "recession" in TV market in last 3 months of 1953. He noted that poor business prevailed throughout industry during that period, but stated that many manufacturers were able to reflect its impact in their 1953 reports, which were bolstered by good business in first 9 months. Due to Hallcrafters' fiscal structure, he said, company was forced to take full brunt of TV decline in first quarter of 1954 fiscal year. He said sales of newly designed vertical chassis receivers are currently proving profitable.

Motorola's per share earnings this year, despite slow start, are expected to approximate last year's \$3.66, San Francisco Security Analysts were told this week by pres. Paul V. Galvin. Company earned \$2.37 in first 9 months this year vs. \$3.17 in same 1953 period (Vol. 10:44). Sales this year, he said, are expected to total between \$190,000,000 & \$200,000,000, compared to record \$217,964,074 last year. Motorola stock reached year's new high this week, going to 53%.

Dividends: Hazeltine, year-end extra of 90¢ and quarterly 35¢ both payable Dec. 15 to stockholders of record Dec. 1; Radio Condenser Co., 5¢ Dec. 20 to holders Dec. 1; Cornell-Dubilier, 30¢ extra and 30¢ quarterly Dec. 30 to holders Dec. 15; Aerovox (omitted).

Storer Broadcasting Co. earned \$2,303,473 (\$2.05 per share) in first 9 months, compared to \$1,481,779 (\$1.32) in corresponding period year ago. For third quarter, earnings were \$738,638 (64¢) vs. \$395,134 (34¢) in 1953.

American Electronics Inc. earned \$190,186 (40¢ per share) on sales of \$3,441,745 in first 9 months of 1954, compared to \$109,869 (23¢) on \$2,801,886 in 1953 period.

Electronics Corp. of America earned \$181,700 on sales of \$4,209,391 in 9 months ended Sept. 30, compared to \$114,161 on \$3,327,536 same 1953 period.

Davega Stores Corp. reports, for 6 months ended Sept. 30, net sales of \$11,568,252, loss of \$242,124, compared to \$11,830,531 sales & \$108,093 loss in same 1953 period.

Sprague Electric Co. stockholders vote Dec. 8 on proposal to issue one share of new stock for each 2 now held.

**R**EASSURANCE on DuMont Network's future was offered this week to affiliates, and to public, in wake of furore over recent discussions with ABC (see p. 1). Following is text of statement issued Nov. 19 by DuMont station relations director E. B. Lyford:

"In order to clarify the situation which has developed as a result of rumors which have been printed as fact in the press concerning the continuance and the permanence of the DuMont TV Network, I must state that we are not now, nor have we any intentions of, entering into negotiations with any other organization or individual which contemplate the disposition or the abandonment of the DuMont TV Network.

"It is true that certain exploratory conversations have been held in the process of evaluation of the long term future of four competing networks in TV. This study was undertaken because of the number of major cities throughout the country which contained less than the adequate complement of stations necessary to service 4 networks—a situation which came into existence as a direct result of the FCC's allocation structure which created the intermixture of uhf & vhf stations in the same market areas, and the subsequent inability of the uhf stations to compete successfully. Expectation that prompt relief could come from congressional action has not been realized and other measures must and will be taken.

"Simultaneously, we have been engaged in technical and other studies which offer encouraging promise for new and more economical network service which we are convinced will meet wide approval.

"As in the past, we will continue to exercise every effort to reduce the burdensome limitations on network operation and perpetuate the DuMont TV Network as a potent force for public service and advertising. During this critical period, we have received tremendous encouragement from our affiliates and our advertisers, and I take this opportunity to thank them for their faith and willingness to help us succeed in our efforts."

Chances that Senate will confirm George C. McConaughy's appointment to FCC this session appeared slimmer than ever this week end. With Senate in recess until Nov. 29 due to illness of Sen. McCarthy, there was less time for Republicans to push for approval. And McConaughy's principal backer, Chairman Bricker (R-Ohio) of Senate Commerce Committee, left this week for foreign tour with Joint Atomic Energy Committee, isn't due to return until middle or end of Dec. Minority leader Lyndon Johnson (D-Tex.) in Nov. 16 Senate speech reiterated Democrats' determination to block all nominations which do not satisfy "every member of the committee which has jurisdiction." The 7 Democrats on Commerce Committee last week abstained from voting to recommend his appointment (Vol. 10:46).

Pension plan for TV performers, believed first in show business, was agreed upon this week by the 4 TV networks and AFTRA (AFL). Employers will contribute 5% of "gross compensation" due each artist, with no contributions by performers. Based on annual network expenditure of \$50,000,000 for talent, pension and welfare plan should realize at least \$2,500,000 a year. Still subject to ratification by union's directors and membership, plan is expected to cover as many as 10,000 performers. If Bureau of Internal Revenue approves, network contributions will be tax deductible.

In England, where film & slide commercials are the rule in the theatres (Vol. 10:45), the Post Office Dept. has authorized first theatre TV since Coronation last June. BBC live telecasts of England-Germany football game Dec. 1 will be picked up in 8 theatres, including 3 outside London, for projection on screens.

**BAB** changes name Jan. 1 to Radio Advertising Bureau Inc. "in order to more clearly identify the organization with radio," according to statement by board of directors at annual membership meeting this week following approval of record \$720,000 budget for 1955. BAB's action follows in wake of Television Bureau of Advertising's recent selection of ABC's Oliver Treyz as first president and imminent creation of N. Y. headquarters for TV's new sales promotion bureau (Vol. 10:45). Pres. Kevin Sweeney outlined plans for vastly expanded schedule of sales clinics and sales committee meetings next year, including 10 clinics a month for 10 months, meeting at least once in every city having 3 or more RAB members. Solicitation of business from non-radio advertisers will be expanded from 24 to 68 cities next year, he said. Joseph E. Baudino, Westinghouse Radio, was elevated from exec. v.p. to chairman, succeeding Charles M. Caley, WMBD, Peoria; Sweeney was re-elected pres.; Wm. B. McGrath, WHDH, Boston, secy., Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia, treas. Kenyon Brown, KWFT-TV & KWFT, Wichita Falls, Tex., succeeds Baudino as chairman of executive board. New members of BAB board are Ralph L. McElroy, KWVL-TV & KWVL, Waterloo, Ia.; Frank P. Schreiber, WGN-TV & WGN, Chicago; A. E. Spokes, WJOY, Burlington, Vt.; Joseph J. Weed, Weed & Co.; J. Elroy McCaw, WINS, N. Y., et al.

How movie theatres can best use TV is under study by committee of "most experienced exhibitors" in United Paramount chain, said American Broadcasting-Paramount Theatres pres. Leonard H. Goldenson in keynote address to Theatre Owners of North & South Carolina in Charlotte Nov. 15. "I feel [that] we have not yet taken complete advantage of TV to advertise our motion pictures," he said. "Analyses should be made of various types of trailers tailored to the medium. Studies should be made as to the proper time segments to be used on TV, in order to reach specific types of audiences selling specific types of pictures . . . I am convinced that merchandising by radio, and by TV in particular, is one of the most important answers to our problem of how to attract larger audiences and the new younger generations to our theatres."

Intra-family transfer of WTPA, Harrisburg, Pa. (Ch. 71) for \$250,000 was approved by FCC this week. Stock goes from Donald E. Newhouse to *Harrisburg Patriot and News*, controlled by father Samuel I. Newhouse, who also owns WSYR-TV, Syracuse, and 50% of KOIN-TV, Portland, Ore.

MGM planning satire on TV—new musical to be titled *It's Always Fair Weather*, starring Gene Kelly, Dan Dailey, Cyd Charisse, Dolores Gray, Michael Kidd. Miss Gray is cast as a TV performer. Takeoffs on Liberace, Ralph Edwards, Betty Furness are included.

New NARTB member handbook, released this week, contains history of organization, major achievements, map of districts, list of members, etc. It was compiled under direction of John H. Smith, mgr. of public relations.

FCC this week approved \$187,500 sale of WPWA, Chester, Pa. (1-kw, 1590 kc) from Lou Poller (also owner of WCAN-TV, Milwaukee, Ch. 25) to Leon Cherksey & Louis Kapelski.

Power increases: KOTV, Tulsa (Ch. 6) Nov 17 to 100-kw ERP, 1328-ft tower; WSJV, Elkhart (Ch. 52) Nov. 16 to 12½-kw transmitter; WATV, Newark, Nov. 12 to 180-kw ERP (not 316-kw as reported last week).

CBS Radio Spot Sales has released new study on growth of radio 1947-54 (TV's years). Titled *Radio—A Continuing Success Story*, it's available on request.

Network interconnections scheduled by AT&T: WSFA-TV, Montgomery, Ala., Nov. 28; WBRZ, Baton Rouge, La. & KVOO-TV, Tulsa, Dec. 1.



**MARTIN CODEL'S**  
AUTHORITATIVE NEWS SERVICE  
FOR MANAGEMENT  
OF THE  
VISUAL BROADCASTING  
AND ALLIED ELECTRONICS  
ARTS AND INDUSTRY

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS

**TV ADVERTISERS SPEND NEARLY \$1 BILLION** this year, network and station revenues alone amounting to \$600,000,000; up to \$2 billion volume forecast (p. 1).

**FEW MORE TOWERS OVER 1000 FT.** are likely, in face of heavy Govt. and industry opposition to FCC proposal to lift ceiling (p. 2).

**UHF GETS HYPO FROM BIG INTERESTS** as Storer and CBS enter mixed vhf-uhf markets; summary of uhf station status and receiver growth (p. 3).

**ALLEN TOWN UHF & ALABAMA** educational start operating as Canada gets 21st; only dozen more new stations due by Jan. 1 (pp. 4 & 9).

**TV & MOVIES CAN CO-EXIST** peacefully and profitably, judging from climb in paid admissions reported by Council of Motion Picture Organizations (p. 5).

**REVERSAL OF EXAMINERS** urged by FCC's Broadcast Bureau, which favored KSO in Des Moines and WGBF in Evansville (p. 6).

**ERA OF ECONOMIC ABUNDANCE** is predicted in series of business forecasts, benefiting TV as well as many other industries (p. 11).

**IS NETWORK RADIO DOOMED?** RCA's Gen. Sarnoff denies NBC will quit, in reply to N. Y. News columnist Ben Gross, and sets forth NBC's appraisal of radio (p. 7).

**BITNER FAMILY SELLS STOCK** in new company holding its highly profitable Indiana-Michigan TV & radio stations (p. 10).

**BRITAIN'S ITA SELECTS** Norman Collins group as fourth commercial program contractor, decides how time shall be divided on 3 stations (p. 10).

**SERVICING OF TV-RADIO SETS** was \$1.4 billion business last year, may reach \$2.7 billion annually, says RCA's Charles Odorizzi (p. 13).

**RCA'S FIRST MOVE IN GOVT. SUIT** against its patent pool is to ask N. Y. Court to change venue to Wilmington; arguments Dec. 8 (p. 14).

**DIGEST OF THE NEWS FOR MAN-IN-A-HURRY:** So many readers have told us they would like a summary of the week's news, which they might scan quickly before settling down to read our reports more fully, that we've evolved the above format as a substitute for the usual table of contents. A few readers -- who are mostly in management, hence men-in-a-hurry -- have even suggested "a digest of The Digest." Accordingly, the effort in our new summary-index is to give you a quick run-down of the major items of the week so as to facilitate selective reading. Whether it becomes a permanent fixture depends on your reaction. Would you mind telling us what you think?

Note: Most subscribers receive our weekly reports in their Monday mail. You can speed this up -- for home delivery if you choose -- by ordering our Saturday mailings via air mail special delivery. You simply pay the extra postage.

**TV ADVERTISING APPROACHING \$1 BILLION:** Advertisers will have spent somewhere around \$900,000,000 on TV sponsorships this year -- time, talent, programs, production, commissions, etc. -- compared with slightly over \$600,000,000 last year. All estimates show this year's TV expenditures running 40-50% above last year's -- thus pointing toward the \$900,000,000 total.

Considering that commercial TV is still an infant industry, \$900,000,000 is a pretty sizeable chunk out of the estimated \$8.25 billion total American ad budget for 1954. Moreover, the chart continues to point upwards.

As for networks' and stations' cut of that, it's still a good bet that it will reach \$600,000,000 this year. That was our prediction last June (Vol. 10:23) when FCC released an official 1953 TV revenue figure of \$430,800,000, which it later revised to \$431,777,000. It's our prediction again on the basis of PIB figures for the first 9 months (running 43% ahead of same period last year, Vol. 10:44) and of consultations with industry economic experts.

This means that the commercial telecasting business, a scant 8 years old and based on 4 networks and 400-odd stations, will in 1954 for the first time surpass

its parent radio broadcasting industry, with its 4 national networks, 2600-odd AM stations, 500-odd FMs. While FCC hasn't yet released its 1953 radio audit, industry guesstimates are that total radio revenues will run less than \$500,000,000 for last year and there are few who would venture to predict any more for it this year.

The \$600,000,000 figure may actually turn out to be low -- but it's a tremendous leap when you consider that TV started with only 10 stations, less than 10,000 sets, no networks in 1946; had only 15 stations which grossed \$1,900,000 in 1947; 50 which grossed \$8,700,000 (and lost \$14,900,000) in 1948; 98 which grossed \$34,300,000 and lost \$25,300,000 in 1949; 107 which grossed \$105,900,000 and lost \$9,200,000 in 1950. Then the freeze of 1951 helped put all 108 existing stations in a very nice profit position which has been improving by leaps and bounds ever since. (For FCC figures on revenues, profits, etc., see p. 9, TV Factbook No. 19.)

Most authoritative estimate of total TV expenditures for 1953 was figure of \$610,500,000, compiled by McCann-Erickson for new Printers' Ink 1955 Advertisers' Annual, with breakdown of \$322,800,000 to networks, \$128,700,000 to spot, \$159,000,000 to local. This was 7.8% of the national advertising budget of \$7.8 billion in 1953. (Note: The McCann-Erickson estimates were derived before FCC came out with precise breakdown of network, spot & local. Applying McCann-Erickson's "talent and production factor" to FCC's latest figures, total would come to \$606,200,000, with breakdown of \$320,100,000 network, \$145,400,000 spot, \$140,700,000 local.)

It was CBS's Frank Stanton, astute market statistician, who predicted that TV expenditures of American advertisers would run "in the order of \$1.25 billion in 1957 or 1958," and it was NBC Research which went Stanton even better with these forecasts: \$930,000,000 in 1954, or 11% of the national advertising budget; \$1.3 billion in 1955, or 14%; \$1.9 billion in 1956, or 20% (Vol. 10:34). And this week, speaking at AAAA conference, DuMont's Ted Bergmann put the 1959 figure at \$2 billion.

Note: Printers' Ink figures for radio in 1953, as revised, are in reverse of TV order: Advertisers spent \$649,500,000 on radio last year (for time and all other charges) -- of which \$344,700,000 was local, \$163,800,000 spot, \$141,000,000 network.

**HIGHER TOWERS IN ZONE I HEAVILY OPPOSED:** Chances for many more towers over 1000 ft. in Zone I became slimmer this week as result of opposition from 2 sources: (1) Government's powerful Airspace Subcommittee, which registered flat objection to any new tower over 1000 ft. in whole U.S. "unless shielded by existing obstructions." (2) Majority of telecasters who filed comments on FCC proposal to permit full power with heights up to 2000 ft. in Zone I -- same as in Zones II & III.

Airspace Subcommittee is made up of representatives from Defense & Commerce Depts. and Civil Aeronautics Board. Group said it has had "fair measure of success" handling towers so far but that proposals for 2000-ft. towers have been advanced and now is the time to call a halt.

Report doesn't mention specific applicants, but only one of such height pending is that of WSLA, Selma, Ala., seeking 1864-ft. structure. Report says: "From past experience, it is anticipated that this will introduce competition in these areas for towers of similar magnitude."

Subcommittee's opposition isn't final. It's a recommendation to ultimate arbiter, Air Coordinating Committee, made up of very top level govt. officials -- Secretaries of Defense, Treasury, Commerce, etc. or their asst. secretaries.

Industry was set back on its heels by action, which was sparked by the military, and it hopes to persuade ACC against such blanket ruling. Chairman of Subcommittee is Army's Lt. Col. J.B. Gregorie Jr. FCC member is W.B. Hawthorne, who abstained from voting on recommendation -- a regular Commission policy.

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Of 50-odd comments on FCC's 2000-ft. proposal for Zone I, there were only 3 in favor -- the 2 stations proposing it originally, Buffalo's WBEN-TV and Huntington's WSAZ-TV, and WTTV, Bloomington, Ind. And even WBEN-TV & WSAZ-TV indicated that they'd be satisfied with individual relief in lieu of blanket Zone I increase.

In addition to uhf operators, who were among most vehement objectors, small-town and even big-city vhf operators rose up in arms. It was evident that even the

most affluent operators were reluctant to get into a race to see who could spend \$1,000,000 for a new tower -- particularly since many of them have just built very expensive towers of 1000 ft. or so.

Then there were vhf operators financially ready, willing and able to build such structures -- but absolutely prohibited from doing so because of air traffic. They don't want any of their co-channel or adjacent-channel colleagues in cities 70-200 mi. away raising height and cutting into their service areas.

Typical of the small-town vhf and uhf station comments was that of uhf WGLV, Easton, Pa.: "[Our interest] is purely economic and is based upon the fact that in the densely populated Zone I...the additional coverage which greater antenna heights would give TV stations would cause overlap conditions which would give established vhf stations in the large cities an unconscionable advantage in the struggle for network programs and the national advertising dollar."

A chill of fear ran through the medium-sized vhf operators, too. WTVR, Richmond, warned that networks would need but four 2000-ft. affiliates to cover entire eastern seaboard from New York to southern boundary of Zone I -- in New York, Philadelphia, Washington and Norfolk. This would make possible, station said, elimination of affiliates in Richmond, Baltimore, Wilmington, Lancaster, Reading, Bethlehem.

Other vhf stations apprehensive about encroachment on their coverage, new expenditures, search for new sites, etc., included: WTMJ-TV, Milwaukee; WOR-TV, New York; WWJ-TV, Detroit; WCAU-TV & WFIL-TV, Philadelphia; WGAL-TV, Lancaster; WDEL-TV, Wilmington; WJIM-TV, Lansing; WFBG-TV, Altoona; WVET-TV, Rochester; WMTW, Mt. Washington; WJAC-TV, Johnstown; WAVE-TV, Louisville.

Defense Dept. joined opposition here, too, Deputy Asst. Secy. Thomas P. Pike stating: "In view of the serious hazards to air navigation which can be foreseen in this area of high density air traffic if the proposed amendment were adopted, the Dept. of Defense requests that the FCC retain the present criteria of 1000 ft. above average terrain under full power."

CAA Administrator F.B. Lee also protested proposed change, saying: "We have already found it exceedingly difficult to accommodate antenna towers extending up to 1000 ft....without assuming considerable restriction to aeronautical operations." Similar objections came from Aircraft Owners & Pilots Assn.

Both WSAZ-TV and WBEN-TV, in support of greater height, pleaded for special consideration if the FCC doesn't see fit to lift ceiling for whole Zone I. Former argued that the signal levels in mountainous terrain are frequently far below those predicted by FCC's propagation curves. It submitted counter-proposal asking amendment of rules permitting full power with heights above 1000 ft. where terrain, population distribution and signal levels indicate need.

WBEN-TV stressed the possibilities for improved rural coverage inherent in taller towers. It also submitted alternative, asking for at least full 100 kw with its present height -- 1206 ft. above average terrain. Sarkes Tarzian's WTTV put emphasis on rural coverage, stating that distant rural viewers should be permitted to get good signals with low-cost receivers served from higher towers.

**UHF PICTURE—HYPO FROM BIG INTERESTS:** With Storer and CBS now among ranks of uhf telecasters in mixed vhf-uhf markets, and NBC pledging to join soon (Vol. 10:47), there's been an undeniable lift in the outlook for uhf as a whole.

Many individual uhf stations are still hanging on by the skin of their teeth -- but the fact that they're hanging on at all is indicative of a feeling of guarded optimism by many that perhaps the worst of their troubles are over.

Is the process of uhf attrition leveling off? It's too early to tell now -- but there are some signs that it may be. Intelligent management -- combined with a liberal portion of sweat, blood and tears -- have brought a number of uhf stations into the black only recently, some of them despite stiff vhf competition.

In the markets where there's no vhf competition -- and hence no conversion problems -- uhf stations are doing about as well as vhf would do under similar circumstances, aided by the steady improvement of transmitting & receiving equipment.

Hard work by uhf stations and their reps -- and the sales results shown by

many uhf outlets -- have largely overcome the "Madison Avenue effect," a blind prejudice against uhf, which once swept almost the entire advertising industry. The confidence expressed in uhf by big interests like CBS, Storer and NBC should help to wipe out the last vestiges of unreasonable attitudes toward uhf.

At the FCC level, biggest encouragement to uhf to date has resulted from the new multiple-ownership policy. Commission's encouragement of satellites has been hailed by some as providing an inexpensive way to begin -- or continue -- uhf operation until set circulation has been built up to the point where the stations can strike out on their own as full-fledged local stations.

Actually, individual stations have gotten no "relief" from FCC. If uhf operators once had hopes for a new "non-intermixed" allocation, they have little now. Many of them have been battling it out on an individual basis, seeking changes in allocations to erase intermixture in their own regions. Their lack of success in this arena has proved just as conspicuous. There seems to be very little chance of changing the allocations status quo in the foreseeable future.

\* \* \* \*

Just 26 months after the first uhf station went on the air, there are now 120 operating uhf outlets and about 5,000,000 sets-in-use which can receive them -- as compared to 300 vhf stations and total of some 33,000,000 sets in use.

So far this year, 24 new uhf stations have gone on air -- but there are still fewer uhf on air than there were Jan. 1. This year, 26 uhf went off, and 2 went off last year. Four vhf have quit due to economic difficulties.

Only 5 new uhf stations have gone on air since July 1, while 19 outlets began operation during first half of this year.

More than 100 grantees still hold CPs for commercial uhf stations. Not all will be built, most CP-holders hanging on to "see what happens" to uhf. Some are very serious and are going ahead with building plans. Among all grantees there has been plenty of surveying and re-surveying of markets to avoid tragic mistakes of those who built TV stations in locations which couldn't support them.

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Uhf receiver demand is beginning to increase, set makers report, after a slide which began a year ago -- Admiral noting that "back orders of TV receivers for uhf reception areas continue to mount despite increased production" (Vol. 10:47).

Production of uhf-equipped sets hit year's high in Sept., according to RETMA figures, although that month was also biggest for TV receiver manufacture as a whole. Sept. was first month this year when percentage of sets equipped for uhf at factory didn't show decrease from preceding month. Uhf-equipped sets rose to 14.4% of total output from August's 14.2% -- a slight increase, though figure doesn't compare with the 30-35% figures of last year when many new uhf stations were going on air. Oct. figures haven't yet been released by RETMA.

**COMMERCIAL UHF & EDUCATIONAL VHF START:** Another uhf outlet in the uhf-dominated Allentown-Bethlehem-Easton area and a new vhf, first of Alabama's projected 2 educational outlets and 10th such on air, can be added to the roster of operating stations as result of latest starts. That makes 420 on air, of which 120 are uhf; by end of year, it looks like only a dozen more are due, mainly vhf (see p. 9). Also added this was Canada's 21st, a French-language outlet. Week's starters:

WFMZ-TV, Allentown, Pa. (Ch. 67), testing since Nov. 22, begins Dec. 4 as an independent, accenting live local programming. Rate card is based on guaranteed set circulation, beginning at \$120 an hour for 30,000, going to \$440 for 110,000 or more. It's first TV in city, which has been getting uhf service from neighboring Bethlehem -- with Easton only 10 mi. away, Reading 30 mi., both with uhf. It has 5-kw DuMont transmitter, 260-ft. Kimco tower, Gabriel antenna. Ben Strouse, gen. mgr. of WWDC, Washington, is largest stockholder (31.9%), pres.-gen. mgr. Raymond F. Kohn has 3.6%, v.p. Earl J. Kohn 3.3%, 10 others remainder, none more than 7%. Rep is Avery-Knodel.

WEDM, Munford, Ala. (Ch. 7, educational) is all set to begin test patterns Nov. 28 with full 316-kw ERP, wires consultant Thad Holt. It has 50-kw GE transmit-

ter and 500-ft. tower with 12-bay antenna on Mt. Cheaha. Microwave will link studios in Munford, Birmingham, Tuscaloosa, Auburn. Grantee Alabama Educational Commission also holds CP for WEDB, Birmingham (Ch. 10, educational), due on air shortly, which will share studios there with WEDM, duplicating about half the Munford programs.

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CJBR-TV, Rimouski, Que. (Ch. 3), at mouth of St. Lawrence River, began programming Nov. 21 as CBC French-language outlet. It has 10-kw RCA transmitter and 120-ft. tower with 4-slot wavestack antenna on 1200-ft. Peak Champlain. Pres.-gen. mgr. is Jacques Brillant, with Andre Lecomte as station mgr. and Francois Raymond, program director. Base rate is \$200. Reprs are Adam Young and H.N. Stovin & Co.

**TV & MOVIES—PEACEFUL CO-EXISTENCE:** Motion picture theatre attendance is on upgrade -- reversing trend which began in 1946, postwar TV's first year. Despite TV's record expansion of last 2 years, public apparently is turning again to "an evening out."

That TV and the movies can live together in health and prosperity is shown by new boxoffice analysis conducted by Sindlinger & Co. for big Council of Motion Picture Organizations (COMPO). It shows average weekly admissions to movie houses fell from peak of 82,400,000 in 1946 to 45,900,000 last year -- but climbed back in July this year to 72,500,000 and in August to 80,100,000.

While theatres' gross dollar volume for first quarter 1954 was less than same 1953 period (\$216,100,000 vs. \$221,500,000), second quarter was up (\$270,300,000 vs. \$227,000,000) -- and it looks like year will run close to \$1.2 billion, or nearly 20% ahead of 1953. COMPO says this is due to increased attendance as well as higher admission prices and retention by theatres of at least part of recent Federal tax cut. Average admission price in second quarter was 47.33¢, of which 3.28¢ was tax.

Two main factors in comeback of the movies, as they appear to us: (1) Hollywood's new emphasis on quality in stories, production, technique -- accent on the "qualitative" while leaving the "quantitative" to TV, as Sam Goldwyn once forecast effect of TV to us. (2) Public acceptance of TV as an established part of the home, to be used in moderation and not to the exclusion of other recreation -- which may also account for continued good book & magazine sales.

Competition from good movies should have salutary effect on TV, too. Interesting phenomenon in COMPO figures is growth in theatre attendance during the summer months, traditionally lowest attendance period before 1952. Some might attribute this to letdown in TV during summer. But mainly responsible, of course, is drive-in whose rise has been as rapid as TV's -- appeal to family being same: can attend as group, requires no dressing up, obviates baby sitter. Drive-ins accounted for nearly half the weekly movie figures for July & August.

Since Hollywood switched from quantity to quality, exhibitors' biggest complaint is not enough films. Foreign and independent producers are moving in to help fill the deficiency -- and not a few TV film producers are eyeing theatrical production (and releases of some TV films to theatres) as a lucrative sideline.

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Subscription TV advocates were busy this week soliciting support from fearful movie exhibitors. International Telemeter Corp. chairman Dr. Louis N. Ridenour and director Carl Leserman started round of conferences with exhibitors in effort to line up their backing and to convince them it holds profit for them. SMPTE pres. Herbert Barnett, addressing annual convention of Motion Picture Exhibitors of Florida, told them to assist rather than resist toll-TV, saying: "It may be wise for theatre owners to secure local franchises for distribution of such programs. It may prove possible to supplement network programs with film product from your theatre." Meanwhile, 20th Century-Fox sales mgr. Al Lichman said he would not sell his product to subscription TV unless the Govt. forced him to do so. He doubted pay-as-you-see was economically practical and said it would constitute a virtual monopoly for station broadcasting it.

Use of TV to make movie production more economical and efficient will be demonstrated by DuMont and RKO-Pathe at Public Relations Society conference at New York's Roosevelt Hotel, Nov. 29-Dec. 1. The movie-making technique, developed jointly, involves use of DuMont "Tel-Eye" industrial TV camera mounted on each film camera, with several monitors located in view of director and his staff. Using this method, director has instantaneous camera-eye view of the scene as shot by each camera, can shift from camera to camera as is done in TV studios—eliminating retakes and wasted film footage.

Though hearing on Edward Lamb's renewal of WICU, Erie, is in recess, fight resumes temporarily next week over FCC Broadcast Bureau's motion to take depositions Dec. 6 & 8 from convicted Communists Gus Hall and Jacob Stachel, both now in prison. Lamb counsel wants FCC move quashed, and oral argument has been scheduled Nov. 30 by examiner Herbert Sharfman.

**Personal Notes:** Leonard H. Goldenson, AB-PT pres., presented citation and set of clocks by United Cerebral Palsy Assn. in appreciation of service as founder and pres. for last 5 years; he steps down as pres. but remains on executive committee . . . A. E. Jocelyn becomes pres. as H. Leslie Hoffman becomes chairman of TV Diablo Inc., operating KOVR, Stockton, Cal.; Jocelyn will be located in Los Angeles, working with Hoffman on other electronics business while Terrie H. Lee, ex-WFAA-TV, Dallas, and KPRC-TV, Houston, becomes KVOR exec. v.p. & gen. mgr. in San Francisco & Stockton . . . Norman Gittleson, gen. mgr. of WJAR-TV & WJAR, Providence, resigns effective Jan. 1 . . . Bert Lown, from N. Y. staff, named western mgr. in charge of CBS's new station relations office, 1313 N. Vine, Hollywood, reporting to Edward P. Shurick, national director of station relations . . . Irving R. Rosenhaus, pres. of WATV & WAAT, Newark, appointed to N. J. State University Newark Colleges' Council, advisory board to Rutgers schools of law, business administration and pharmacy . . . Larry Lazarus promoted to business mgr. of KNXT, Los Angeles, replacing Howard Barnick, resigned . . . Millman Rochester promoted to gen. mgr. of KRGV-TV & KRGV, Weslaco, Tex., succeeding Byron W. Ogle, who moves up to executive director; Jim Cook, production director, succeeds Rochester as program director . . . Jack Denninger, eastern sales mgr. of rep Blair TV, elected a v.p. . . . Edgar B. Stern Jr., WDSU-TV, New Orleans, elected pres., Louisiana Assn. of Broadcasters . . . Robert Stockdale, ex-WTVJ, Miami, named asst. mgr., WEEK-TV, Peoria, Ill. . . . Perry S. Ury, ex-WHIZ-TV, Zanesville, O., named sales director of WFMZ-TV, Allentown, Pa. (Ch. 67) . . . M. Dow Lambert, ex-KING-TV, Seattle, named chief engineer, KIMA-TV, Yakima, Wash., replacing J. Barry Watkinson . . . H. Duncan Peckham Jr., ex-NBC, named engineering director of upcoming WSPA-TV, Spartanburg, S. C. (Ch. 7), now without target date because of Paris Mt. site protests . . . R. W. McGall, director of radio affiliate CJBC, named program director of CBC's CBLT, Toronto, replacing Robert Allen, returning to TV drama production . . . Paul G. O'Friel promoted to director of labor relations, DuMont broadcasting div. . . Arnold Cohan, pres. of own N. Y. ad agency which goes out of business Dec. 31, elected TV-radio v.p. in charge of new N. Y. office of Mumm, Mullay & Nichols Adv., Columbus, O. . . . Walter Bowe, ex-NBC, joins Sullivan, Stauffer, Colwell & Bayles as TV-radio time-buyer . . . Hubert Wilke II, ex-TV-radio director, Roy S. Durstine Inc., named v.p. & exec. producer, Howell-Rogin Studios, N. Y. . . . Robert Costello, ex-NBC-TV, named production v.p., Talent Associates (*Philco Television Playhouse, Mr. Peepers, Circle Theater, Justice*).

Storer Broadcasting Co. is setting up West Coast office at San Francisco to concentrate on national business, v.p. Gayle V. Grubb taking charge and relinquishing management of WJBK-TV, Detroit, to Bill Michaels, from ex-Storer stations KGBS-TV & KGBS, San Antonio, and of WJBK radio to Harry R. Lipson. Grubb formerly was ABC v.p. in San Francisco. Storer's newly acquired WXEL, Cleveland, remains under gen. managership of Franklin Snyder and KPTV, Portland stays under management of Russ Olsen. At newly acquired radio WJW, Cleveland, sales v.p. John D. Kelly is upped to gen. mgr. Messrs. Michaels, Lipson, Snyder and Kelly report to Wm. E. Rine, Storer northern district v.p. headquartered in Detroit, where he also supervises WWVA, Wheeling, and WSPD-TV & WSPD, Toledo. Operations of KPTV comes under general direction of Stanton P. Kettler, Storer v.p. who also supervises operations of WBRC-TV & WBRC, Birmingham; WAGA-TV & WAGA, Atlanta; WGBS, Miami and *Miami Beach Sun*, Storer-owned daily.

**B**ROADCAST BUREAU of FCC is becoming more and more emphatic in its recommendations to Commission regarding examiners' initial decisions. Until recently, it shied away from flatly endorsing or urging reversal of initial decisions. A few weeks ago, however, it argued for reversal of examiner's Sacramento Ch. 12 decision, said grant should go to KFRE instead of KARM (Vol. 10:45). This week, it plumped for overturn of examiner in 2 more cases—Des Moines' Ch. 8 and Evansville's Ch. 7.

Examiner Millard F. French had picked Cowles family over KSO in Des Moines (Vol. 10:35) because of superiority in local ownership, program proposals, experience, civic participation, past performance—and he said these overpowered KSO's argument that Cowles organization has too many broadcasting-publishing interests. Broadcast Bureau asked for reversal solely on the "diversification" principle, saying Cowles group controls too many media to get the CP.

In Evansville, on the other hand, Bureau found that diversification wasn't completely controlling. Examiner Herbert Sharfman had found that both WGBF and WEOA were superior to newcomer Evansville TV but indicated that FCC's precedents left him no choice but to favor Evansville TV because it has no media interests. Broadcast Bureau said Sharfman forgot that Commission does give weight to "countervailing considerations" and doesn't apply diversification policy blindly. One thing Bureau didn't like about Evansville TV is that principal Rex Schepp "left much to be desired" in reporting facts of ownership when he controlled KPHO-TV, Phoenix. Bureau didn't abandon diversification, however, for it would give grant to WGBF over WEOA because its owners hold no TV interests.

Bureau stepped in boldly in another case—request of grantee KLYN-TV, Amarillo, Tex. (Ch. 7), for more time to build—submitted proposed findings saying CP-holder has no excuse, and urged cancellation of grant.

Only other activity on decision front was Examiner John B. Poindexter's initial decision favoring C. L. Trigg, et al. (KOSA) over The Odessa TV Co. for Ch. 7 in Odessa, Tex. His points of preference: local ownership, civic affairs, program proposals, diversification.

On allocations, there were 2 new requests: (1) Substitution of Ch. 45 for Ch. 38, in Sunbury, Pa., filed by WBPZ, Lock Haven. (2) Substitution of Ch. 14 for Ch. 41 in San Antonio, Ch. 30 for Ch. 14 in Seguin, Tex., filed by grantee KCOR-TV (Ch. 41).

That complicated switch whereby Storer Bcstg. Co. plans to buy WFTL-TV, Ft. Lauderdale, Fla. (Ch. 23), and move it to Miami (Vol. 10:47) was protested this week by grantee WMFL, Miami (Ch. 33). Another opposition was that filed against proposal to add Ch. 10 to Albany, N. Y. area (Vol. 10:46). WTRI (Ch. 35) argued that addition of one vhf channel would prevent use of 4 uhf in area, and it submitted counter-proposal asking that GE's WRGB be shifted from Ch. 6 to Ch. 17.

Call letters WFCC are being sought by AM grantee KWK Inc., Haines City, Fla. (10 kw daytime on 540 kc), operators of KWK-TV, St. Louis. Town is about halfway between Tampa & Orlando. FCC is now weighing request, which would mean "Florida Coast to Coast," according to grantee.

Stanley Hubbard, chief owner of KSTP-TV & KSTP, St. Paul, who was a World War I flier and who pioneered commercial aviation on Louisville-Cincinnati & Miami-Bahamas runs in 1919, got his pilot's license again last week at age of 56; stations own a Cessna 180.

Mrs. Robert T. Bartley, wife of the FCC commissioner, named honorary pres. of North Carolina Assn. of Broadcasters.

**Network Accounts:** Battle for Ed Sullivan's services was resolved this week in favor of CBS-TV, which signed him to a 20-year contract, matching similar offer of NBC-TV a few days earlier. CBS announcement gave no details, but Sullivan said that network would increase production budget of his *Toast of the Town* from \$40,000 to \$50,000 next Sept.; that his own fee of \$4000 a week would also be increased; and that his program will be titled *Ed Sullivan Show* next season. Lincoln-Mercury Dealers Assn. will continue sponsorship . . . **Lehn & Fink Products** (Dorothy Gray cosmetics) signed this week as first sponsor of Sun. re-runs of *I Love Lucy* (Vol. 10:47), though time and starting date are undetermined. Under consideration are 4:30-5 p.m. & 6-6:30 p.m.; if latter, re-runs will have to await end of current *Omnibus* 5-6:30 p.m. cycle in April . . . **Amana** and **Maytag** sign as first sponsors of CBS-TV's Big Ten college basketball series starting Dec. 11, Sat. 3-4:30 p.m., former thru Maury, Lee & Marshall, N. Y., latter thru McCann-Erickson . . . **Plymouth** to sponsor *Professional Father* as replacement for *That's My Boy* on CBS-TV starting Jan. 8, Sat. 10-10:30 p.m., thru N. W. Ayer . . . **Procter & Gamble** replaces **Speidel** as sponsor of five 30-min. segments of *Caesar's Hour* on NBC-TV starting Jan. 3, Mon. 8-9 p.m., thru Compton Adv.; on same date it drops *Three Steps to Heaven* on NBC-TV, Mon.-thru-Fri. 10:45-11 a.m. . . . **Amoco** to sponsor Ed Murrow's annual *Years of Crisis* on CBS-TV Sun. Jan. 2, 4-5 p.m., with cut-ins from correspondents around world . . . **Bromo-Seltzer** to be alt. sponsor (with **Lentheric**) of *Chance of a Lifetime* on DuMont starting in Jan., Fri. 10-10:30 p.m., thru Lennen & Newell . . . **French's Mustard** buys 5 min. of *World of Mr. Sweeney* on NBC-TV, Mon.-thru-Fri. 4:30-4:45 p.m., thru J. Walter Thompson . . . Seeking stronger daytime lineup, NBC-TV is currently negotiating to buy *Big Payoff* and *Strike It Rich* from owners Walt Framer and Mort Cooper; both programs are sponsored currently by **Colgate** on CBS-TV . . . NBC-TV preparing \$2,500,000 package of 8 top national sports events in 1955 for offering to single sponsor; among events are Cotton Bowl, National Basketball Assn. finals, U. S. Open golf tourney, spring training baseball films, national tennis finals.

**HARD-HIT NETWORK** radio billings, due in part to sponsor predilection for TV and network preoccupation with TV, impelled Ben Gross, dean of the TV-radio editors, to pose this question in his *New York News* column of Nov. 22: "Is Network Radio Doomed?" Then he goes on to report that many leaders in the broadcasting field believe it is, some giving it only a year or two. Radio's future, he holds, rests on a local basis—and that it "still has a long and prosperous life ahead of it."

But network radio—don't bet on it, writes Gross. "The only question on Broadcasting Boulevard," he observes, "is which web will be courageous enough to face the realities first and abandon network radio." His guess that it will be NBC aroused enough uneasiness in that company to impel Chairman Sarnoff himself to issue a statement of denial in the form of an open letter to Mr. Gross. The occasion was also seized upon to offset the many trade rumors that NBC is selling radio short, growing out of Gen. Sarnoff's off-the-cuff remarks—quite bearish on the future of network radio—at the NBC affiliates convention in Chicago last summer (Vol. 10:36).

In light of fact that radio business is down generally, network radio especially, with all the networks making desperate efforts to find formulas (besides rate cuts) for building it up again, Gen. Sarnoff's statement is quite significant:

"I have read with much interest your column in this Monday's edition of the *New York Daily News*, in which

**Revenues-per-set**—how much the combined stations in a city realize per receiver in their coverage area—has been compiled by TV-radio management consultant Richard P. Doherty, using FCC's recent market revenue figures (Vol. 10:43). First such figures were derived by Commission chief economist H. H. Goldin (Vol. 9:4). Doherty's compilation is necessarily more limited than Goldin's because FCC reveals market-by-market revenues for only those cities with 3 or more stations—to avoid disclosing individual station's income. Doherty's figures for 1953: New York \$8.08, Los Angeles \$12.11, Chicago \$11.35, Philadelphia \$7.83, Detroit \$9.68, San Francisco \$9.73, Cleveland \$9.46, Boston \$6.57, Minneapolis-St. Paul, \$14.59, Baltimore \$8.48, Cincinnati \$12.91, Pittsburgh \$6.39, St. Louis \$7.93, Milwaukee \$8.49, Columbus \$11.38, Kansas City \$10.30, Atlanta \$9.49, Dayton \$10.91, Louisville \$11.41, Washington \$10.72, Oklahoma City \$13.70, Denver \$13.45, Norfolk \$8.20, Albuquerque \$20.16, Columbia, S. C. \$8.27. Average was \$9.43.

New CBS-TV Rate Card No. 11 and Production Manual No. 11, both effective Dec. 1, were released this week. Principal changes in rate card include boost to 46 stations in basic group, minimum required for all new business; increase to 60 in minimum required station lineup for prime evening time; and establishment of a 25% discount for advertisers who maintain \$100,000 weekly volume for 52 weeks as substitute for combination of weekly station-hour and annual discounts. In production manual, base rates for live studio rehearsal facilities are increased to \$450 gross per hour for full facilities, \$150 gross for studio without facilities.

CBS's Ed Murrow cancelled plans to serve as host on NBC-TV's Dec. 13 *Producer's Showcase* colorcast, citing "contractual conflict." Show is to highlight activities of Overseas Press Club, of which Murrow is co-chairman of memorial committee. Murrow, a CBS director, declined comment on whether NBC invitation had been submitted to CBS management, declaring: "That is an internal matter which I cannot discuss."

**The TV influence:** Jackie Gleason feature film, *A Jack of Spades*, to be directed by Norman Krasna, the author, being financed by Jack Benny & George Burns.

you discuss the plight of network radio and its future prospects. You pose the question as to which 'web will be courageous enough to face realities first and abandon network radio.' And you answer this question by venturing the guess that it may be NBC.

"I believe that you may have selected NBC for this role because we have been sufficiently far-sighted to have recognized, well in advance, the symptoms of growing economic dangers for network radio; and because NBC as the nation's first radio network, with an established position of leadership in the field, bore the first and heaviest brunt of the decline that started in the medium several years ago.

"But our early recognition of the problem which network radio is now facing certainly does not mean abandonment of effort and resolve to cope affirmatively with it. Indeed, having understood the seriousness of the dangers lying ahead for the medium, NBC has been leading the way in developing the patterns of audience and advertiser service which may build a new base for a successful and continuing network radio operation. And although no man can precisely foresee the shape of things to come, I assure you that even if it should prove impossible to build such a new base for network radio, NBC would be the *last*, and not the first, to abandon the field.

"I have always tried to be frank and factual in discussing the problems facing network radio. In following this course, I have certainly not been moved by feelings of

pessimism or defeatism. On the contrary, I felt that it was a responsibility of leadership to call attention to the realities so that those concerned with the future of radio would recognize the need for adjustment and adaptation in the medium.

"It was in this vein, and for this purpose, that in my remarks at the NBC affiliates meeting in Chicago last August I called attention to the downward economic trend in network radio and stressed the importance of the network principle in the American system of broadcasting. And at the same time, I stated that 'every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues.'

"Apparently such a ventilation of the facts of life regarding network radio was disturbing to those who prefer to face a problem by pretending it does not exist. Following my remarks, there were many who privately agreed with my appraisal, although some of them seemingly thought it expedient to reject it publicly.

"Of course, the facts persist regardless of what anybody thinks privately or says publicly. The facts have not changed since my Chicago remarks and if anything, they are clearer now than they were at that time. It is with the facts that we must deal, and at NBC we have been seeking to do so. Our adjustment to the changing circumstances of network radio is well on the way and as a result of systematic considered action, NBC is now again leading in nighttime radio and is actively seeking to

**Telecasting Notes:** TV is much too dynamic to be circumscribed by any one type of advertising formula—"magazine concept," "spectacular," or any other. But it will constantly shape itself into "new forms dictated by advertisers' needs and budgets, by the network's ability to deliver, by a soft consumer market or a firm market. In other words, by money." Thus stated DuMont managing director Ted Bergmann Nov. 23 at AAAA's eastern conference (for his remarks on color, see p. 13) . . . Magazine concept of programming, devised to give big value for relatively small investment, has worked out pretty well and co-sponsorship and alternate week plans have worked equally well as variations of this formula, he said. But magazine concept will never take over TV, he declared, because (1) a network isn't equipped to "create and control all of its programming"; (2) clients won't surrender sole sponsorship of favorite programs to variety of partice. sponsors; (3) guaranteed circulation plan would have to be provided—"kind of a welfare state for advertising"—and that would be impossible without a single, standard guaranteed measurement of program audiences . . . **Impressive predictions** were thrown out to agency people by Bergmann, forecasting TV's percentage of total national advertising outlay will rise from current 10% to 20% (\$2 billion) by 1959. "TV will be instrumental," he said, in creating \$41 billion worth of retail sales by 1959, compared to about \$18 billion currently. The \$41 billion figure, he noted, is greater than the total retail sales in nation in any year through 1939 . . . TV's ability to sell records, already highly regarded, is being demonstrated most dramatically in sales of "Let Me Go, Lover," which was woven into plot and used as title of *Studio One* play Nov. 15 on CBS-TV. Version was cut by Joan Weber, and Columbia Records reports shipment of over 500,000, while other major companies began recording it immediately . . . **General Teleradio**, which paid \$1,250,000 to Bank of America for "million-dollar movie" package of 30 films (Vol. 10:37), reported by Nov. 27 *Billboard* to be bidding for RKO's backlog of 700 features said to be put on block by owner Howard Hughes, with asking price said to total \$25,000,000. Also reported negotiating with RKO is Associated Artists Productions (Eliot Hyman), which distributes

bring about similar improvement in its position in daytime radio.

"In the meantime, the shocks of radio's changing circumstances have been affecting other networks which have not fully faced up to the demands of the times and have not yet made the necessary adjustments in their operations. It seems to me that they now stand to lose far more than the NBC Radio Network.

"Having weathered the storm which others now must face, we have no jitters about the radio network situation. Only last week, we met with a special committee of our affiliated radio stations and outlined NBC's intentions to proceed with practical evolutionary adaptations to meet radio's new requirements within the framework of the radio network business. This is the course on which we are set and we believe it holds out the best promise for an effective continuation of our radio network. We are confident that radio as a medium will continue to live and we expect NBC to maintain leadership in its future."

**Quality Radio Group** this week picked William B. Ryan as exec. v.p.-managing director and announced that first sponsor for the 25-station tape network will be Crosley, program to be *Midwestern Hayride*, originated by WLW, Cincinnati (Vol. 10:46). Ryan has been gen. mgr. of NAB, mgr. of NBC sales in San Francisco, was first BAB president. Temporary offices are at 509 Madison Ave., Suite 1216, phone Plaza 8-3013.

films both to theatres and TV . . . Columbia Pictures releases film scripts to *Lux Video Theatre* (NBC) for live dramatization, joining Paramount, United Artists & Warners in permitting adaptations of film hits . . . "Emmy" TV awards for 1954 to be presented next Feb. by Academy of TV Arts & Sciences, Los Angeles; professional technical awards will be made for first time, in 13 categories, such as art direction, writing, sound, choreography, in addition to 21 program & personality awards . . . If President Eisenhower accedes to Ed Murrow's request for an appearance on his CBS-TV *Person to Person* show, suggests a McClure Syndicate writer, wouldn't it be a good idea to label it *Robert Montgomery Presents?* . . . **Crowell-Collier's Woman's Home Companion** has set up own TV-radio production dept., plans 2 half hour film series based on its features to be offered to sponsors . . . **Worth reading:** Article in Nov. 22 *Broadcasting-Telecasting* by Earl B. Abrams, titled "Fan Magazines—They Used to Feed Off Movies; Now They're Gorging on TV"; it reviews editorial and ad contents of score or more of them, with particular attention to big-circulation *TV Guide* . . . WTVJ has acquired remainder of downtown block in Miami, where reconverted Wometco theatre now houses studios & offices, plans more studios and expansion of its Reela Films Inc.; will call project Miami TV Center.

**Rate increases:** WACH-TV, Newport News-Norfolk, now quotes rates on TV-radio simulcasts (with WACH) instead of TV only, base hour having been raised from \$200 to \$300, min. remaining \$30; WSUN-TV, St. Petersburg, Fla., adds new Class AA hour at \$325, Mon.-Sat. 7:30-10:30 p.m. & Sun. 7-10:30, Class A hour going from \$200 to \$260.

**NARTB** code review board, at quarterly meeting Dec. 1-2 at Washington's Mayflower Hotel, will review films shown at recent hearings of Senate subcommittee on juvenile delinquency headed by Sen. Hendrickson (R-N. J.). Representatives of AAAA were invited to attend luncheon meeting second day.

**KENS-TV & KENS** are new call letters of KGBS-TV & KGBS, San Antonio, purchased by *San Antonio Express* and *News* from Storer Bestg. Co. (Vol. 10:15, 22, 26, 44).



OUT OF 190 CPs for new stations still outstanding, only a dozen have indicated to us their intention of going on the air by Jan. 1, 1955—and 3 more in Canada. How many of the remaining CP holders will go on the air in 1955, is conjectural—but it's significant that 124 of the 189 are for uhf. Applications for new stations have slowed down to a mere trickle in recent months.

These are the new stations due by Jan. 1: KLRJ-TV, Henderson, Nev. (Ch. 2); KTVK, Phoenix, Ariz. (Ch. 3); WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational); WOAY-TV, Oak Hill, W. Va. (Ch. 4); WIRI, Plattsburg, N. Y. (Ch. 5); KFDM-TV, Beaumont, Tex. (Ch. 6); KEYD-TV, Minneapolis (Ch. 9); WEDB, Birmingham, Ala. (Ch. 10, educational); KLIX-TV, Twin Falls, Ida. (Ch. 11); WEAT-TV, West Palm Beach, Fla. (Ch. 12); KRCC, Jefferson City, Mo. (Ch. 13); WLEX-TV, Lexington, Ky. (Ch. 18).

Upcoming Canadians: CKCW-TV, Moncton, N.B. (Ch. 2); CBHT, Halifax, N.S. (Ch. 3); CFQC-TV, Saskatoon, Sask. (Ch. 8).

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In our continuing survey of upcoming stations, these are latest reports received from principals:

KLRJ-TV, Henderson, Nev. (Ch. 2), plans Dec. 20 tests and Jan. 1 start as NBC primary interconnected, reports gen. mgr. Bob Gardner. RCA 5-kw transmitter is now being installed in new 50x70-ft. studio-transmitter building at 4850 Henderson Hwy., between Henderson & Las Vegas. Construction of 275-ft. Ideco tower with 3-bay RCA antenna is scheduled for Dec. 15. Pres. Donald W. Reynolds, owning 75%, also controls KZTV, Reno; KFSA-TV, Fort Smith, Ark.; radio KHBG, Okmulgee, Okla. and KBRS, Springdale, Ark., and publishes *Las Vegas Nevada Review-Journal* and other newspapers in Arkansas, Nevada and Oklahoma. Base rate will be \$225, same as for KZTV. Rep will be Pearson.

KFJZ-TV, Fort Worth, Tex. (Ch. 11), has ordered GE equipment for delivery next March, tentatively plans commercial start by summer 1955, writes v.p.-gen. mgr. Charlie Jordan, who says building plans are being "finalized" and 1000-ft. Parkersburg tower has been ordered. Grantee Texas State Network, headed by Gene L. Cagle, also operates KFDA-TV, Amarillo, owns 40% of TV applicant for Waco and operates 5 Texas AMs. TSN chief engineer Joseph B. Haigh will be station chief engineer. Rep will be H-R Television.

WTBO-TV, Cumberland, Md. (Ch. 17), hasn't target, reports Arthur W. German, pres. of Tennessee Valley Bestg., which recently acquired radio WTBO & its CP from Chernoff-Baer group (Vol. 10:32). "So far we have not been able to make up our mind as to whether or not this market could support [uhf]," he adds.

WNYC-TV, New York City (Ch. 31), granted Municipality of City of N. Y. last May, expects to be programming as non-commercial outlet by mid-May, according to director Seymour N. Siegel. It's now going through competitive bidding for equipment, hopes to get first deliveries by mid-Jan. Plans are to use 40-ft. antenna on 690-ft. tower of Municipal Bldg. Studio at 500 Park Ave. is ready, has been in use for several years to produce TV films.

WQXL-TV, Louisville (Ch. 41) and WQXN-TV, Cincinnati (Ch. 54) now have "early next year" target, advises owner R. W. Rounsaville, who recently put WQXI-TV, Atlanta (Ch. 36) on the air (Vol. 10:44). He also operates six southern AMs. Rep for both stations will be Forjoe.



Well-intentioned move of FCC to help uhf by permitting no station to start with transmitter under 5-kw (Vol. 10:8-11,15-16) was quietly buried this week when Commission called off rule-making proceedings.

Simplified TV receiver for use in community TV systems is being considered in Britain—as it was here several years ago before being dropped as impractical. At recent technical society meeting, EMI engineer E. J. Gargini said experiments indicate best arrangement was compromise between complete receiver and mere picture tube and speaker in subscriber's home. Pioneer community operator Martin Malarkey, owner of system in Pottsville, Pa. and pres. of National Community TV Assn., once approached RCA with the idea, finally decided complications weren't worth possible savings. Setting up of special production lines wasn't considered economical. In addition, if viewer moved to area with good "free" signals, set would be useless, or nearly so. And if community operator owned sets, rented them to subscribers, he'd be courting plenty of trouble with dealers.

Complete separation of TV & radio on all levels of management and operation—in networks, stations and agencies—in interest of bringing much-needed vitality to radio, was advocated this week by Edgar Kobak, onetime Mutual pres., currently owner of WTWA, Thomson, Ga., and pres. of Advertising Research Foundation. Addressing AAAA eastern conference Nov. 22, he said many broadcasters were not meeting their responsibilities when they have both TV-radio interests—"with radio getting the least attention." Leaders of media should discuss problem thoroughly before radio suffers further and the job of bringing it back will be that much tougher, he said. For radio's future, he urged all-inclusive cost studies of network and station operations, strict adherence to rate cards by both buyers and sellers of time and development of new program concepts to meet TV competition.

"Journalism in Communications" titles new book edited by Dean John E. Drewry, of Henry W. Grady School of Journalism, U of Georgia, which includes chapters on "American Broadcasting: Its Structure & Purpose," by FCC Comr. Robert T. Bartley; "Radio's Stature Rediscovered," by Ralph W. Hardy, NARTB v.p.; "Good Taste in Radio-TV News," by CBS news commentator Allan Jackson; "The Coming of Color," by Edward Sellers, *Broadcasting-Telecasting*; "Independent, Alive & 1954," by Todd Storz, Omaha-Kansas City-New Orleans radio station operator.

For deducting TV "donations" from purses of boxers in televised bouts, N. Y. State Athletic Commission Nov. 23 penalized pres. Ted Sullivan of London Sporting Club, which promotes weekly TV fights from St. Nicholas Arena. He was fined \$1000 and ordered to repay total of \$1900 that had been deducted from purses of 19 fighters for N. Y. Boxing Guild, managers' organization. Action was part of sweeping inquiry into alleged "blacklisting and monopolistic practices" in New York boxing.

Expanded TV-radio activity was finalized this week by Methodist Church, which authorized \$296,000 for 1955 TV-radio productions and research. First project next year will be second series of *The Pastor*, 13-week TV film produced this year by Broadcasting & Film Commission of National Council of Churches in the U.S.A. and placed on 150 stations.

Discrimination against Negroes by TV-radio industry is charged in report issued by Coordinating Council for Negro Performers which says that surveys show ratio of Negro-to-white performers on TV is 1-to-200 despite fact Negroes spend billions on products advertised via TV-radio.

NBC broke ground this week for new film exchange building at Englewood Cliffs, N. J., about mile north of George Washington Bridge, due to be completed by March.

National Assn. of Film Directors, founded and headed by Wm. L. Cooper Jr., WJAR-TV, Providence, has added 79 members.

**Financial & Trade Notes:** Flourishing TV-radio stations owned by H. M. Bitner and family have been recapitalized—and 160,000 common shares are to be offered for public sale at a price reported to be 12%, starting Nov. 29, through Reynolds & Co., N. Y. Issue does not include 447,200 family-held Class B common shares not offered for sale, and is understood to have been spoken for shortly after recent filing of registration statement with SEC by Bitner's Consolidated Television & Radio Broadcasters Inc., new name of WFBM Inc., which operates WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; radios WEOA, Evansville, Ind., and WFDF, Flint.

Stock being sold comprises old common shares held by Bitner, onetime gen. mgr. of Hearst's *Pittsburgh Sun-Telegraph*, and his family—plus 8100 common shares held by Mrs. Leonard Kapner, wife of gen. mgr. of WCAE, Pittsburgh. Effective Nov. 8, company authorized issuance of 1,250,000 shares of 5¢ par common stock and 1,000,000 shares of 5¢ par Class B common, stockholders exchanging each share of old \$1 par common for 3 shares of new common and 9 shares of Class B common. Following sale, Bitner Sr. retains 8450 shares of common and 145,800 Class B common; his wife, Evelyn H. Bitner, 60,750 Class B; Evelyn H. Pearson, a daughter, 60,750 Class B; H. M. Bitner Jr., 60,750 Class B; Jeanne E. Bitner, former wife of Bitner Jr., 30,000 common; Mrs. Kapner, 24,300 Class B.

Company has paid dividends on its common stock in each of 14 fiscal years from 1941-54—and prospectus says it proposes to pay 23¢ dividend on common stock and 5¢ on Class B common April 1, 1955. For 9 months ended Aug. 31, 1954, company had net income of \$962,589 on operating revenues of \$5,124,186, compared to \$573,230 on revenues of \$4,674,593 in corresponding period of preceding fiscal year. Gross revenues from TV were \$4,053,874 in 9 months ended Aug. 31, 1954 vs. \$3,444,573 in first 9 months of preceding fiscal year. Gross radio revenues in same periods were \$1,062,552 vs. \$1,222,194. Of TV revenues in fiscal year ended Nov. 30, 1953, some 49% came from national spot, 31% from local, 20% from networks.

Fiscal history of company is one of steady, consistent growth. In fiscal year ended Nov. 30, 1953, operating revenues were \$6,480,208, net income \$824,253; for 1952, \$5,118,260 & \$622,452; for 1951, \$3,189,405 & \$444,735; for 1950, \$1,924,880 & \$305,845; for 1949, \$1,025,728 & \$169,701; for 1948, \$1,005,794 & \$236,402; for 1947, \$902,655 & \$204,481.

Prospectus also lists these remunerations for fiscal year ended Nov. 30, 1953: H. M. Bitner Sr., \$38,387; H. M. Bitner Jr., \$44,570 plus \$20,000 benefit on retirement; v.p. Wm. F. Kiley, \$35,840; all directors and officers as group, \$146,083.

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Webster-Chicago earned \$490,894 (48¢ a share) on sales of \$19,754,747 in first 9 months of 1954, compared to \$539,934 (\$1.09) on \$19,763,094 in corresponding 1954 period. Third-quarter sales were \$7,015,933 vs. \$6,461,524 in same period year ago. Pres. N. C. Owen attributed decline in profit to "the heavy costs involved in designing and tooling up for the new models and getting these models into production." Third-quarter dividend was omitted because terms of V-loan preclude dividend payments when working capital is less than \$4,000,000.

Dividends: Wells-Gardner, 15¢ quarterly and 15¢ extra payable Dec. 15 to stockholders of record Dec. 2; Standard Radio "A," 15¢ Jan. 10 to holders Dec. 20; Clevite Corp., 25¢ quarterly and 15¢ year-end Dec. 10 to holders Dec. 3; General Precision Equipment Corp., 60¢ Dec. 15 to holders Dec. 8; Stromberg-Carlson, 40¢ Dec. 31 to holders Dec. 15; Philco, 40¢ Dec. 13 to holders Dec. 4; Hoffman Radio, 25¢ Feb. 1 to holders Jan. 14; WJR The Goodwill Station Inc., 30¢ Dec. 29 to holders Dec. 15.

**B** RITAIN'S Independent Television Authority, preparing for debut of commercial TV next Sept. (Vol. 10:45), has selected a fourth program contractor—Associated Broadcasting Development Co., headed by Norman Collins and including some of the most important entertainment interests in the country. ITA has also decided how it will divide time among the contractors on first 3 stations to be built in London, Birmingham & Manchester:

The Broadcast Relay Services & Associated Newspapers Ltd. (*Daily Mail*, et al.) combine gets fulltime on the London station, Mon. thru Fri. Granada Theatres group gets Mon. thru Fri. on Manchester. Norman Collins' group gets Mon. thru Fri. on Birmingham and Sat. & Sun. on London. Maurice Winnick-Kemsley Newspapers group gets Sat. & Sun. on both Birmingham and Manchester. Number of hours per day, rate of payment to ITA, have not yet been announced.

There's possibility of a fifth contractor, not participating in the time division but operating as a pooled news service supplying the other 4.

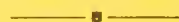
Laborite attack on ITA, sparked by criticism that the newspaper grantees were Conservatives, came to vote in House of Commons Nov. 23 on motion to censure, which was defeated 300-268. This was hailed as support for commercialism, which the Labor Party is pledged to throw out but which competent observers say can't be done, even should Labor come back to power, if the contractors provide good program competition against the gov't.-owned BBC and if they exercise reasonable restraints in handling their commercials.

Contractors are already making tieups with U. S. networks and programs firms, with every prospect there will be considerably more interchanges of programs and ideas than has prevailed with BBC. MCA is reported to have sold 39-week *Burns & Allen* series to one of the contractors.

Note: Our recent survey of British TV, detailing the telecasting and manufacturing picture, as learned during recent 5-week tour of England, Scotland and Wales (Vol. 10:45), has drawn an unusual amount of comment, though we haven't yet heard from many British subscribers. Said RCA's Gen. Sarnoff: "It's the first clear and complete explanation I've had of what the British plans are all about." ABC's Leonard Goldenson was among the score of others showing keen interest in our account.

From one of the industry's foremost Anglo-American authorities, E. R. (Curly) Vadeboncoeur, pres. of WSYR-TV, Syracuse, who was in Britain at the same time making speeches on behalf of the English Speaking Union, and who participated in several of our interviews, came this comment:

"An outstanding job, both in clarity and thoroughness . . . it is a subject that should interest every American broadcaster. I think the success or failure of this first operation will determine the trend of commercial TV in Britain for the next 20 years. If the first people do well and restrain themselves reasonably, we may have a TV system in Britain closely comparable to the American TV system in 10 years. On the other hand, the wolves are just waiting for a chance to tear the whole thing to pieces, so I devoutly hope the boys will be careful."



Overseas TV development should be watched closely by advertisers with products to sell abroad, said Young & Rubicam v.p. Rodney Erickson at AAAA eastern conference Nov. 22, predicting that TV eventually would become the dominant advertising medium overseas. He said advertisers should particularly watch those countries with existent commercial TV (Japan, Philippines, South America) and those where commercial TV is being actively planned (England, Italy, western Germany, France, Netherlands, Sweden). He said set circulation overseas would increase sharply with good programming.

**ECONOMIC CRYSTAL BALLS ARE ENCOURAGING:** No less than other basic industries, the TV-radio business stands to benefit if the succession of highly optimistic economic forecasts hitting the news headlines this week materialize. From the tenor of all predictions, recession now or in foreseeable future isn't in cards. For example:

Joint Congressional Committee on Economic Report, looking ahead for next 12 years, says population is expected to increase 20% between 1954 & 1965. Continued intensive research and development should make possible a 40% increase in per man-hour output in that span and total national production should increase 50% to annual rate of \$535 billion by 1965, high-level study declares.

Federal Reserve Board, in Nov. Bulletin, looks for "a further brightening in the over-all economic picture to the end of the year" and foresees "some expansion" in business developing for next year. Factors tending to boost economy, according to FRB report: a 1954 increase of some \$3 billion in spending by state and local govts.; increased personal spending by public, despite greater unemployment this year than last, because of lowered taxes and broadened unemployment benefits; strong advance in home building aided by "ready availability of credit on favorable terms."

Labor Dept. report on manpower conditions notes employment pickup in several key metropolitan industrial centers in last few months -- though cautioning that seasonal unemployment increases can be expected after Xmas.

Business services take similarly optimistic view of short-term future, by and large. United Business Service interprets consensus of some authorities as follows: "Recent uptrend in business activity will extend into early 1955 at least. Total business next year will be moderately above the 1954 volume."

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Nearer home for TV-radio enterprisers, Charles M. Odorizzi, exec. v.p., RCA corporate staff, also went out on a forecasting limb this week, predicted servicing of electronic equipment would reach annual total of \$2.7 billion by 1957. Speaking to Cleveland Society of Security Analysts Nov. 23, he foresaw a decline in sale of black-&-white sets to annual total of less than \$400,000,000 by 1957 but a rise in color sets to "near the \$1 billion mark." (For details, see Electronics Notes, p. 13).

NARDA's ubiquitous chairman Mort Farr was still another prognosticator this week. At gathering of Washington retailers, "Mr. Dealer" predicted retail sales of about 300,000 color sets next year, representing about \$250,000,000 volume. He saw black-&-white sales declining from about \$1 billion gross in 1954 to approximately \$400,000,000 in 1956. He told dealers they must not wait for public acceptance of color, but should help bring about acceptance in sales talks to consumers.

Farr was somewhat less enthused when speaking about the current TV market. He warned that retail sales in last few weeks were lagging behind sky-high TV output and that inventories were beginning to pile up at the retail and distributor levels. Farr's note of caution was substantiated by a leading trade statistician, who says inventories at all levels of trade currently are about 2,200,000. Unless sales in Dec. are strong or production drops, he cited fear that trade's inventories at end of year may exceed the 2,000,000 that were in pipelines at end of 1953.

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TV production broke another weekly record in week ended Nov. 19, totaling 243,703 units, up from 215,420 in preceding week and 220,487 in week ended Nov. 5. Previous weekly production record was 238,784 established week ended Oct. 29. It was year's 46th week by RETMA calculations and brought production for year to date to about 6,250,000, compared to 6,650,000 in corresponding period of 1953.

Radio production totaled 314,557 (114,508 auto), jumping from 275,469 in week ended Nov. 12 and 272,783 in week before. It was highest weekly radio production in 19 months. For 46 weeks, output was 8,890,000 vs. 11,850,000 in same 1953 period.

**Topics & Trends of TV Trade:** Major appliance industry was startled this week by GE's announcement that it would let its 60 distributors establish retail list prices, based on local conditions, on 1955 models of air conditioners, refrigerators, washing machines, dryers, electric ranges, water heaters, dishwashers & garbage disposal units. Significance of GE's action is fact that it's considered one of price-setting leaders in appliance industry.

Discontinuance of national factory-fixed list prices by GE was regarded cautiously by appliance competitors. None was willing to say he would follow it, or that move foreshadowed a general trend in the industry, however desirable that might be.

GE exec. v.p. Roy W. Johnson, explaining action, said move was prompted by variations in installation costs and trade-in prices and by competition of discount houses. As a result of these factors, he said, "suggested list prices on many major appliances in recent years have not borne much relationship to the actual retail selling prices in many areas." Another company official commented: "We don't think it's the American way to do business when the manufacturer sets retail prices. We don't think the manufacturer should tell anybody what price he must charge."

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Sylvania's purchase of picture tube facilities of National Union Electric Corp., Hatboro, Pa. (Vol. 10:45) was confirmed this week, pending formal ratification by stockholders of both companies. Joint announcement disclosed no price, said purchase included land, plant, machinery & equipment. Acquisition takes in nearly 76,000-sq. ft. of manufacturing space, which will be used by Sylvania to produce aluminized black-&-white tubes, freeing other facilities in Seneca Falls, N. Y., Ottawa, O. and Fullerton, Cal. for expansion of color tube operations, said Sylvania pres. H. Ward Zimmer. National Union will continue in electronics field through its transistor div. and research lab at Orange, N. J., according to chairman-pres. C. Russell Feldmann.

Opposition to licensing of servicemen was reiterated this week by RETMA in letter to N. Y. Mayor Wagner protesting licensing plan of city council and offering assistance in correcting any abuses. Letter from RETMA pres. Glen McDaniel said results of licensing would be: (1) Increased service costs which would be passed on to the consumers. (2) Lower standards of technical competency due to "substandard examinations designed to meet the existing skills of the majority." (3) Control of service business by examining groups. (4) Protection of unscrupulous servicemen. (5) Reduced competition, caused by regulations having effect of limiting number of newcomers to field.

RCA Victor Co. of Canada was cleared this week by Parliament committee of charge of violating national price-fixing law. Three-man Restrictive Trade Practices Commission absolved RCA of complaint of Lawson Appliances Ltd., Toronto retail store, that company had cut off its franchise because it had sold RCA TVs under suggested list prices. RCA denied charge, contending it had discontinued the franchise because of misleading and unethical advertising by store. Under Canadian law, a manufacturer is not permitted to enforce suggested list prices.

Radio shipments to dealers, excluding auto radios, totaled 3,777,159 in first 9 months of 1954, compared to 4,807,332 in same 1953 period, according to RETMA state-by-state and county-by-county reports released this week and available on request. Sept. shipments were 722,161, compared with 392,652 in Aug.

Creation of industrial relations dept. was approved by RETMA board last week. Industrial relations heretofore had been handled by a committee.

**Trade Personals:** Adm. J. J. Clark, USN (ret.), who commanded 7th Fleet during Korean War, appointed v.p., Radio Receptor Co. . . . H. Webster Crum elected Avco v.p. in charge of coordinating defense and industrial sales . . . Louis M. Park, ex-Admiral, joins Raytheon TV-radio div. as coordinator of sales, adv. & management . . . Cecil S. Semple, ex-Montgomery Ward & R. H. Macy Co., joins GE small appliance div., Bridgeport, Conn., on special assignments . . . Jules Alexandre, ex-Duchess Co. (dehumidifiers), named sales mgr. of Emerson subsidiary Quiet Heat Mfg. Co., Newark (air conditioners) . . . W. S. Longbottom named purchasing agent, Farnsworth Electronics, Ft. Wayne . . . Clifford H. Spath, ex-Westinghouse, named Bendix Radio mgr. of distributor development, Chicago . . . Samuel Olchak, ex-CBS-Columbia, resigns as Tele King adv. & sales promotion mgr., his duties assumed temporarily by v.p. Calvin Bell . . . Harlan Logan returns Jan. 1 to old position as public relations director of Corning Glass, having served for year as chief of U. S. Information Agency's international press div. . . . Marvin Frank appointed south central sales mgr., Olympic Radio . . . Alan M. Rowley, ex-Webster-Racine, named industrial sales coordinator, Crescent Industries, Chicago . . . Jack Whiteside promoted to gen. mgr., Simpson Electric Co., Chicago (test equipment), succeeding late H. A. Bernreuter; George Oskandy promoted to service mgr., Wm. R. Johansen named to new post of govt. sales coordinator . . . Robert L. Shoemaker appointed sales promotion mgr., DuKane Corp., St. Charles, Ill. (sound systems), replaced as audio-visual mgr. by Alfred F. Hunecke . . . James P. Holahan resigns as editor of DuMont technical publications to become assoc. editor of *Aviation Magazine*.

**DISTRIBUTOR NOTES:** Motorola discontinues N. Y. factory branch after Jan. 1, appoints as successor Warren-Connelly Co. (Ed L. Frohlich, pres.), current Hallcrafters distributor. Warren-Connelly will take over quarters of Motorola factory branch at 29-31 Hunters Point Blvd., Long Island City, and will appoint separate sales force for Motorola products . . . Capehart-Farnsworth: Schiffer Distributing Co., Atlanta (M. Stephen Schiffer, pres.) . . . Maryland Wholesalers, Baltimore (Admiral) appoints Glen Henderson as controller, replacing Ben Moss, resigned . . . Pioneer Appliance Co., San Francisco (Bendix Radio) appoints John H. Stone TV-radio mgr., Vernon C. Vissiere field sales mgr. . . . H. R. Basford Co., San Francisco (Zenith) appoints A. G. Forni field sales mgr. of TV-radio products . . . Admiral Distributors, Newburgh, N. Y., expands territory to include Ulster and Dutchess counties.

Electrical power required to run TV & radio sets in American homes this year will cost the public total of \$450,000,000, and within 3 years this figure may reach \$700,000,000 annually. These figures were cited by RCA chairman Brig. Gen. David Sarnoff in recent address to students of Baruch School of Business & Public Administration of City College of New York to illustrate how technological advances, such as TV-radio, create "many more jobs for every job canceled out." In an account of the address in last week's issue (Vol. 10:47), we inadvertently used an incorrect figure.

Granco Products Inc., 36-17 20th Ave., Long Island City, uhf converter manufacturer which recently disclosed plans to enter FM radio (Vol. 10:45), will have initial production run of about 1000 a week, has plans for 100,000 FM radios next year, according to sales mgr. Irwin B. Green.

Benjamin Abrams, pres. of Emerson Radio, will address special meeting of representatives of investment trusts, banks and insurance companies Dec. 1 at offices of Hayden, Stone & Co., 25 Broad St., on "Electronics in 1955—and Thereafter."

**Color Trends & Briefs:** "Spectaculars" have yet to prove themselves, according to DuMont managing director Ted Bergmann, but he isn't ready to write them off yet. At AAAA conference in New York this week, he said:

"I think these spectaculars have been basically a child of the economy of scarcity. They're a gimmick to attract attention and clear time when there isn't enough time to go around. They're pretty much like a fast, streamlined express train going from New York to Baltimore non-stop. This train is a big novelty. It gets plenty of initial publicity. A lot of people want to ride on it just to say they did . . . The question is, how many people want to travel in luxury non-stop from New York to Baltimore?"

"The spectacular—the industry's express train—has not yet shown that it can pay its own way. It has also not shown that it can't. So, in terms of the future, all of us are waiting to be shown."

As for color generally, Bergmann said "it will be an effective ad medium when about half of all TV homes can receive color." Mass set sales won't come, he said, until a big-screen set sells for \$500. That price, he added, awaits developments "in the mysterious area of color tubes, circuitry and increased efficiency in production."

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Overboard for RCA 21-in. color set just installed in his home, N. Y. *Times* TV-radio columnist Jack Gould writes: "The set will have major repercussions throughout the industry. In a nutshell, the new receiver provides color images of a size and definition that technically are competitive with today's black-&-white. The texture and stability of the hues at long last are such that a viewer no longer need sit farther away from his receiver than in watching a 21-in. monochrome set." Difficulties of monochrome reception on the set, he said, "were so negligible as to be unimportant. Only a year ago, they were a nightmare on the early 12-in. color tubes."

Next week's network color schedules: NBC-TV—Dec. 2, *Ford Theatre*, 9:30-10 p.m.; Dec. 5, *Max Liebman Presents*, spectacular with Sonja Henie. CBS-TV—Dec. 1 & 2, *Valiant Lady*, 12-12:15 p.m.; Dec. 2, *Bob Crosby*, 3:30-4 p.m.

**Electronics Reports:** Servicing of home TV & radio sets was \$1.4 billion business last year, probably will reach annual gross of \$2.7 billion in 3 years, in opinion of RCA corporate executive v.p. Charles M. Odorizzi, speaking Nov. 23 before Cleveland Society of Security Analysts. Probably the industry's outstanding expert on the subject of servicing, Odorizzi is a onetime servicing chief of Montgomery Ward, and his company's subsidiary RCA Service Co. has the biggest self-operated servicing organization in the industry, employing some 5000.

In 1953, said Odorizzi, consumer service was responsible for 16.4% of the \$8.4 billion total electronic industry sales—"almost as much as total sales of all electronic products, to both consumers and the Govt., in 1946." The industry's bill for servicing home TV-radios grew from \$145,000,000 in 1946 (exclusive of cost of parts) to \$710,000,000 in 1950 and \$1.4 billion in 1953.

Altogether, the U. S. industry now employs nearly 100,000 servicemen, most of whom work on home TV-radio. This figure, he predicted, will rise to more than 125,000 in 1957. RCA's govt. electronic service alone now employs about 2000, including more than 700 technicians at Air Force Missile Test Center, Cocoa, Fla. Odorizzi predicted govt. purchases of electronic equipment would rise from about \$2.5 billion this year to \$2.9 billion in 1957.

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Raytheon demonstrates new commercial model of "Radarange," an oven which cooks and browns by microwaves, to newsmen, food experts and restaurateurs in N. Y., Dec. 3.

Television Advisory Committee, set up by Postmaster-General under chairmanship of retired Admiral Sir George Daniel to recommend color TV standards for Britain (Vol. 10:45), has 2 new members—Sir Walter Puckey, pres. of Institution of Production Engineers, who succeeds E. M. Fraser, resigned, and Sir Robert Fraser, director-general of Independent TV Authority. BBC's director of TV, Sir George Barnes, having studied color in U. S. recently, is reported from Leeds as stating in a lecture it should take about same time for color TV to emerge in England as it did in U. S., namely, 3½ years. "The Americans, and I imply no criticism, have pushed color faster than it is necessary," he said. "I think it is fortunate for us in Europe that the experiments and the mistakes are being made in the richest country in the world."

Posh, plush technique of selling color sets in suburban Rye, N. Y. is reported in Nov. 27 *Billboard*. Mrs. Kay Kibling, an engineer and owner of Playhouse Radio & TV Store, carefully selects guests from her customer list, which includes TV-radio, music and newspaper personalities. Cocktails are served, guests are introduced to each other, debates about color are started, encouraged and tape-recorded. Mrs. Kibling reports about a dozen sales since start of promotion.

"Build Your Own TV Color Converter" is title of lead article in Dec. *Radio & TV News*, written by Jay Stanley on basis of work by Denver servicemen Larry Costa & Paul Dontje. Converter employs either 3 North American Philips projection units or tri-color tube. Black-&-white set employed was Philco 1001, but RCA 630 and Admiral 30A1 and some others are expected to work as well.

Video Color Inc., new design organization set up to help advertisers planning to use color TV, has opened offices at 11 E. 48th St., N. Y. Lester Lewis is one of organizers, in association with Video Vittles, consultants to food industry, and Walter Dorwin Tague Assoc.

RCA reports 3-V color film camera shipped to WKY-TV, Oklahoma City, this week, while new WTVW, Milwaukee, announced start of color film programming with DuMont scanner.

Symposium on printed circuits, with engineering and management panels, will be held Jan. 20-21 at U of Pennsylvania, Philadelphia, under sponsorship of RETMA engineering dept., with IRE participation. Registration fee is \$3, payable to RETMA engineering dept., 500 Fifth Ave., N. Y.

U. S. will start plans next year to build artificial satellite to circle earth at height of 500 mi. and record military information with TV cameras. That's prediction of Wm. P. Lear, chairman of Lear Inc., as reported in *Grand Rapids Herald* interview.

Chatham Electronics Corp., employing 450 at plants in Livingston & Newark, N. J., has been acquired by Gera Corp. Anthony Scala & Wilbur L. Meier, who founded Chatham in 1943, retain operating control.

Raytheon starts construction Nov. 29 on new \$1,500,000 electronics engineering and research lab occupying 150,000 sq. ft. on 73 acres in Wayland, Mass., near Boston.

Siemens & Halske transistors now being distributed in U. S. by Metropolitan Overseas Supply Corp., 1133 Broadway, N. Y.

First "transistor-piloted" plane flight was announced this week by Bendix Aviation Corp., which has developed transistorized automatic pilot.

Sign of better times for the movies: Columbia Pictures reports net income of \$1,349,000 (\$1.70 a common share) for 13 weeks ended Sept. 25 vs. \$762,000 (92¢) in like 1953 period.

**R**CA'S FIRST MOVE in Dept. of Justice's civil suit against its patent pool (Vol. 10:47) was to apply to U. S. court for southern district of N.Y. for transfer to the Federal court at Wilmington. RCA counsel appeared for argument Nov. 24, but Malcolm A. Hoffman, special asst. to the Attorney General, pleaded for more time to prepare, whereupon Judge John C. Knox scheduled the argument for Dec. 8.

RCA counsel John T. Cahill stated that the govt. action relates solely to licensing activities which were subject of consent decree of Nov. 21, 1932 and supplemental consent decrees on May 25, 1934 and July 2, 1935. He claims the 1932 decree is "continuing" and still in effect, having since been before the Delaware court twice, and in each case upheld—in 1942 & 1954.

The 1942 proceeding was a motion, denied by Judge Maris, seeking to vacate the decree on the ground that it was no longer in the public interest. This was denied by Judge Maris, and in 1953 the Supreme Court dismissed the Govt.'s appeal. The 1954 decision, also by Judge Maris, was on motion of GE seeking an interpretation (Vol. 10:3).

Meanwhile, Zenith Radio Corp. and tube-making subsidiary Rauland Corp., in their \$16,000,000 anti-trust counterclaim suit against RCA, GE & Western Electric in Chicago Federal court (Vol. 10:25, 31, 33, 42) served notice of taking of depositions starting Dec. 6 in law offices of Pennie, Edmonds, Morton, Barrows & Taylor, N. Y.

Listed for depositions are David Sarnoff, John Q. Cannon, John S. Carter, Archibald F. Dollar, C. B. Jolliffe, all RCA; Wm. S. Hedges, NBC; Thompson H. Mitchell, RCA Communications; George F. Maedel, RCA Institutes; Bruce W. Dold, Radiomarine Corp.; Thurlow M. Gordon, Cahill, Gordon, Zachry & Reindel; Owen D. Young, GE (retired).

Another satellite was sought this week, among 3 applications filed. Operators of KGMB-TV, Honolulu (movie exhibitor Consolidated Amusement, *Star-Bulletin*, Mormon Church) asked for Ch. 3 outlet in Wailuku to repeat KGMB-TV schedule. Other 2 applications: (1) For commercial Ch. 61, Anderson, Ind., by non-profit religious educational institution Great Commission Schools. (2) For Ch. 23, Yakima, Wash., by Robert S. McCaw, a principal in KYAK, Yakima; KALE, Richland; KLAN, Renton. He's a cousin of broadcaster J. Elroy McCaw, also operates community antenna systems in Aberdeen and Kennewick.

DuMont Network is considering joining its own 3 stations to Guild Films-Vitapix group, but there's no basis for rumors Guild Films might take over the network, says DuMont managing director Ted Bergmann. Story evidently arose, he states, because he was seen lunching with Guild pres. Reub Kaufman shortly after breakdown of ABC negotiations (Vol. 10:46). Meanwhile, Julian Kaufman, mgr. of XETV, Tijuana, Mexico, is seeking to line up a National Film Network proposing group selling of film time to national sponsors at half the station rate.

Voice of America, headed by U. S. Information Service director Theodore C. Streibert and directed by Jack Poppele, has completed move of staff, studios and headquarters from N. Y. to Washington (330 Independence Ave. SW); formal opening of studios takes place Dec. 1, with Secy. of State John Foster Dulles speaking.

James Gerity Jr. is paying \$155,000 to get 100% control of WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5), according to application filed this week with FCC. He has  $\frac{2}{3}$ , is buying other  $\frac{1}{3}$  held by operators of radio WSAM.

NARTB's TV information committee (Jack Harris, KPRC-TV, Houston, chairman) meets Dec. 3 at New York's Waldorf-Astoria Hotel.

KANG-TV, Waco, Tex. (Ch. 34) is being sold for \$134,000 to Texas Bestg. Corp., controlled by Claudia T. Johnson, wife of Democratic majority leader Sen. Lyndon Johnson and owner of KTBC-TV, Austin (Ch. 7), according to application filed this week. KTBC-TV owns 40% of Waco Television Corp., which is dropping out of Waco Ch. 11 contest, getting \$45,000 for expenses from KWTX, which was favored in initial decision. KANG-TV sale terms are \$25,000 cash, immediate payment of \$90,000 to DuMont for equipment and assumption of \$19,000 debt. Clyde Weatherby, 85% owner of KANG-TV, is pulling out because finances have been exhausted, Nov. balance sheet showing \$41,275 deficit.

Bingo-like games on TV may be in for rough sledding, if other states find precedent in this week's ruling by Illinois Attorney General Latham Castle that "TV Banko" is an illegal lottery. His opinion was issued in response to request of Sangamon County State's Attorney George P. Coutrakon. Here's how "Banko" works: Player gets card from grocery chain sponsoring program. Numbers are drawn by lot on the program. When player covers 5 numbers in a row, he wins, takes card to store to get prize. Bingo-type programs have been proliferating at great rate, particularly on west coast (Vol. 10:42).

NBC-TV turned thumbs down on Sen. McCarthy's request for 15-min. free time Thanksgiving Day "on the subject of censure." Network did not amplify on its refusal or on the precise purpose of McCarthy's proposed talk, presumably from his hospital bed—but it was widely reported that McCarthy wanted to answer comment (on CBS-TV) by Sen. Fulbright (D-Ark.) that his hospitalization for traumatic bursitis might be part of a move to block Senate action on censure before Dec. 24 adjournment.

Special 3-city theatre-TV hookup of Notre Dame-Iowa football game Nov. 20 was so successful an experiment they're planning expanded schedule of local-interest games next year via theatre TV, say Harry & Elmer Balaban, partners of H&E Balaban movie circuit, 50% owners of TV stations WTVO, Rockford, Ill., and 34% owners of WICS, Springfield, Ill. Originating from Iowa City, game was piped to Balaban theatres in Omaha, Des Moines & Indianapolis.

Approximately 40% of WUSN-TV & WUSN, Charleston, S. C. (Ch. 2) would be acquired by *Evening Post* from Hastie family for \$78,418, under terms of application filed with FCC this week. *Post* sold its WTMA & WTMA-FM for \$153,000 in order to exercise option on WUSN-TV (Vol. 10:26). Hastie family (J. D. Hastie, pres.) would end up with some 43%, balance held by some 150 others.

Option to buy  $\frac{1}{3}$  of KOMO-TV, Seattle (Ch. 4) may now be exercised by Theodore R. Gamble, FCC having approved \$150,000 sale of KJR this week (Vol. 10:45). Gamble owned 90%, C. Howard Lane 10% of KJR, bought by Lester M. Smith & John F. Malloy (each 50%). Gamble option does not include radio KOMO. Malloy also owns KVSM, San Mateo, Cal. and minority interest in KROY, Sacramento.

Fascinating reading (and wonderful source material for your children if they're writing school themes) are 2 articles in Nov. *Journal of the SMPTE*: "The Early Days of Television," by consultant John V. L. Hogan, and "The Evolution of Modern Television," by Bell Labs TV research chief Axel G. Jensen. Copies available from Society of Motion Picture & TV Engineers headquarters, 55 W. 42nd St., New York 36, N. Y.

Television Bureau of Advertising (TvB) established headquarters this week at 444 Madison Ave., N. Y. New pres. Oliver Treyz said hiring of staff will begin shortly after Dec. 1.

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THIS WEEK'S NEWS

**WESTINGHOUSE PAYS \$9,750,000 FOR WDTV**, Pittsburgh, and plans to acquire another vhf, 2 uhf; DuMont again denies liquidation of network (p. 1).

**FCC PLUNGES INTO DIFFICULT CASES**, taking unusual action of holding up vhf CPs in Tampa & Beaumont, while attacks on CBS mount (pp. 2 & 7).

**SWEEPING TV-RADIO 'MONOPOLY' PROBE** by Senate Judiciary Committee appears certain, as Sen. Kilgore calls in Howard Chernoff as 'consultant' (p. 3).

**CBS SERVICE TO SMALL-CITY AFFILIATES** accepted by 8 stations, offered 12 more; NBC says it has used similar plan since summer (pp. 4 & 7).

**PROJECTION COLOR IN PRICE RACE** as RCA fixes 21-in. direct-view set at \$895 and Hazeltine shows excellent picture with \$250 optical units (p. 5).

**OKLA. & WIS. UHFs QUITTING** as new vhf starts in Plattsburg, N. Y. and Canada's 22nd TV station starts in Moncton, N. B. (p. 6).

**COMR. HENNOCK'S REAPPOINTMENT UNLIKELY** as opposition looms; Gov. Persons of Alabama among candidates for FCC post opening up next June (p. 8).

**TRADE ALERTED TO INVENTORY BUILDUP**, which might lead to dumping and price-cutting unless current high TV output is curtailed (p. 14).

**SUBSCRIPTION TV GETS HOT** at FCC, with rule-making proceedings likely to start soon despite Zenith plea for immediate commercialization (p. 10).

**SYLVANIA AWARDS COMMITTEE** urges TV to clean up its programming before others impose restrictions upon it; grand prize goes to 'Medic' (p. 11).

**1,000,000-WATT UHF** installations being built for stations in Wilkes-Barre and Portland, Ore.; reports on upcoming stations (p. 12).

**BAN ON TOWERS MORE THAN 1000-FT. HIGH**, proposed by Airspace Subcommittee, seems likely to be killed at higher govt. level (p. 12).

**ADLAI STEVENSON**, as counsel for RCA in Zenith patent litigation, denied motion to stay Chicago court case depositions from RCA officials (p. 13).

**NETWORK-TV RADIO BILLINGS** zoom to new records in Oct., CBS-TV alone showing \$14,033,536, NBC-TV \$12,944,665, according to PIB (p. 16).

**WESTINGHOUSE PAYS \$9,750,000 FOR WDTV:** DuMont's WDTV, Pittsburgh (Ch. 2) was purchased this week by Westinghouse Electric Corp. for \$9,750,000 cash, the highest price ever paid for a single station. Coincident with the announcement, DuMont made haste to squelch once again recurring conjecture that this is first step toward the liquidation of its network-&-station operations (Vol. 10:46-47).

It's Westinghouse's third TV station purchase, gives it 4 vhf in addition to the 5 AMs it has long owned. It will now drop out of Pittsburgh Ch. 11 competition and, facing adverse examiner's report in quest for Ch. 8 in Portland, Ore., presumably will buy the 5th allowable vhf. It also contemplates eventual acquisition of the now-permitted 2 additional uhf stations.

In seeking 5th vhf, Westinghouse has looked into Baltimore's WAAM (Ch. 13), among others, in line with policy of favoring cities where it has big factories. It also is still eyeing NBC's WNBK, Cleveland (Ch. 3), for which various "swap" and/or purchase proposals have been made -- none crystallized into a deal as yet.

Pittsburgh is the home of Westinghouse's radio pioneering KDKA and, when FCC approves the transfer, plan is to change WDTV call letters to KDKA-TV. The DuMont station recently moved into magnificent new studio quarters in big Gateway Center, which also houses Westinghouse home offices. It will continue to be operated apart from KDKA, with DuMont mgr. Harold Lund and staff staying on.

Only vhf station as yet in nation's 8th ranking market, having pioneered TV there in Jan. 1949 when local interests and even the Westinghouse hierarchy were eyeing the economics of TV askance, WDTV is served by all 4 networks, has exclusive affiliation with none. It continues with DuMont, also with other 3 until another vhf comes into city; then it will definitely affiliate with NBC, same as its AM. It's now possible that remaining 2 applications for Pittsburgh's Ch. 11 may merge

in order to hasten CBS affiliation, although that network has announced plans to buy WSTV-TV, Steubenville, O. (Ch. 9) in order to develop own area outlet (Vol. 10:47).

Previous highest price for a station was \$8,500,000 which Westinghouse paid Philco last year for Ch. 3 WPTZ, Philadelphia (Vol. 9:8,22). Last July, it bought KPIX, San Francisco (Ch. 5), paying in Westinghouse stock then valued at \$7,787,280 (Vol. 10:3,27). Its other station is WBZ-TV, Boston (Ch. 4) which it built in 1948.

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DuMont has no present intention of quitting network TV or selling its other 2 stations, even though most profitable of its telecasting operations, which in aggregate are unprofitable, has now been sold. That's the repeated word from company, but it won't be surprising if good offers for its WABD, New York (Ch. 5) and WITG, Washington (Ch. 5) are entertained. It's understood that WDTV over last year earned about \$3,600,000 before taxes on gross revenues of about \$6,300,000.

If network eventually is disposed of, it's possible Paramount Pictures Corp., which owns 25.5% of DuMont company, might take it over in partial liquidation of its stockholdings, for there's no secret about the incompatibility of the present DuMont and Paramount managements. Paramount once was big stockholder in CBS but sold out. Tendency toward closer TV-movie affinity has been marked recently, especially since United Paramount Theatres, anti-trust offshoot of Paramount, merged with ABC.

Paramount Pictures Corp. moreover is heavily interested in subscription TV development, has a pioneer TV station of own near its Hollywood lot, and is engaged in various other electronics projects (including Lawrence tri-color tube).

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Dr. DuMont's intention to stay in telecasting, in which he is as great a pioneer as in his much more successful TV-electronics manufacturing operations, would seem to be emphasized by fact he's staying in 5-applicant competition for Ch. 5 in Boston; in fact, he's scheduled to be a witness in current Washington hearing Dec. 6.

But the DuMont statement to stockholders this week, following Westinghouse deal, is open to other interpretation. DuMont board meets next on Dec. 16, but it's unlikely to do anything about the money from Westinghouse until FCC approval of the transfer actually puts it in the DuMont coffers. This is what the statement says:

"As you know from reports we have issued from time to time, our broadcasting losses have been substantial, although we have enjoyed a profitable situation in Pittsburgh for several years. During the long 'freeze' on TV station construction and for most of the time since the 'freeze' was lifted, we had the only station in Pittsburgh. Within the next few months, however, it is anticipated that 2 or more vhf stations will be in operation there and another in the immediate vicinity. The natural consequence of such competition will be a substantial reduction in profit opportunities for all competing stations. Westinghouse, with its vast operations centering in Pittsburgh and with its other broadcasting interests, will be in a strong position to maintain a competitive position in that market.

"Since your management has been seeking ways to strengthen your company's profit position through reduction or elimination of losing operations, this sale represents one of the steps necessary to (1) making more working capital available, and (2) putting your company in a position to capitalize on profit opportunities in our research, development and manufacturing operations."

**FCC TACKLES TOUGH COMPETITIVE CASES:** With all 7 members on hand, including Rosel Hyde who is interrupting Mexico City duties (Vol. 10:43), the FCC had 3 jam-packed meeting days this week -- and it acted on some explosive cases.

Among actions was almost unprecedented decision to hold up 2 CPs FCC had previously granted after hearings -- KFDM's Ch. 6, Beaumont, Tex. and Tampa TV's Ch. 13, Tampa, Fla. -- in order to hear defeated applicants' objections in oral arguments on Dec. 21. It scheduled oral argument Dec. 13 in fiercely fought battle between WNET (Ch. 16) and WPRO-TV (Ch. 12) Providence -- latter kept from going on air for months because of protests pushed by WNET. Another hassle decided was that between grantee Oregon TV, Portland (Ch. 12) and defeated applicant Columbia Empire, the Commission turning down latter's request that grant be held up to explore "misrepresentations."



Commission managed to squeeze out 2 uncontested grants, amid all the arguments: Waco, Tex., KWTX, Ch. 10; Klamath Falls, Ore., KFJI, Ch. 2. One initial decision was issued, examiner Millard F. French choosing WTAX over WMAY for Ch. 2 in Springfield, Ill., finding it superior in knowledge of community needs, civic participation, studios, programming, past radio operation.

Defeated applicants in Tampa and Beaumont cases have filed many petitions bitterly protesting grants, and Commission this week merely said that it decided to hold up CPs while it hears oral argument. Chairman McConnaughey is said to have concluded that decisions which granted the CPs were so close or were made by so few commissioners that it would be "courteous" to members to have pleadings threshed out in oral argument when all 7 can be present. Republican members voted as block for oral argument, Comrs. Webster, Bartley & Hennock dissenting.

Big battles arrive faster than FCC can decide them, however, this week bringing several all-out attacks on CBS for its recent station purchases and sales, affiliation practices, etc. (For details of these and other FCC actions, see p. 7.)

**KILGORE READYING HIS MONOPOLY PROBE:** A monopoly-hunting Senate investigation, cutting across the whole fabric of TV-radio-electronics industries -- involving manufacturers, broadcasters, newspapers, patents, etc. -- now shapes up as a near-certainty as soon as New Dealing Sen. Harley M. Kilgore (D-W.Va.) takes over the chairmanship of the important Senate Judiciary Committee.

Anxious to get going -- though inquiry can't be started until Democrats take control of Senate next month -- Sen. Kilgore has already selected W.Va. broadcaster Howard Chernoff as "consultant" to entire probe. A long-time friend of the Senator, Chernoff is principal owner of WTAP-TV, Parkersburg, W.Va. (Ch. 15), and owns 5% of application for Ch. 2 in Oakland, Cal. (in which the Knowland family has interest). Recently he was gen. mgr. of KFMB-TV, San Diego. He and the Senator will have preliminary conference in Washington within the next few days.

Investigation will cover almost every "monopoly" phase of TV-radio industry, according to a Kilgore aide -- including the issues raised in govt. anti-trust suit against RCA on patent issue (Vol. 10:47-48 & p. 13).

"Monopoly of communications" will be key phrase in inquiry, for Kilgore is particularly interested in delving into concentration of ownership of important public information media. In addition to patent situation, Senators probably will be asked to look into possible monopoly aspects of ownership of TV stations (1) by manufacturers, (2) by networks, (3) by newspapers, (4) by radio broadcasting interests.

Judiciary Committee's monopoly subcommittee -- for which no chairman has yet been announced -- probably will be selected to handle investigation. Because of Kilgore's interest in monopoly questions, it's possible he may head the subcommittee himself, as Judiciary Committee Chairman Langer (R-N.D.) did in 83rd Congress.

New investigation wouldn't conflict with any investigations in broadcasting field being conducted by Senate Interstate & Foreign Commerce Committee, Kilgore staffers say. The 2 committees would compare notes and define boundaries to avoid any duplication or overlap in their inquiries. Commerce Committee staff is now completing groundwork for investigation of network practices and uhf problems, a pet project of Chairman Bricker (R-Ohio). Even when Sen. Magnuson (D-Wash.) heads the Commerce Committee in next Congress, it's good bet this investigation will continue.

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Kilgore has been concerned about "communication monopolies" for past year, prodding both Justice Dept. and Congress to take action (Vol. 10:10-11) -- and there are those who see his hand in RCA anti-trust suit. His personal views are clearly defined in this excerpt from letter he wrote last March to Sens. Bricker and Langer:

"If radio interests succeed in gaining dominance of TV, further concentration is inevitable and perhaps it will create something even approaching complete monopoly of broadcasting. [A] single corporation now owns not only several major radio and TV stations, but also a nationwide radio network and a nationwide TV network, while at the same time it is one of the largest producers of broadcasting equipment

and receivers and exercises a wide influence throughout the industry by reason of its ownership of numerous important patents.

"Plainly, such concentration as this poses problems which at a minimum would strain the resources of the Dept. of Justice anti-trust div. in addition to any possible exercise of authority by the Communications Commission. And it may well be that existing powers and agencies are simply incapable of dealing with a concentration of such inordinate size and infinite ramifications..."

**CBS SERVICE TO SMALL-CITY AFFILIATES:** CBS-TV's new "Extended Market Plan" offering affiliations to more small-city stations, both vhf & uhf, is being hailed as a "step in the right direction" though by no means a major revolution in network practices. Essentially, what it amounts to is CBS's decision, finally, to accede to pleas of station operators that they be given CBS programs at no expense to CBS and minimum expense to sponsors -- though coverage may partially overlap some basic affiliates.

CBS spokesmen insist Senatorial network investigation (Vol. 10:40, 45) had nothing to do with new plan, but there can be no doubt that it could take heat off somewhat -- if indeed any real heat is being generated on Capitol Hill.

Plan offered initially to 20 stations, 8 of which accepted this week, works this way: (1) Extended Market Group will be formed, comprising small stations which network advertisers have been reluctant to buy. (2) Gross hourly rate, ranging from \$50 up, will be established, based on station's actual coverage. (3) Special sales unit will be created by CBS to sell advertisers on EMG stations; advertisers using all stations in group will receive 10% discount. (4) Network will pay EMG stations 30% of gross time charges, less ASCAP and BMI deductions. (5) Stations may take CBS programs on film or kine at \$5 per program, or "live" by paying line charges. (For stations accepting and those invited, see p. 7.)

CBS-TV pres. J.L. Van Volkenburg said representations have already been made to advertisers on behalf of stations which have accepted the plan, and they are now being fed network programs under plan. As more stations accept, they will get same service right away, but network has no present plans to invite more non-affiliated stations to join EMP, he said. Some supplementary affiliates will be offered plan.

NBC's reaction was a statement to effect that CBS plan was nothing new, that NBC had been doing much the same thing among its optional affiliates since summer. It said optional affiliates were being permitted to carry some big network programs, even though they were not ordered by sponsor, as means of helping them to build circulation and attract more network sponsors. Under this arrangement, NBC said, Howdy Doody is being fed to 62 optional affiliates, Home to 31, Imogene Coca Show to 21, and Today will be fed to 37 beginning in Jan. NBC also cited creation of a special sales unit to enlist advertisers support, plus offer of a special group rate plan to affiliates in smaller markets who wish to participate.

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Aid to uhf stations is inherent in plan, even though it takes in both uhf and vhf small markets. Uhf spokesmen were generally impressed with plan, though one cautioned its success depends on several factors -- among them how strongly network pushes plan among advertisers and how "compensatory" the rate to the station will be. He commented that a \$50 hourly rate is "tough for any station to operate on," since station actually gets only a fraction of that amount. Everyone agrees, however, that once a station gets top-rated programs, it can attract viewers and sell adjacencies -- even though it may receive little or nothing for carrying such programs.

Sen. Potter (R-Mich.), chairman of communications subcommittee which held extensive hearings on uhf last summer (Vol. 10:24-25), approved plan, calling it an "important contribution to the successful and profitable operation of uhf in the smaller TV markets." His statement was released by CBS. During hearings, many uhf operators insisted that CBS or NBC programs were all they needed to aid conversions.

That CBS might be trying to head off govt. investigation if too many small stations fold and network service becomes too concentrated was also seen as a factor by another uhf spokesman. Van Volkenburg denied such intent, saying "we were moti-

vated in this solely by the fact that neither the station nor the network is making money where the high rates are not in fact justified by set circulation."

EMP will certainly encourage stations to provide own network facilities -- either microwave or off-air if possible. Also, it might help persuade FCC to finalize its plan to permit construction of more station-owned microwaves (Vol. 10:46).

Question of overlap with basic CBS affiliates will be decided on case-by-case basis, said Van Volkenburg. "Naturally, we will not permit a serious overlapping problem to develop as a result of this program," he said, "but the determination of what constitutes a serious overlap will have to be decided individually. A 50% overlap would certainly be considered serious, whereas a 10% overlap might not be."

**PROJECTIONS ENTERED IN COLOR PRICE RACE:** Price structure of color TV sets has yet to yield to attacks of industry's design engineers -- and this week brought additional evidence pointing to only gradual reduction for many months, if not for years.

RCA fixed price on its 21-in. set at \$895, having previously said it would run between \$800 & \$900 (Vol. 10:38). Furthermore, it conceded frankly, process of price reduction will be so gradual that "we do not foresee large, mass production of color receivers in 1955."

Projection receivers may prove worth exploring -- on basis of Hazeltine's good showing this week -- but it remains abundantly clear that projection approach offers no prospects for substantial price reduction in next year or so.

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"Limited quantities" of 21-in. sets will be offered to public late this month, RCA said. Until now, they have been delivered to distributors for demonstration purposes only, but RCA felt that initial reaction to the sets justified putting them on market on a conservative basis.

RCA got so badly bitten when it offered 5000 small-screen (12-in. picture), first priced at \$1000 then reduced to \$495 (Vol. 10:33), that it's determined to feel out market much more cautiously this time.

Giving details on 21-in. set, RCA said it would be 42½-in. high, 27½-in. wide, 27½-in. deep. Initially, only mahogany will be available. Improvements in receiver have made it possible to eliminate the 2 customer controls for convergence and focusing, move them inside set for serviceman adjustment only.

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Hazeltine's demonstration at Garden City, Long Island, was excellent. Registration, always the major question in color projection, was beautifully maintained and Hazeltine insists it can keep it that way. Color fidelity and resolution were likewise quite satisfactory. Contrast was not as good as direct view, but it was stated that improvement of 4-10 times is definitely possible.

Only troublesome feature to us was fact that brightness dropped off very rapidly as one moved from directly in front of set to either side. Hazeltine spokesman said, however, that this "brightness directivity" is subject to considerable improvement. We'd also say that monochrome reception on set was inferior to that now obtainable on direct-view color sets -- but not so serious as to be disabling. Subject matter of demonstration was color film and slides and monochrome pickup.

As for possible cost, it can't be cheap initially. American Optical Co. is prepared to make complete optical units in quantities of 100,000 a year at \$250 each to the receiver manufacturer. AO spokesman Samuel Sheard said this compares with about \$225 for the \$175 direct-view tube and components it requires. Furthermore, said Hazeltine Research pres. Laurence B. Dodds, AO's \$250 price includes profit, whereas \$175 for the direct-view tube is "not realistic" and provides no profit for its producers. Dodds also said that although the three 2½-in. projection tubes used cost \$12.50 each now, they can undoubtedly be brought down to \$5 or so.

Tung-Sol and North American Philips are prepared to make the tubes, each of which has own colored phosphor, and Libbey-Owens-Ford will make dichroic mirrors. Cost of rest of set was said to be almost exactly same as with direct-view tubes.

Sheard said pre-production projection units could be offered to set makers

within 4 months, commercial quantities within 6 months thereafter. Picture shown was 18½x13-in., but AO plans unit giving 20x15-in., with greater sizes possible if demand for them develops. Two consoles 24-in. deep were shown, and Hazeltine v.p. Arthur V. Loughren stated that it's possible to make table model 22½-in. high, 35-in. wide, 23½-in. deep. Voltage is 25 kv.

Main development stressed by Loughren was achievement and maintenance of registration of the 3 images. Problem was licked, he said, by careful production of optical, mechanical and deflection units -- plus use of circuits which keep proper relationship between the magnetic field which centers image and high voltage controlling "trajectory" of electron beam in tube.

Among advantages cited for projection over direct view: (1) Less cabinet depth. (2) Picture tube replacement cost 1/15 that of direct view. (3) No color purity problems. (4) Maintenance of contrast range with changes in room lighting. (5) Ease of correcting individual colors with filters in front of tubes. (6) Flexibility in choice of picture size.

Loughren wound up by insisting market can be created, even for \$1000 sets, by aggressive selling. "The public really doesn't know much about color despite all the industry talk about it," he said.

Hazeltine is demonstrating for all its patent licensees, who have a natural skepticism about projections because of quick demise in black-&-white. However, if direct-view tubes stubbornly resist efforts at price reduction, some set makers are bound to give projections at least a limited whirl. About 50 attended demonstration we saw. CBS, for one, was interested enough to send at least 3 v.p.'s: Richard Salant, Wm. Lodge, Peter Goldmark.

**2 MORE UHF QUITTING, ONE VHF STARTS:** FCC was informed this week that KCEB, Tulsa (Ch. 23) is suspending "temporarily" for economic reasons, and WNAM-TV, Neenah, Wis. (Ch. 42) is quitting in favor of a merger with a nearby vhf CP-holder. This week end, one new starter was scheduled, keeping on-air total at 420, of which 119 are uhf. In Canada, the 22nd station (16th privately owned) got under way.

KCEB owner Elfred Beck blamed "discrimination in favor of vhf" by local and national advertisers and "withdrawal of network affiliations in favor of vhf stations" of which Tulsa now has 2, nearby Muskogee one. KCEB started last Feb.

WNAM-TV owners propose to get control of Valley Telecasting Co., holding CP for WFRV-TV (Ch. 5) in nearby Green Bay, Wis. Uhf channel will be dropped, WFRV-TV maintaining studios in both Lake Michigan towns. Principal owners of both stations are local paper manufacturing interests, who haven't filed details with FCC yet.

WIRI, Plattsburg, N.Y. (Ch. 5), near Canadian border, begins test patterns Dec. 4, programming Dec. 5, hopes for network later. It's only 35 mi. from Mt. Mansfield site of WMTV, Montpelier-Burlington (Ch. 3), 55 mi. from Montreal. It uses 5-kw DuMont transmitter, 185-ft. Tylon tower with 6-bay RCA antenna on Terry Mt., near North Pole, N.Y. Joel H. Scheier is pres.-gen. mgr.; Hal Wilson, ex-KOPO-TV, Tucson, program mgr.; Jack Nazak, chief engineer. Base rate is \$250, rep Adam Young.

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CKCW-TV, Moncton, N.B. (Ch. 2) began programming Dec. 3, after Nov. 30 test patterns, wires pres.-gen. mgr. F.A. Lynds. It has 2-kw RCA transmitter and 300-ft. tower with 3-bay antenna on Caledonia Mt., near Bay of Fundy. J.S. Irvine is commercial mgr.; H. Button, production mgr.; Helen Savage, film mgr.; Arnold Brewster, chief engineer. Base rate is \$200. Reps are Adam Young and H.N. Stovin.

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Plan to bear cost of conversion of all sets in Miami area has "been discussed" by Storer Bestg. Co., according to exec. v.p. Lee B. Wailes, who tells us: "We intend to get the area 100% converted one way or another." Conversion now stands at about 50%, he says, and converter-purchase scheme is only one of "any number of approaches" to problem of quick conversion being explored by Storer organization. Several manufacturers have been canvassed on their prices for such a job. "We're reserving our decision until after we put the station on the air,"

said Wailes, "then we'll see how it comes along." Storer has applied to FCC to purchase CP for Miami's WMIE-TV (Ch. 27) and facilities of Ft. Lauderdale's WFTL-TV on Ch. 23 (Vol. 10:47). Noran E. (Nick) Kersta, one-time NBC-TV chief and now WFTL-TV gen. mgr., is due to continue in same job for new Storer station after FCC approves transfer. Wailes said Storer hopes to get NBC affiliation for Miami station. "We have no plans at all for CBS and haven't even talked to them," he said. Miami's pre-freeze WTVJ (Ch. 4) is basic CBS.

**B**IG TARGET of the week, at legal level, was CBS. Harry Wilder's uhf station WTRI, Albany-Schenectady-Troy (Ch. 35) filed protest with FCC asking it to reverse its approval of sale of WROW, Albany (Ch. 41) to CBS commentator Lowell Thomas and associates (Vol. 10:45). WTRI charged that CBS has "secret understanding" to switch affiliation from WTRI when and if WROW gets Ch. 10 allocated to nearby Vail Mills, N. Y. WTRI also charged that CBS shifted affiliations to Gene Autry, "an important member of the CBS talent family," when he acquired KOOL, Phoenix, and KOPO, Tucson. Then WTRI sailed into CBS's purchases of WOKY-TV, Milwaukee, and WSTV-TV, Steubenville, asking Commission to hold up sales while it looks into multiple-ownership aspects of CBS's "family," including Thomas and Autry.

WTRI wasn't alone in its attacks. Pittsburgh Ch. 11 applicant WJAS asked FCC to dismiss WSTV-TV's application to move transmitter to Pittsburgh, which is part of CBS's plans for WSTV-TV (Vol. 10:47).

Then in St. Louis, where CBS is competing for Ch. 11, its competitors joined in request that FCC let them cross-examine CBS officials in connection with CBS's recent sales and purchases.

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A second petition for vhf directional antennas was filed this week, WICC-TV, Bridgeport, Conn. (Ch. 43), also filing application for Ch. 6, petitioned for change of rules "so as to permit the filing and granting of TV applications, not limited to allocations contained in Sec. 3.606, where the power, tower height, and directional antenna pattern proposed would not result in greater interference to other allocations and grants than they would normally receive from a station operating at the distance and with the maximum power and tower height specified in the Commission's existing rules."

Petition is similar to that of WFPG-TV, Atlantic City (Ch. 46), now off air, which asked for DA and Ch. 8 (Vol.

10:33). Facilities proposed by WICC-TV are 2.4 kw and 677 ft. above average terrain.

The 60-p. petition analyzes possible methods of alleviating uhf stations' difficulties, discards cutting back vhf coverage, concludes that case-to-case de-intermixture through vhf directionals is most practical. All WICC-TV's efforts to build uhf audience have produced about 10% conversion, petition said, despite measures including purchase of converters to be resold at cost to servicemen and dealers. Station says it has deficit of \$169,979.

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Asking FCC to set aside its first satellite grant to KPKR-TV (Ch. 19), Pasco, Wash. (Vol. 10:45), radio KALE in nearby Richland claimed KPKR-TV violated rules by starting construction 2 days before FCC approved transmitter site.

Aiming its fire at "market straddling," a frequent complaint by uhf stations, WKNX-TV, Saginaw, Mich. (Ch. 57), petitioned FCC to amend rules on antenna locations by providing that antennas must be located within 5 mi. of city limits. Exceptions to this rule would be made only if no stations within applicant's proposed Grade B contour objected to the site or if Commission decided after a hearing that rule should be waived.

Petitions filed for allocations changes included: (1) Counterproposal by WBEN-TV, Buffalo (Ch. 4) to petition by WBUF-TV (Ch. 17) to add Ch. 8 to Buffalo through procedure involving shifts in 8 cities (Vol. 10:45-46). Counterproposal is identical with WBUF-TV's plan except that it would replace Ch. 8 in Owen Sound, Ont., with Ch. 6 instead of Ch. 4. WBUF-TV promptly endorsed the new proposal. (2) Request by WJHP-TV, Jacksonville (Ch. 36) for allocation of Ch. 10 to Bunnell, Fla., 65 miles away. (3) Petition by WGCM, Gulfport, Miss., to add Ch. 9 to Gulfport, substituting Ch. 7 for 9 in Hattiesburg. (4) Request by grantee KOKE, El Paso (Ch. 13), that educational reservation be shifted from Ch. 7 to Ch. 13, so it can get Ch. 7.

**A**CCCEPTANCES OF CBS's new "Extended Market Plan" for small-city stations (see p. 4) were received this week from following: WMSL-TV, Decatur, Ala. (Ch. 23); KVEC-TV, San Luis Obispo, Cal. (Ch. 6); WINK-TV, Ft. Myers, Fla. (Ch. 11); KLIX-TV, Twin Falls, Ida. (Ch. 11); WFAM-TV, Lafayette, Ind. (Ch. 59); WBOC-TV, Salisbury, Md. (Ch. 16); WDXI-TV, Jackson, Tenn. (Ch. 7); KVOS-TV, Bellingham, Wash. (Ch. 12).

Additionally, these stations were invited to join but have not reached decision: WTVY, Dothan, Ala. (Ch. 9); KFXJ-TV, Grand Junction, Colo. (Ch. 5); WJDM-TV, Panama City, Fla. (Ch. 7); WLEX-TV, Lexington, Ky. (Ch. 18); share-time KVOL-TV & KLFY-TV, Lafayette, La. (Ch. 10); WCBI-TV, Columbus, Miss. (Ch. 4); WTHT, Wilmington, N. C. (Ch. 3); KFLW, Klamath Falls, Ore. (Ch. 2); KBST-TV, Big Spring, Tex. (Ch. 4); KVDO-TV, Corpus Christi, Tex. (Ch. 22). Also, one primary CBS affiliate, KTAG-TV, Lake Charles, La., asked for permission to join EMP, even though it was not on initial list receiving invitational letter from station relations v.p. Herbert V. Akerberg.

CBS-TV pres. J. L. Van Volkenburg explained basic reasoning of plan as follows: "Since the lifting of the FCC freeze on TV station grants, network TV has been faced by a two-horned dilemma. In order to break even financially on affiliations in the smaller markets, a minimum gross hourly rate at night of \$150 had to be established. But this was no guarantee of advertiser acceptance, for CBS-TV found that if the market did not produce enough TV homes circulation to justify even a \$150 rate, the station was an affiliate in name only."

Note: One pioneer TV station owner with a new slant

on rates is Wilbur M. Havens, WTVR, Richmond. He writes us that he foresees an eventual rate card "of only one line, such as X dollars per thousand." Rates would be based solely on "certified" program ratings measured against industry-approved county-by-county set circulations figures, but Havens emphasizes that the ratings surveys should be supervised by legislatures in states where surveys are conducted — "something like insurance companies which operate in the public interest, wherein sets of standards are established." He says this would clarify much of the confusion surrounding conflicting ratings.

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Report on TV "crime, horror and violence" by Senate juvenile delinquency subcommittee is due within next 6 weeks—since all committees of 83rd Congress are required to submit reports before Jan. 31. In closing hours of Senate session Dec. 2, subcommittee chairman Hendrickson (R-N.J.) urged continuance of juvenile delinquency study by a permanent subcommittee. Referring to Oct. hearings on TV (Vol. 10:43), he said: "Again, this is a subject of great concern to an overwhelming number of American parents. I know not yet what our findings or recommendations in this area may be, but I am unofficially advised that the TV industry itself, and it is a responsible industry, is contemplating significant research into the effects of certain kinds of programming as a result of our hearings." Reference was assumed to be to NARTB's expanded studies and monitoring in connection with TV Code.

Color set production in first 10 months was 17,445, of which 2907 were turned out in Oct., reports RETMA.

**Personal Notes:** Thomas B. McFadden promoted to NBC v.p. in charge of TV-radio national spot sales; Edward R. Hitz elevated to TV network sales v.p. for central div., Chicago; Hamilton Shea to v.p. in charge of WRCA-TV & WRCA . . . Raymond W. Welpott, former WRGB-WGY stations operations mgr., named mgr. of WRGB, Schenectady, in separation of functions of GE's TV & radio broadcasting operations; Merl L. Galusha, ex-WRGB production supervisor, becomes mgr. of radio WGY & WGFM, and Caleb Paine, ex-public service director, becomes mgr. of newly created station services section for both TV & radio—all reporting to GE broadcasting stations dept. mgr. R. B. Hanna Jr. . . . James Lawrence Fly, ex-FCC chairman, now in law practice, operated on for a detached retina in N. Y. last week, now recuperating at his winter home in Daytona Beach, Fla. . . . E. C. Page, Washington consulting engineer, on flying business trip to Europe with Mrs. Page, returns in latter Dec. . . . Ralph W. Hardy, NARTB v.p. for govt. relations and vice-chairman of U. S. Commission for United Nations Educational, Scientific & Cultural Organization, currently attending biennial UNESCO conference in Montevideo, Uruguay, returning about Dec. 15 . . . Louis Ruppel, onetime CBS public relations chief, ex-Chicago editor, recently editor of *Collier's*, named editor of *Philadelphia Daily News*, Ch. 23 grantee . . . Robert S. Wilson, ex-Katz Agency, N. Y., named gen. sales mgr., KGUL-TV, Galveston, Tex. . . . George A. Mayoral, exec. v.p., has taken over as gen. mgr. of WJMR-TV, New Orleans, succeeding James E. Gordon, resigned; Jack Petrik replaces Mayoral as chief engineer; Aubrey Moore named program director, succeeding Tom Abbott . . . Tom Morehead named production director of KTRK-TV, Houston; Tom Hiner, chief engineer . . . Henry (Hank) Slavick, gen. mgr. of WMCT & WMC, Memphis, elected pres. of Tennessee Broadcasters Assn.; Hoyt Wooten, WREC, Memphis, secy.-treas. . . . John Porter promoted to NBC adv.-promotion mgr., Edwin Vane to mgr. of national sales promotion . . . Newell T. Schwin appointed mgr. of CBS Radio Spots Sales sales development . . . Wm. F. Fairbanks promoted to ABC Radio national sales mgr., succeeded as eastern sales mgr. by Norman E. Cash . . . Dick Hackney, promoted to sales & promotion mgr., KHOL-TV, Kearney, Neb., succeeding Gor-

don E. Morehouse . . . Jim Pennock named sales mgr. of upcoming WLEX-TV, Lexington, Ky.; Jim Robertson, chief engineer . . . Royce Nation now business mgr. of KOA-TV, Denver, succeeding George Mathews . . . W. S. Jackson, ex-WJLS, Beckley, W. Va., named sales director of WKNA-TV, Charleston, W. Va. and upcoming WOAY-TV, Oak Hill, W. Va.; time on both stations is to be sold jointly as unit . . . Joe Windsor promoted to commercial mgr. of WDAK-TV, Columbus, Ga., succeeding Ed J. Hennessy, now gen. sales mgr. of upcoming WEAT-TV, W. Palm Beach (Ch. 12) . . . George A. Gingell promoted from sales service mgr. to program director of WRBL-TV, Columbus, Ga.; Ridley Bell to operations director . . . Carl MacCaull named program director of upcoming CBHT, Halifax, N. S. . . . Lee Raddatz resigns as director of press relations, NBC Hollywood, his duties being assumed by publicity director Casey Shawhan . . . Edward P. Morgan resigns as CBS news director to conduct "news and opinion" program sponsored by AFL on ABC radio, Mon.-thru-Fri. 10-10:15 p.m.; program previously featured Frank Edwards on Mutual . . . Dean McCarthy, ex-WCAN-TV, Milwaukee, joins that city's WTVW as asst. program director . . . Judith Waller, director of public affairs & education, NBC Chicago, to be program consultant to upcoming educational WTTW, Chicago (Ch. 11) . . . Dick Nesbitt, onetime football star with Drake and Chicago Bears and sports commentator for last 15 years, named sports director of KSTP-TV & KSTP, St. Paul . . . Bruce Staudermann, ex-WXEL, Cleveland, onetime writer of *Captain Vidco*, named TV-radio director, Meldrum & Fewsmith, Cleveland . . . Wm. G. Scharpff, ex-NBC, named co-director of TV-radio dept., Guild, Bascom & Bonfigli, San Francisco . . . A. Hughes Wilson Jr., ex-Geyer Adv., Detroit, joins N. Y. office of Fuller & Smith & Ross as Westinghouse TV-radio div. account executive . . . Norman S. Brett, ex-DuMont Network sales promotion mgr., joins Moselle & Eisen Adv. as account executive for Tootsie Rolls.

Frederick A. Miller, 86, pres. of *South Bend Tribune*, operating WSBT-TV & WSBT, died Nov. 29. He founded the stations, has been majority stockholder in the newspaper since the death of his father in 1892. Paper has always refused to carry beer & liquor advertising.

**I**F STRONG INFLUENCES within the Administration have their way—and it looks now like they will—FCC Comr. Frieda Hennock won't be reappointed when her 7-year term expires June 30. Currently, she's seeking to line up support for reappointment, and also is reported to be out for a state judgeship when the Harriman Administration takes over in New York.

Columnist Drew Pearson, in Nov. 27 broadcast, reported that President Eisenhower is going to "fire" Miss Hennock in favor of Gordon Persons, retiring Governor of Alabama and brother of the President's legislative deputy, Gen. Wilton B. Persons. That was simply Pearson's interpretation of the fact that Miss Hennock's term as a Democratic appointee expires and that certain interests, both political and within the industry, are already working on behalf of new candidates.

Gov. Persons is a onetime radio station manager in Montgomery (WSFA), then owned by his family, and would be very much persona grata to the industry.

Opposing Miss Hennock are powerful forces with which she has constantly crossed swords, notably newspaper interests in TV-radio, and it's understood the American Newspaper Publishers Assn. is preparing to come out openly against reappointment in view of her consistent votes against newspapers.

Besides Gov. Persons, candidates already advanced include Dr. Franklin Dunham, radio director of U. S. Office

of Education, an industry veteran, who would be even more favored by certain educational TV interests than Miss Hennock, albeit educational TV owes her much; Miss Ann Rutherford, exec. secy., Tennessee State Funding Board, who was secy. to Gov. Frank Clement of Tennessee when he was gen. counsel of State Public Utilities Commission; Miss Eva Adams, ex-aide to late Sen. McCarran, of Nevada. There will be more candidates between now and June, with special efforts on behalf of another woman for the job.

Only thing certain is that post can't go to a Republican. Chairmanship of FCC, meanwhile, stays in hands of recess GOP appointee George C. McConaughy, of Ohio, named Sept. 25 (Vol. 10:39) but not yet confirmed. Effort to get him confirmed at special Senate session which adjourned Dec. 2 was blocked by minority leader Lyndon Johnson (D-Tex.) as among those to be held up as "controversial"—although Commerce Committee had approved the nomination. Democrats on committee have indicated, however, they want to question him further. It's expected he will be reappointed by President Eisenhower and confirmed by new Congress which convenes Jan. 3.

FCC public reference room moved this week to 7013 Post Office Bldg. Rest of License Div. moves from 8th to 7th floor in next 2 weeks.

**Station Accounts:** Ballantine Beer signed this week as first sponsor of Ziv's *Eddie Cantor Comedy Theatre*, buying 30-min. film series in 25 cities, including WABC-TV, N. Y., thru J. Walter Thompson. Success of 39-week Cantor show is being watched closely as possible fore-runner of shift to locally-syndicated film by other comedians now live on networks. In signing for new program, Ballantine dropped *Foreign Intrigue* . . . Other new filmed series sold to multiple sponsors: General Teleradio's *Greatest Drama*, to National Gypsum Co., Buffalo, in 19 major markets for 26 weeks, thru BBDO, N. Y.; MPTV's *Sherlock Holmes*, to Chase National Bank in N. Y., thru Kenyon & Eckhardt, and to Procter & Gamble in several midwest markets, thru Compton Adv. . . . Budweiser Beer buys 3 nights per week partic. on *Million Dollar Movie* on uhf WTVI, Belleville-St. Louis, which reports it paid \$32,900 for 26 weeks; thru D'Arcy Adv., St. Louis . . . Henry Heide Inc. (confectionaries), as public service, buys series of one-min. announcements on WABD, N. Y., warning children about accidents resulting from playing with matches, crossing streets, etc., thru Kelly, Nason Inc. . . . Borden Co. (cream cheese) to sponsor *Jewish Talent Unlimited* on WATV, Newark, starting Jan. 5, thru Young & Rubicam; m.c. Abe Ellstein will serve as pres. of "Elsie's Bagel and Cream Cheese Club" . . . Among other advertisers currently reported using or preparing to use TV: Chock Full O'Nuts Corp., N. Y. (all-method grind coffee), thru Grey Adv., N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem cough drops), thru Robert S. Nyburg Adv., Baltimore; Savoy Foods, Chicago (sauces, dressings & canned goods), thru Robertson Potter Co., Chicago; Supak & Sons Mfg. Co., Minneapolis (Weather Winky snow suits), thru Friend-Reiss Adv., N. Y.; Autoyre Co., Oakville, Conn. (bathroom-kitchen accessories), thru Ben Sackheim, N. Y.; Tru-Ade Inc., Elgin, Ill. (Tru-Ade beverages), thru Clinton D. Carr, Baltimore; Godchaux Sugars Inc., New Orleans (Godchaux pure cane sugar), thru Fitzgerald Adv., New Orleans; Lau Blower Co., Dayton, O. (furnace & air conditioning blowers), thru Hutzler Adv., Dayton; Adler Sewing Machine, Palo Alto, Cal. (Adlermatic sewing machine), thru Walter E. Kline & Assoc., N. Y.; R. M. Hollingshead Corp., Camden, N. J. (Whiz chemical products), thru Campbell-Mithun, Chicago; C. Howard Hunt Pen Co., Camden, N. J. (Boston pencil sharpeners), thru Doremus-Eshleman Co., Philadelphia.

Canadian Broadcasting Corp. announces these new Class A rates in Rate Card No. 7 effective Jan. 1: CJC-TV, Sydney, \$200; CBLT, Toronto, \$950; CBOT, Ottawa, \$280; CBMT, Montreal, \$500; CKCO-TV, Kitchener, \$300; CFPL-TV, London, \$300; CKLW-TV, Windsor, \$450; CBWT, Winnipeg, \$280; CFQC-TV, Saskatoon, \$200; CHCT-TV, Calgary, \$200; CFRN-TV, Edmonton, \$200; CBUT, Vancouver, \$300; CBFT, Montreal, \$700.

Total billings of \$3,200,000 are reported by NBC-TV for *Home* in 10 months since its 11 a.m.-noon debut March 1. Total of 38 advertisers used program. For 1955, some \$3,500,000 billings have already been signed. NBC-TV's first partic. program, highly successful Dave Garroway's *Today*, grossed \$1,500,000 in its initial 6 months in 1952 (Vol. 8:40), is expected to go over \$8,000,000 this year.

New reps: WFIL-TV, Philadelphia, to Blair (from Katz); KTVT, Salt Lake City, to Katz (from Blair); KREM-TV, Spokane, to Petry (from Bolling); WJMR-TV, New Orleans, to Bolling (from McGillvra); WACH-TV, Newport News-Norfolk, to Walker (from Avery-Knodel).

ABC-TV plans own "magazine concept" program, *Your Better Home*, a how-to-do-it show scheduled Sat. 11:30 a.m.-12:30 p.m., as soon as at least 5 partic. sponsors sign. So far one sponsor has signed — an unidentified power tool manufacturer.

**Network Accounts:** Wave of cancellations by sponsors and talent hit networks this week, necessitating some program realignments and search for replacements. In most cases, cancellations were attributed to dissatisfaction with program ratings. Biggest was Kraft's decision to drop its Thu. 9:30-10:30 p.m. *Kraft Theatre* on ABC-TV, retaining its drama of same title on NBC-TV Wed. 9-10 p.m. and entering children's field by buying *Space Cadet* on NBC-TV Sat. 11:30 noon, thru J. Walter Thompson. In same week, Brillio disclosed it was dropping Sammy Kaye's *So You Want to Lead a Band* on ABC-TV Thu. 9-9:30 p.m. preceding Kraft . . . Johnson's Wax and Pet Milk dropped *Life With Father* on CBS-TV Tue. 10-10:30 p.m., and are interested in sponsoring *Red Skelton Show* as replacement, but only if they can get 9:30-10 p.m. period currently occupied by Nash Kelvinator and Block Drug with *Danger*. Also at CBS-TV, actress Celeste Holm announced she was dropping out as star of *Honestly, Celeste* Sun. 9:30-10 p.m., though sponsor Bristol-Myers (Ipana) is retaining time for replacement show; Miss Holm reportedly was displeased with show's format, in which she is cast as unpredictable girl reporter. In addition, Plymouth Motors reversed original decision to sponsor *Professional Father* as replacement for *That's My Boy* on CBS-TV and instead will drop Sat. 10-10:30 p.m. time period . . . Pillsbury Flour and Green Giant Co. dropped sponsorship of Mickey Rooney's filmed *Hey, Mulligan* on NBC-TV Sat. 8-8:30 p.m. . . . CBS-Columbia to be alt. sponsor of upcoming *Phil Silvers Show* on CBS-TV starting in Jan., Tue. 8-8:30 p.m., thru McCann-Erickson . . . State Farm Insurance Co. to sponsor *Red Barber's Corner* on CBS-TV (except in N. Y. & New England) starting Dec. 15, Wed. 10:45-11 p.m., thru Needham, Louis & Brorby . . . Pharmaceuticals Inc. to sponsor *Juvenile Jury* on NBC-TV starting Jan. 9, Sun. 4-4:30 p.m., thru Edward Kletter Assoc., N. Y. . . . Sugar Bowl football game Jan. 1 will be sponsored on ABC-TV & radio jointly by C. A. Swanson & Sons (poultry processors), thru Tatham-Laird Inc.; American Chiclé Co., thru Dancer-Fitzgerald-Sample; E-Z Popcorn Co., thru W. B. Doner & Co., Detroit . . . Miller Brewing Co. to sponsor first half of pro football championship game on DuMont (except in northeast) Sun. Dec. 26 at 2 p.m., thru Mathisson & Assoc., Milwaukee; in northeast it will be sponsored by Atlantic Refining Co., thru N. W. Ayer. Buick will sponsor second half, thru Kudner . . . Bauer & Black (surgical dressings) buys 9 partic. in *Today, Home & Tonight* on NBC-TV in Feb., thru Leo Burnett & Co., Chicago . . . Tootsie Rolls (candy) buys 2 partic. per week on *Happy Felton's Spotlight Gang* on NBC-TV for 13 weeks starting Nov. 27, Sat. 10-10:15 a.m., thru Moselle & Eisen, N. Y. . . . Rexall Drug Co. buys 3 partic. a week on *Morning Show* on CBS-TV starting Feb. 15, Mon.-thru-Fri. 7-9 a.m., thru BBDO, Los Angeles; Eastco Inc. (Clearasil patent medicine) 2 partic. a week, thru Ruthrauff & Ryan; Campbell Cereal Co. (Malt-O-Meal) 2 partic. a week, thru Campbell-Mithun . . . ABC-TV offers special *Kuka, Fran & Ollie* Christmas Day program 6-7 p.m. for local sale to 108 network stations; it will be sponsored by Gordon Baking Co. on ABC's WABC-TV, WBKB & WXYZ-TV.

Revised rate card of CKLW-TV, Windsor, Ont. (Ch. 9), opposite Detroit, posts Class A hour rate of \$450, min. rate of \$90, as against originally announced \$1100 & \$220. CBC & DuMont affiliate started operation last Sept. 16. Rate increases: KTNT-TV, Tacoma raises base hour from \$625 to \$700, min. \$135 to \$150; WWTW, Cadillac, Mich. from \$200 to \$250 & \$50 to \$60; CHSJ-TV, St. John, N.B., \$165 to \$200 & \$35 to \$45; CKSO-TV, Sudbury, Ont., \$150 to \$170; KRBC-TV, Abilene, Tex., \$150 to \$225 & \$24 to \$40. Rate decrease: WJNO-TV, Palm Beach, as of Jan. 1 cuts base hour from \$300 to \$250, min. \$60 to \$50.

**S**UBSCRIPTION TV came up in FCC discussions this week, with no decision reached. It may well come up again next week, and start of rule-making to look into subject is likely. This week's petition by Zenith, asking for commercialization of pay-as-you-look TV without hearing, is given little chance.

Insisting that hearings "have little probability of producing anything but conjectures, theories and guesswork," Zenith chose approach to FCC it has long considered (Vol. 10:37), disagreeing with Matty Fox's Skiatron which recently petitioned for regular rule-making (Vol. 10:38). Zenith also differs with Skiatron in that former wants FCC to permit any station to put on pay-as-you-look programs, whereas latter asks that service be limited to uhf stations for 3 years.

At FCC, few believe Zenith concept will get anywhere—and Zenith itself requests as an alternative, a written rule-making hearing, i.e., no oral testimony. There's bound to be opposition to petition—Theatre Owners of America, for one, planning to file formal objection. Though no commissioner has evinced enthusiasm about paid TV generally, there's growing feeling at Commission that it's about time proponents were given chance to make their pitch.

Zenith's basic arguments are that FCC now has all the authority it needs to authorize fee TV; that the only way to learn anything about it is to try it; that Commission will have adequate opportunity to regulate it as it develops.

Adoption of technical standards is termed "undesirable" in petition, which urges that if FCC is worried about obsolescence of receiving devices it can require subscription operators to lease attachments month-to-month.

To support argument that FCC has adequate authority to authorize pay-as-you-look service, petition cites history of Communications Act and Commission precedents, including FCC's own comments to Congress on Hinshaw bill (Vol. 10:20).

To justify concept of subscription TV generally, petition reiterates oft-stated contentions that it will bring better programs, support more stations, help uhf, advance education—and will supplement, not supplant, sponsored TV.

Technically, several methods can be employed to unscramble pictures, Zenith said—dropping coins in box attached to set, slipping coded card into device on receiver, working through wired system involving phone company. Last method is that originally advanced by Zenith, calling it "Phonevision." Though it still terms its techniques "Phonevision," it stresses no particular method over others.

Petition replaces one filed by Zenith in 1952, when it asked for rule-making. Its a joint filing by Zenith and Teco Inc., latter being organization formed by Zenith to exploit subscription TV. The 34-page document was prepared by Washington law firms Pierson & Ball and Loucks, Zias, Young & Jansky. Copies may be obtained from them or from us.

Completely sold on TV as promotion medium for movies, Walt Disney feels that any exhibitors who complain about his use of movies on ABC's *Disneyland* are short-sighted. For example, he explains in *Variety* interview, theatre boxoffice on his *Vanishing Prairie* went up immediately after telecasts showing how movie was shot. People will always go to a good movie, he said, "but we've got to let them know about the show and create excitement about it." Even full telecast of movies, such as that of *Alice in Wonderland*, will enhance re-release value, Disney believes.

CBS-TV film services moves offices to 524 W. 57th St., New York.

**Merger of Azcarraga-O'Farrill TV interests**, subject of negotiations since summer of 1952 (Vol. 8:26) and looking to construction of more stations throughout Mexico, apparently is in final stages and may soon be announced. Meanwhile, veteran broadcaster-theatreman Emilio Azcarraga, already operating XEW-TV, Mexico City (Ch. 2) and XEQ-TV, Mexico City (Ch. 9) with transmitter on 13,405-ft. Cortez Pass, has acquired an interest in Guillermo Gonzalez Camarena's XHGC-TV, Mexico City (Ch. 5), which is installing new 5-kw GE transmitter, has moved headquarters into Azcarraga's big Televiscentro and will begin telecasting film-only in about 30 days. The only other Mexico City station is Romulo O'Farrill's XHTV (Ch. 4), owned by the industrialist-publisher, who has been represented in the merger negotiations by former Texas broadcaster Monte Kleban. Their expansion plans are indicated by list of CP's outstanding (see p. 211, *TV Factbook No. 19*). Mexico City now claims 125,000 TV sets, with market growing steadily and industry due to get further stimulus from GE's new tube plant which is expected to lead to eventual complete domestic assembly of sets.

**NARTB's TV code review board** this week proposed broadening its affiliation to include film production companies "whose product comprises now a large share of the programming viewed in the American home." Proposal will be submitted to NARTB's TV board at meeting next month, said code chairman John E. Fetzer. At quarterly meeting, board sent special report to Senate subcommittee on juvenile delinquency admitting that portions of TV films shown at its recent hearings were not "wholly within the spirit of the Code" and said examples of "excessive violence" were being reported to stations. It noted that all of the films were produced originally for theatres and were cleared by boards of review, though declaring that such action "does not necessarily provide proper clearance" for intimate viewing by family groups on TV.

**Fresh from auspicious TV debut** as producer of 2-hour *Light's Diamond Jubilee*, movie producer David O. Selznick this week called on motion picture industry to "bring about a complete revolution" in equipment and working methods by following technical example of TV. Writing in *Screen Producers' Guild Journal*, he said: "Motion-picture production is still working in the dark ages as far as equipment is concerned, [but] in a few short years TV has taken greater strides than the motion picture has in decades." He added that "the single overwhelming impression" he received from his first TV experience was of "extraordinary ability of TV technicians [and] amazing flexibility of TV equipment."

**Curb on TV-radio at big league baseball games** (Vol. 10:45) was unanimously approved Dec. 2 by minor league convention in Houston. But it needs ratification by major leagues—and is almost certain to be voted down at their convention next week in Columbus. Rule approved by minors would ban sponsored broadcasts of major league games beyond 50 mi. from ballpark. Minors adopted another rule which would ban radio-TV broadcasts of minor league games into the territory of another minor league club.

**Fight film re-run on TV** does not invade fighter's privacy, Philadelphia District Judge Watson ruled last week in suit by former fighter Al Ettore against Philadelphia's WPTZ and Chesebrough Mfg. Co., sponsor of *Greatest Fights of the Century*, which showed portions of 1936 Louis-Ettore bout. Ettore alleged his privacy was invaded because he gave no permission for the showing and films were edited so as to give unbalanced picture of Ettore's fighting ability.



**Telecasting Notes:** Selling TV program sponsorships is becoming more and more "a top-level proposition [with] shows often being bought directly by the board chairman of a major corporation rather than by timebuyers or department heads of ad agencies, as in the radio days of yore." That's why, according to *Billboard's* Sam Chase, William Morris Agency hired Charles C. (Bud) Barry, ex-NBC program v.p., and MCA-TV Ltd. hired Alexander Stronach, ex-ABC v.p. and James Stirton, recently ABC central div. director. Their jobs will be to work with "top level brass of the blue-chip advertisers and their ad agencies, as well as with networks" . . . Ultimate decision on TV shows, says Chase, usually falls to the top man of the bankrolling firm because: "TV itself has become so expensive, and contracts have undergone such an evolution since the heyday of network radio, that few advertisers can or would be willing to leave their program purchases to their ad agencies. For one thing, more and more network contracts are being written for 39-week periods [because of] the continuing transition to film by the webs" . . . Best customers for packages are the networks, which keep talent offices humping to come up with new programs they can sell to sponsors. In TV, the networks insist on controlling the program, whereas in radio's balmier days ad agencies customarily built the shows for their clients . . . Radio Daily surveys major TV film producers, reports Dec. 1 that present sales volumes in some cases have increased more than 200% over year ago; that half-hour programs are in greatest demand, with some need for 15-min.; that demand for situation comedy and daytime serials is expected to swell; that trend in sponsorship is toward multi-market buys for regional sponsors and greater use of syndicated film on spot basis . . . Hollywood reports say MCA-TV deal to acquire UTP for more than \$1,000,000 about closed, but that Gross-Krasne will continue to produce *Big Town*, *Lone Wolf*, et al. which MCA-TV will distribute; Gross-Krasne also have these new

series planned: *Alias Jimmy Valentine*, *O Henry Playhouse*, *The Gentle Grafter* . . . Ziv TV reported to be dickering to acquire California Studios, Hollywood, to have commissioned architects Pereira & Luckman to draw up plans for new plant . . . RKO films to TV? Pres. Floyd Odlum of Atlas Corp. this week told Atlas stockholders he believes Howard Hughes will decide in favor of letting Atlas assume management of RKO before Dec. 31. He said Atlas would use RKO's assets for some "capital gain" venture, but did not elaborate. Report persists that Hughes is offering RKO's 700-film backlog to TV for \$25,000,000 (Vol. 10:48) . . . Movie majors aren't releasing their backlogs of films to TV—yet—but they're permitting more and more of their stories to be adapted for live TV. This week, *Lux Video Theatre* acquired *Double Indemnity* and *September Affair* from Paramount, *The Chase* from Seymour Nebenzal; previously, it has adapted hit movies from Warner Bros., Columbia & United Artists . . . TV as source of movie features: "Dragnet" already released, *Phileo TV Playhouse's* "Marty" now being filmed, *U. S. Steel Hour's* "Last Notch" purchased from ABC by Hollywood producer Clarence Greene . . . Pinning blame on ABC-TV for failure of this year's "controlled" college football TV schedule is tactic being used by pro-control group within NCAA in battle to extend restriction plan for another year, reports Nov. 24 *Variety*, which says "a faction of the NCAA" has written letter to ABC complaining of that network's "faulty handling of the grid series sale" and praising job done by NBC-TV in previous years . . . Complete courtroom trial was covered last week by WKY-TV, Oklahoma City—believed to be a TV "first." District judge permitted unlimited TV film coverage, in robbery trial, later complimented WKY-TV newsmen for doing job "accurately, carefully and considerately" . . . Copley Press' independent KCOB, Los Angeles, has gradually moved more and more into film, plans about 80% film next year, reports *Billboard*, which says losses have been running \$300,000-\$400,000 a year.

**S**YLVANIA AWARDS committee (Deems Taylor, chairman), in unusually detailed critique at annual banquet in N. Y. Nov. 30, added up TV's progress and problems in 1954 and concluded: "Although we deplore censorship in any form, we cannot but feel that TV, by failing to cope with its own problems, is providing potent ammunition to those who are eager to impose restrictions upon it." Though noting "a definite upswing in the quality of TV programs," judges found medium still weakened by "trite, banal and downright silly concoctions."

Color programs were particular target of committee, which said that few color shows provide "worthwhile entertainment" and that "an open checkbook does not guarantee a quality presentation."

Most progress in 1954 was made in drama, educational programming and special events coverage, least progress in improving children's programs and commercials and in reducing amount of crime and violence, according to committee, comprised of Dean Kenneth Bartlett, director of TV-radio center at Syracuse U; George Sidney, pres. of Screen Directors Guild; Broadway producer Oscar Serlin (*Life with Father*); Dr. Robert L. Johnson, Temple U pres. and ex-director of U. S. Information Agency; C. B. Larrabee, chairman, *Printers' Ink*; Ethel Barrymore; Dr. Frank Bradley, pres., American Hospital Assn.; Mrs. Theodore S. Chapman, pres., General Federation of Women's Clubs; Dorothy Draper, decorator-designer; Mrs. John E. Hayes, past pres. of National Congress of Parents & Teachers; N. Y. Judge Samuel S. Leibowitz; Raymond Loewy, industrial designer; Walter O'Malley, pres. of Brooklyn Dodgers.

High praise for TV came from Walt Disney, who in accepting award for *Disneyland*, said TV "will conflict

less and less with the habits of the movie-going public. Both media, working in cooperation, will find this relationship mutually advantageous." He said his organization found TV to be a "great energizer [and] we are all walking faster, acting faster, and—I hope—thinking faster than we ever did before."

The Sylvania TV awards for 1954: grand prize, *Medie* (NBC-TV) for "the worth of its content, the impact of its presentation and the dignity of its purpose"; best original TV play, *Man on Mountain Top* (NBC-TV's *Phileo-Goodyear Television Playhouse*); series for children of all ages, *Disneyland* (ABC-TV); documentary, *Three Two One . . . Zero* (NBC-TV); variety, *Toast of the Town* (CBS-TV); public information service, *Open Hearing* (ABC-TV); educational, *The Search* (CBS-TV); family entertainment, *Father Knows Best* (CBS-TV); local public service, *Our Beautiful Potomac* (WRC-TV, Washington); local children's, *Little Schoolhouse* (KTTV, Los Angeles); local news coverage, *Telepix News* (WPIX, N. Y.); superior camera work, *Twelve Angry Men* (CBS-TV's *Studio One*); comedian of year, George Gobel; dramatic actor & actress, Steven Hill & Eva Marie Saint; character actor & actress, E. G. Marshall & Eileen Heckart; outstanding comedy team, Jackie Gleason, Audrey Meadows & Art Carney. Committee omitted usual award for commercials, instead gave certificates of merit to *Life Magazine*, Sheaffer Pen Co., Goebel Brewing Co., General Electric & Rosenfield Packing Co.

CBS-TV and Air Force will join in producing *Conquest of the Air* series of 26 weekly 30-min. filmed programs depicting history of Air Force, starting next fall. Air Force is contributing stockpile of 100,000,000 feet of film.

**M**ILLION-WATT UHF installations are now being built for 3 stations—and while that's total of known firm orders for that maximum-power equipment, several other stations are expected to place orders soon. First 2 installations are under way in Wilkes-Barre—WILK-TV with GE equipment, WBRE-TV with RCA (Vol. 10:37, 39). If all goes well, both are slated to be on air with 1-mega-watt before year's end.

RCA's second 1,000,000-watter will be Storer's newly acquired KPTV, Portland, Ore., which gets its new 25-kw transmitter next month and is due to go to the full mega-watt between Feb. 15-March 1. Storer is expected also to use RCA equipment to bring his projected Miami uhf acquisition to top power (Vol. 10:47) and CBS will probably buy GE equipment to do same after it acquires uhf WOKY-TV, Milwaukee (Vol. 10:43, 47).

Latest equipment shipments reported by manufacturers: GE shipped 5-kw driver to WBBM-TV, Chicago (Ch. 2), having already shipped 35-kw amplifier; and 50-kw transmitter to WSJS-TV, Winston-Salem (Ch. 12). RCA shipped 50-kw amplifier to WALA-TV, Mobile, Ala. (Ch. 10), and 50-kw transmitter to KHJ-TV, Los Angeles (Ch. 9). Standard Electronics reports order from WABT, Birmingham (Ch. 13) for 5-kw driver and spare exciter unit, to complete station's regular transmitting and standby equipment, for delivery Dec. 23. WABT already has Standard 40-kw amplifier.

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In our continuing survey of upcoming stations, these are latest reports received from principals:

KFIF, Fairbanks, Alaska (Ch. 2) has antenna on hand, expects to be on air next Feb., according to Admiral's Martin Sheridan, following return this week from visit with Alaska div. of Admiral Corp., only factory distributor in Territory. Midnight Sun Bestg. Co. (Lothrop), operator of 4 Alaska AMs, is acquiring control of KFIF & KFIA, Anchorage (Ch. 2) from Richard Rollins for \$100,000 (Vol. 10:47). Some 9000 TV sets are reported in use in Anchorage where both KFIA and KTVA (Ch. 11) began year ago. KFIF rep will be Moore & Lund. Note: Also planning TV station in Fairbanks is Northern Television Inc. (Hiebert-Wagner), operator of KTVA, Anchorage (Ch. 11), which has application for Ch. 11 in Fairbanks also and equipment already on order.

WACA-TV, Camden, S. C. (Ch. 14) now has no target date. This week, it got FCC permission to switch WACA radio antenna to new tower built for TV-radio after explaining that "unforeseen delays in obtaining equipment" have delayed TV construction. Rep not yet chosen.

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Fleetwood Corp., 1037 Custer Dr., Toledo, is new entry into TV transmitter and studio equipment manufacturing field, headed by former key personnel of Willys Motors electronics div., Toledo, which has shown TV cameras and once promised complete uhf station package to sell for around \$100,000 (Vol. 9:30, 39). Pres. is John W. McGee, ex-mgr. of Willys electronics div., with A. R. Bitter and Homer Humiston serving as head of educational sales and chief engineer, same posts they held at Willys. "Fleetwood will produce a complete TV package, including both camera and transmitter, using the Fleetwood vidicon camera as its basic equipment," McGee said. Company plans to offer camera chains, TV remote truck, low-cost closed-circuit laboratory system. Fleetwood plans to start "regional showings of its various products" early in 1955, according to McGee.

Power increases: WWJ-TV, Detroit (Ch. 4), Nov. 22, to 100-kw ERP from new 1063-ft. tower; KMBC-TV, Kansas City (Ch. 9), Nov. 23, to 316-kw; WAFB-TV, Baton Rouge (Ch. 28), Nov. 26, to 216-kw; WDAK-TV, Columbus, Ga. (Ch. 28) to 138-kw.

**P**ROPOSAL TO BAN virtually all towers over 1000 ft., advanced by Govt.'s Airspace Subcommittee (Vol. 10:48), this week seemed likely to run into opposition from high-level govt. officials, which could automatically kill it. Proposal is actually recommendation to Cabinet-level Air Coordinating Committee (ACC), final authority in such matters. It's to be taken up Dec. 15 by ACC's technical div., which is expected to pass it on to "top ACC" for consideration early in Jan. Chances of automatic approval of such an important and far-reaching policy matter are believed to be extremely slim by govt. and industry sources in a position to know. In fact, odds are strongly against ACC ratification of any arbitrary limit on antenna height.

Airspace Subcommittee's action is in effect a repudiation of govt.-industry agreement reached in 1952 after 4-month study prompted by aviation interests' concern over possibility of large numbers of extremely high TV towers. The unofficial study group, headed by then CAA deputy administrator (now administrator) F. B. Lee and FCC Comr. Webster, agreed after intensive research that "present Airspace Subcommittee procedures are eminently satisfactory and no changes should be made."

TV-aviation-govt. committee decided there was no inherent menace to aviation in FCC's allocation plan, and that Airspace Subcommittee should continue to decide high-tower applications on case-to-case basis (Vol. 8:17-22, 25, 30, 35).

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Use of uhf TV frequencies for experimental AT&T signals to Cuba from Florida, as proposed by FCC (Vol. 10:40, 45), was decried by NARTB in comments filed this week. Broadcaster trade group expressed concern "over the initiation of geographic sharing in an exclusive allocation for the broadcast service." Though AT&T stipulated that its experiments wouldn't interfere with any broadcast station, NARTB stated that any such precedential proposal should be accompanied by detailed engineering data to "establish beyond reasonable doubt that no interference would be caused." It also asked that FCC set 3-year limit on experiments.

Experimental uhf booster in Coalinga, Cal., to relay Ch. 47 signals of KJEO, Fresno, is sought in application filed this week by Lambda-Pacific Engineering Inc., 14757 Keswick St., Van Nuys, Cal., equipment manufacturer planning to build transmitters for boosters if and when they're authorized commercially by FCC. Applicant proposes to operate 9 a.m.-midnight with 5-watts ERP, says it wants to test "advanced type travelling wave tube amplifier."

More light on health of uhf and post-freeze TV in general should be shed by FCC's 3rd economic survey of post-freeze stations, now being compiled. Commission this week sent questionnaire to all post-freeze stations, requesting estimates of broadcast revenues, expenses and profit or loss Jan. 1-Oct. 31, 1954. For stations reporting loss for the period, it asks monthly breakdowns. Stations were requested to file information by Dec. 31.

Request for call letters WFCC, sought by new AM grantee KWK Inc., Haines City, Fla. (Vol. 10:48), was turned down by FCC this week "because of connotation with initials of Federal Communications Commission." Grantee, operator of KWK-TV, St. Louis, had wanted call to indicate "Florida Coast-to-Coast."

Its TV-FM tower in Boston toppled by hurricane (Vol. 10:36), Westinghouse has cancelled license for WBZ-FM, also WBZA-FM, Springfield, Mass. But it has no plans to drop KEX-FM, Portland, Ore. or KDKA-FM, Pittsburgh.

Dec. 6 week's network color schedules: CBS-TV—Dec. 7, *Red Skelton*, 8-8:30 p.m.; Dec. 8, *Best of Broadway*, 10-11 p.m. NBC-TV—Dec. 9, *Ford Theatre*, 9:30-10 p.m.

**Financial & Trade Notes:** National Union Electric Corp., which last week disclosed proposed sale of its picture tube facilities at Hatboro, Pa. to Sylvania (Vol. 10:48), will receive \$1,516,000 in transaction, it was revealed in proxy notice to stockholders calling special meeting Dec. 10 in Wilmington, Del. to ratify purchase.

Company proposes to use part of proceeds from sale to acquire another business. Proposal for such acquisition would be submitted to stockholders at or before next annual meeting in May 1955, statement said. Secy. Joseph V. McKee Jr. declined to identify company in advance.

Purchase price in Sylvania deal is broken down as follows: \$1,125,000 for facilities, \$141,000 for tube machinery and equipment on order, \$250,000 for inventories of CR tubes and related materials. As of Oct. 10, 1954, these were valued on company's books at \$1,470,913. The plant itself was acquired in 1948 for \$319,839.

Following sale, which must be ratified by Dec. 15 and concluded by Dec. 30, company's net worth, based on Oct. 10 position, would be \$3,081,398 (\$2.07 per common share). "Giving effect to the sale, \$1,570,297.46 of assets would be in cash, \$1,600,659.19 would be in accounts receivable, about half of which would be reduced to cash within 60 days in the normal course and the remainder within 6 months, and \$1,170,868 in other assets," statement said. Continuing in electronics through its transistor div. and research lab at Orange, N. J., company proposes to reduce its personnel from 450 to 80 employees.

As of Nov. 17, company had 1,375,766 1/2 common shares and 232,200 preferred outstanding, each share representing one vote. Some 255,600 common shares and all of preferred (representing 30.34% of outstanding voting securities) are held by officers and directors of company as a group. Officers are C. Russell Feldmann, chairman-pres.; A. Melvin Skellett, manufacturing & engineering v.p.; John M. Kellie, treas., and McKee. Directors are Feldmann, Skellett, McKee, Harry E. Collin and Frank L. Taylor. Feldmann is beneficial owner of all preferred stock and 21,500 shares of common, together constituting 15.78% of voting securities. Collin owns 219,000 shares of common directly; additional 70,500 shares owned bene-

ficially by his wife bring their combined holdings to 18% of voting securities.

Tracing company's history, statement said CR tube production proved profitable from 1949-53, though profits declined each year. Receiving tube production was discontinued in 1953. For first 10 months of 1954, National Union had net loss of \$822,735 on sales of \$5,255,455, compared to profit of \$267,302 on sales of \$10,546,665 in corresponding period of 1953. For all of 1953, earnings were \$166,459 on sales of \$12,158,045.

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Emerson Radio's sales for fiscal year ended Oct. 31 set new record of about \$80,000,000, compared to \$75,926,546 in preceding fiscal year, pres. Benjamin Abrams told meeting of bankers and insurance executives in N. Y. this week. Profits, however, were equivalent to about 90¢ per share, or considerably below the \$2,988,432 (\$1.54) earned in preceding fiscal year. He said 60% of company's business in last fiscal year was in TV, 20% govt. contracts, 10% radio, 10% air conditioners & oil burners. For current fiscal year, he said he expects 20% increase in sales. He estimated Emerson's current net work at about \$20,000,000. (For his remarks on color, see below).

Dividends: Zenith Radio, 50¢ quarterly plus \$1 extra, both payable Dec. 28 to stockholders of record Dec. 12; Arvin, 40¢ Dec. 29 to holders Dec. 13; American Phenolic, 12 1/2¢ Jan. 28 to holders Jan. 14; Decca Records, 17 1/2¢ Dec. 29 to holders Dec. 14; Muter Co., 15¢ Dec. 31 to holders Dec. 15; Erie Resistor Co., 20¢ Dec. 15 to holders Dec. 8; RCA, quarterly 25¢ plus extra 35¢ Jan. 24 to holders of record Dec. 17.

Allen B. DuMont Labs earned \$612,000 (22¢ per share) on sales of \$67,593,000 in 40 weeks ended Oct. 10, compared to \$935,000 (36¢) on \$65,896,000 in corresponding period year ago and \$359,000 (11¢) on \$52,128,000 same 1952 period. For all of 1953 DuMont earned \$1,544,782 (60¢) on record sales of \$91,828,982; in 1952 earnings were \$1,424,603 (55¢), sales \$76,166,782.

Electronics Corp. of America, Cambridge, Mass., was listed on American Stock Exchange as of Dec. 1.

**A**DLAI E. STEVENSON, acting as attorney for RCA in his first legal case on resuming practice after 8 years, was turned down without comment by U. S. Supreme Court Justice Sherman Minton Dec. 2 when he moved to stay pre-trial examinations in \$16,000,000 Zenith-Rauland anti-trust suit against RCA, GE & Western Electric pending in Chicago Federal court. He asked that the proceedings be held up pending trial of the original issue in Delaware Federal court, due to be set for trial Jan. 4. On Dec. 3, Judge Igoe in Chicago Federal court also denied RCA's motion for stay in taking of depositions, due to begin in N. Y. Dec. 6 (Vol. 10:48). Judge Igoe, however, set for argument Jan. 7 RCA's motion to dismiss because of statute of limitations, and also on that date will hear RCA motion that the court define scope of the pre-trial depositions. Net effect of the legal maneuvering—with Zenith bent on getting Chicago case tried first and RCA on getting Delaware case tried first—is that depositions start Dec. 6 in N. Y. law offices of Zenith-Rauland counsel, Pennie, Edmonds, Morton, Barrows & Taylor. Zenith originally sued RCA in Delaware in 1946. RCA filed counterclaims, charging patent infringements. Zenith-Rauland then raised anti-trust issues in counterclaim suit in Chicago. Gov. Stevenson is counsel in Zenith suit only, not in Dept. of Justice's recent civil suit against the RCA patent pool in N. Y. Federal court (Vol. 10:47-48). RCA will argue before N. Y. Federal Judge Knox on Dec. 8 that govt. case should be transferred to Wilmington.

Color set sales will be negligible in 1955 because of price and programming limitations, Emerson pres. Benjamin Abrams predicted this week. Speaking to special group representing investment trusts, banks and insurance companies, meeting in offices of Hayden, Stone & Co., N. Y. Dec. 1, he stated: "We might as well be realistic—the prices cannot be sufficiently reduced next year to attract the public. Furthermore, the consumer will not be induced to part with his money when he learns next year that color programming will continue to be presented on a sporadic basis. Some sales of color receivers will be made, of course, but not until 1956 will color TV play a vital role in our industry." He also said he expects transistorized TV sets will be offered next year.

Later, in interview with *Retailing Daily*, Mr. Abrams was quoted as saying Emerson will have 21-in. color set on market by next March or April; that he sees limited output at least through first half of 1955; that if by time of Emerson's distributor convention next summer the prices of color components make it possible to market a color set for around \$500, "We'll go full steam ahead."

**Gen. Walter Bedell Smith**, recently resigned Undersecretary of State, now vice chairman of American Machine & Foundry Co., has been elected to RCA board of directors. He was Gen. Eisenhower's chief of staff during World War II. He's an addition to the board, last having been Dr. E. W. Engstrom, replacing Adm. Walter A. Buck.

**TRADE ALERTED AS INVENTORIES PILE UP:** A potentially dangerous inventory buildup, particularly at retail and distributor levels, has been allowed to develop in last 2 months, normally a time when TV stocks should be going down. The situation impelled one of industry's most knowing authorities this week to warn of possible dangers ahead if high production rate continues to outstrip public demand.

Annual rate of TV production jumped from 7,500,000 sets at start of Sept. to rate of 11,000,000 sets in Oct. and Nov., whereas retail sales are at rate of about 7,000,000 a year, he said. Consequently, industry's inventories increased by about 100,000 in Oct. -- virtually all at retail level -- in a month which normally sees an inventory decrease of 150,000. Same pattern continued in Nov., with estimated inventory increase of 150,000 -- largely at distributor and retail levels.

Total industry inventories at end of Nov. are estimated reliably at about 2,200,000 -- considered uncomfortably but not dangerously high. But our informant fears that unless output is sharply curtailed in Dec. to more realistic pace, the industry may suffer perils of dumping and fierce price-cutting in first quarter of 1955 -- reminiscent of first 1951 quarter following TV's record production year of 7,463,800. Prospect is that total 1954 output will come close to that figure.

Annual going rate of TV production has increased 45% in less than 3 months, creating imbalance between output and retail sales, he pointed out. "Only a few months ago," he stated, "the industry seemed to be achieving a favorable balance between supply and demand. It had kept its pipelines filled to a prudent level and it had avoided overproduction. Suddenly serious overproduction has become apparent."

He suggested this situation be brought to attention of trade in time to do something about it. Thanks to availability of RETMA statistical data, he said, set makers can analyze such information in the light of their own experience.

Spottiness of retail sales was becoming increasingly evident even before the warning about inventories was sounded. From key metropolitan centers like New York, Chicago, Los Angeles and Philadelphia have come reports that extraordinarily high retail sales were tapering off as early as first of Nov. A trade spokesman stated this was part of national trend to buy Xmas TV gifts earlier than usual, and opined that Nov. sales will be less than Oct. and that Dec. sales will be less than Nov.

Disposition of consumers to buy up into slightly higher-priced categories (Vol. 10:43-44) has also been at least temporarily reversed, according to the same reports. Diminished volume of sales seems to be once again concentrated at low end.

\* \* \* \*

TV production totaled 173,968 week ended Nov. 26 (a 4-day week because of Thanksgiving holiday), down from record 243,703 in preceding week and 215,420 units week ended Nov. 12. It brought Nov. output to about 850,000 vs. 560,197 in Nov. 1953. Radio production totaled 250,519 (93,078 auto), compared to 314,557 in week ended Nov. 19. Nov. output was about 1,100,000 vs. 1,050,000 in Nov. 1953.

RETMA revised 10-month production figures this week in report tabulating output of 5,654,791 TVs and 8,040,230 radios, compared to 6,208,803 TVs and 11,201,656 radios in corresponding 1953 period. Of total TV receivers, 1,085,742 were equipped at factory with uhf tuning facilities. Oct. TV output was 921,476, of which 161,431 sets were uhf-equipped. Oct. radio production was 997,788.

The uhf figures are particularly significant because they mark continuation of an upturn which began in Sept. (Vol. 10:48). October production of uhf-equipped receivers set a record for any month this year -- as did Sept. output -- in number of units, but not in percentage of total output. In Oct., more than 17.5% of total receivers manufactured were factory-equipped with uhf tuners, compared with 14.4% in Sept. and 14.2% in Aug., the low point for the year.

**Topics & Trends of TV Trade:** Full new TV lines will be a rarity when manufacturers exhibit their wares at winter markets of American Furniture Mart and Merchandise Mart in Chicago, Jan. 3-14. Almost without exception, manufacturers report drop-in models, rather than full lines, will be the rule. Some, in fact, are delaying introduction of new models beyond market dates.

As usual, marts will be held in conjunction with or following distributor meetings, though only a few manufacturers have announced dates of meetings. Among them are RCA meeting with field reps in Atlantic City starting Dec. 6; Philco in Atlantic City Jan. 5-7; Motorola Dec. 29 at Edgewater Beach Hotel, Chicago.

These manufacturers will exhibit at American Furniture Mart: Admiral, Arvin, Bendix Radio, DuMont, Hallcrafters, Motorola, Philco, RCA, Sparton, Zenith. At Merchandise Mart: Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox, Westinghouse. In addition, several smaller manufacturers will take display space in Loop hotels.

\* \* \* \*

Trade should educate set owners to make minor repairs themselves, as one step in avoiding abuses by servicemen, New York City Council was told this week by Kings County district attorney Edward Silver, testifying on bill to license servicemen in metropolitan N. Y. (Vol. 10:48). Currently conducting own investigation of alleged abuses in Brooklyn, Silver said he found chief evils were taking sets out of home unnecessarily, charging for parts not put in, substituting inferior parts for those in good working order, doing unnecessary work and charging for parts not needed. Twelve witnesses spoke in favor of bill, 8 again. Action by council is expected next week.

General Instrument Corp. will open new plant in Waterloo, Ont. in Jan. as part of program to expand Canadian production of TV components. New plant will include production research lab and special engineering service group to work with Canadian customers. It will employ 250 at outset. Company has Canadian headquarters in Kitchener, Ont.

Motorola's purchase of Lee J. Drennan Inc., Arcade, N. Y., auto radio tuner manufacturer (Vol. 10:45), was finalized this week, though terms of sale were not disclosed. Factory will devote entire production to supplying Motorola assembly plants in Quincy, Ill. and Toronto. Wm. Bruyere continues as plant mgr., reporting Walter B. Scott, Motorola manufacturing v.p.

Hallcrafters has re-entered private label TV business with production of a "substantial number" of such sets this fall, says pres. Wm. J. Halligan. He said company is now soliciting business from mail order houses and dept. stores, while continuing to supply regular retail outlets.

Fire at Tele-Ray Tube Co. plant in Yonkers, N. Y. on Thanksgiving Day destroyed estimated 6000 picture tubes. More than one-third of plant was destroyed by blaze, which caused \$61,000 damage.

Hoffman Radio Co. will shortly change name to Hoffman Electronics Corp., the better to indicate its diversified TV-radio-electronics operations.

Maj. Gen. Kirke B. Lawton (ret.), commandant of Ft. Monmouth from 1951 until his retirement last Aug., has been elected a director of Gray Mfg. Co., succeeding the late Adm. H. P. Blandy. Gray makes TV studio and specialized electronic equipment.

Wm. Miller, mgr. of Jerrold Electronic's community systems operating div., was one of 5 survivors of Northeast Airlines plane crash near Berlin, N. H., suffering only sprained hand and bruises.

**Trade Personals:** Maj. Gen. Wm. L. Richardson, USAF (ret.), recent commander of Missile Test Center, Patrick Air Force Base, Fla., named to newly created post of mgr., defense projects coordination, RCA engineering products div., under gen. mgr. Theodore A. Smith . . . Maj. Gen. Edmond H. Leavey, USA (ret.), pres. of IT&T's Federal Telecommunication Labs, Nutley, N. J., elected pres. of International Standard Electric Corp., IT&T's overseas manufacturing subsidiary . . . E. K. Foster, Bendix Aviation v.p. in charge of TV & radio divs., Baltimore, also assumes direction of Cincinnati (research) and York (broadcast equipment) divisions; Howard Walker, York plant mgr., promoted to gen. mgr.; Maurice W. Horrell promoted to gen. mgr. of computer div., Los Angeles . . . Robert G. Marchisio, asst. to CBS-Hytron pres. Charles F. Stromeier, promoted to v.p. . . . E. Gordon Burlingham named to new post of CBS-Hytron sales service mgr., Danvers, Mass. . . . John W. Christensen promoted to national merchandise mgr. of major appliances, Montgomery Ward . . . T. A. Lindsay, v.p. & director of Phillips Electrical Co. Ltd., Brockville, Ont., promoted to exec. v.p.; F. W. Barnhouse, gen. sales mgr., promoted to v.p. . . . Fred L. Gordon, ex-Necchi-Elna Sewing Machine Co., named CBS-Columbia adv. production mgr.; George C. Daleo resigns as chief cabinet engineer . . . Alexander Kidd, ex-M. W. Kellogg Co., elected Stewart-Warner corporate v.p. . . . Daniel F. Shea Jr., ex-Hazeltine, named engineering liaison executive, Hallcrafters govt. contract div. . . . James W. Safford, ex-Sylvania, named Andrea Radio eastern sales mgr., N. Y. . . . W. E. Laswell appointed Motorola southeastern regional sales mgr., Atlanta . . . Irvin H. Webster named operations mgr. of GE's western regional electronic communications equipment office, moving shortly to Redwood City, Cal. . . . George J. Rodgers promoted to N. Y. state sales rep, Sheldon Electric Co., Irvington, N. J.; John Mustico to cover Pa., Del. & southern N. J. . . . Norman Koetke promoted to distributor sales mgr., Gramer-Hall-dorson Transformer Corp., replacing Charles A. Hansen, who will set up own factory rep firm at 1148 S. Grand, Los Angeles . . . Lou Silver, recently resigned as Majestic v.p., forms manufacturers' rep firm, Lou Silver Assoc., 1665 Warwick Rd., Hewlett, Long Island . . . Wm. Coon promoted to engineering director, James Werner to purchasing mgr. of Simpson Electric Co., Chicago . . . Ralph G. Maddox promoted to v.p. in charge of technical sales & service, Prodelin Inc. . . . Vincent K. Meehan, administrative asst. to Clarence Tay, gen. mgr. of all Admiral branches, named administrative asst. to W. C. Johnson, Admiral sales v.p.

**DISTRIBUTOR NOTES:** Raytheon appoints East Coast Radio & Television Co. Inc., 1922 NW Miami Court, Miami (Saul Tasman, pres.) . . . DuMont: Kelvinator Corp., 60 Arsenal St., Watertown, Mass. (Walter R. Gunberg, mgr.) . . . Emerson west coast factory branch, 2630 Railroad Ave., Fresno, appoints David Gray gen. mgr., Robert Holley parts & service mgr. . . . Philco Distributors, Philadelphia, appoints Wm. Taschner northeast district rep, his duties as major appliance sales mgr. assumed by gen. sales mgr. Dave Brody; Jack Halley continues as TV-radio mgr. . . . Judson C. Burns, Philadelphia (CBS-Columbia) appoints George Adames as adv. mgr. . . . Trav-Ler San Francisco factory branch appoints Mrs. Ora Fisher as credit mgr. . . . GE Supply Co. names F. A. Parente as Columbus, O. branch mgr.

Dr. Richard W. Porter, gen. mgr. of GE's guided missiles dept., elected pres. of American Rocket Society, succeeding Andrew G. Haley, Washington TV-radio attorney.

George B. Flood, 74, who retired last March as treas. & director of Sprague Electric after 23 years with firm, died last week at N. Adams, Mass. home after long illness.

### Network TV-Radio Billings

October 1954 and January-October 1954

(For September report see *Television Digest*, Vol. 10:44)  
(For preceding years, see *TV Factbook No. 19*, p. 15)

**C**BBS-TV NETWORK billings jumped again to an all-time record of \$14,033,536 in Oct. from previous record of \$12,944,665 in Sept., according to latest Publishers Information Bureau report. CBS-TV thereby retained its lead in TV rankings, though NBC-TV also jumped to all-time record—\$12,307,403. Also at new high was ABC-TV, with DuMont only a shade under its record of last Jan. Month's total for the 4 networks reached record \$31,657,772, up more than \$5,500,000 from previous record in Sept. and comparing with \$23,409,053 in Oct. 1953. Aggregate of \$254,425,834 for first 10 months of year compares with \$179,330,993 for same 1953 period.

Network radio pulled up somewhat in Oct., aggregating \$10,940,099, compared with \$10,445,475 in Sept. but down from the \$13,829,106 of Oct. 1953. For first 10 months, radio total is \$115,015,098 vs. \$132,682,830 for same 1953 period. The complete PIB tables:

#### NETWORK TELEVISION

	October 1954	October 1953	Jan.-Oct. 1954	Jan.-Oct. 1953
CBS	\$14,033,536	\$ 9,381,816	\$117,032,072	\$ 77,328,337
NBC	12,307,403	10,267,232	100,541,824	76,941,720
ABC	3,890,802	2,297,862	26,584,163	16,094,615
DuMont	1,426,031	1,462,143	10,267,775	8,966,321
<b>Total</b>	<b>\$31,657,772</b>	<b>\$23,409,053</b>	<b>\$254,425,834</b>	<b>\$179,330,993</b>

#### NETWORK RADIO

	October 1954	October 1953	Jan.-Oct. 1954	Jan.-Oct. 1953
CBS	\$ 4,131,628	\$ 5,478,455	\$45,567,675	\$51,422,613
NBC	2,735,080	3,493,950	28,106,616	38,145,994
ABC	2,502,439	2,671,103	24,199,694	24,173,422
MBS	1,570,952	2,185,598	17,141,113	18,940,801
<b>Total</b>	<b>\$10,940,099</b>	<b>\$13,829,106</b>	<b>\$115,015,098</b>	<b>\$132,682,830</b>

#### NETWORK TELEVISION—January-October 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar.	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr.	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,967	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,998	820,633	8,057,484	23,668,940
Sept.	2,660,601	12,944,665*	802,721	9,733,378*	26,141,365*
Oct.	3,890,802	14,033,536	1,426,031	12,307,403	31,657,772
<b>Tot.</b>	<b>\$26,584,163</b>	<b>\$117,032,072</b>	<b>\$10,267,775</b>	<b>\$100,541,824</b>	<b>\$254,425,834</b>

#### NETWORK RADIO—January-October 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174	\$1,896,925	\$ 3,391,873	\$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,273	13,895,137
Apr.	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,821,234*	1,481,767	2,127,192	9,529,016*
Aug.	2,160,025	3,844,135*	1,491,503*	2,075,531	9,571,194*
Sept.	2,267,810	4,055,869*	1,523,161	2,598,635	10,445,475*
Oct.	2,502,439	4,131,628	1,570,952	2,735,080	10,940,099
<b>Tot.</b>	<b>\$24,199,694</b>	<b>\$45,567,675</b>	<b>\$17,141,113</b>	<b>\$28,106,616</b>	<b>\$115,015,098</b>

\* Revised as of Dec. 1, 1954.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 40%. However, they're generally accepted in the trade as an index.

Australian Broadcasting Commission has invited Alphonse Ouimet, CBC gen. mgr., to be consultant on its new TV system, and he leaves Ottawa Dec. 6. Already there, on same mission, is James C. Hamrahan, WEWS, Cleveland. Also on way to Sydney is Martin Michel, 20th Century-Fox TV specialist, who will help that company's wholly owned subsidiary, 182-theatre Hoyts Circuit, in its application for a commercial station. Bids for construction of first 2 gov't.-owned stations, in Melbourne & Sydney, have been invited by Post Office Dept., deadline Feb. 17. There are about 100 applicants for commercial stations.

**S**ALE OF KANG-TV, Waco, Tex. (Ch. 34) for \$134,000 was approved by FCC with unusual speed, having been filed only last week (Vol. 10:48). Owner Clyde Weatherby, pleading for haste in approval of transfer to Claudia T. Johnson, wife of Democratic majority leader Sen. Lyndon Johnson, said losses were so great that station was in imminent danger of going off air. Other transfers approved this week: (1) Holders of CP for WIMA-TV, Lima, O. (Ch. 35) got WLOK-TV there (Ch. 73) for \$750 plus assumption of some \$150,000 liabilities (Vol. 10:44), will drop own CP and radio WLOK, shift WLOK-TV to Ch. 35. (2) Wm. B. Dolph acquired 29% (29,000 shares, at \$1 par), Wm. B. Quarton 20% (20,000 shares) of WMT-TV, Cedar Rapids, Ia. (Ch. 2) with former 100% owner American Bestg. Stations Inc. (Helen Marks, chairman), retaining 51%. (3) Wm. J. Gregory and Hoth family obtained control of KRDO-TV, Colorado Springs, Colo. (Ch. 13) and radio KRDO through purchase of Joseph Rohrer's 50.37% for \$24,500 (Vol. 10:44).

Applications for sales of CPs filed with FCC this week: (1) Joseph Novy, chief engineer of Chicago's WBBM-TV & WBBM and Jerome F. Cerny, also of the Chicago stations, are buying CP for WJOL-TV, Joliet, Ill. (Ch. 48), along with radio WJOL (250-w, 1340 kc) for \$112,000 from Charleston, W. Va., group headed by Wilard H. Erwin Jr., who also holds interest in Charleston's WGKV. Novy & Cerny told FCC they plan to become Joliet residents, and Erwin group said it's selling because it wants to give up holdings outside of W. Va. (2) KLFY-TV, holder of shared-time CP for Lafayette, La., Ch. 10 asked permission to buy out companion CP-holder KVOL-TV for \$45,000 out-of-pocket expenses incurred by KVOL-TV owners *Lafayette Advertiser* and KVOL gen. mgr. George H. Thomas. KLFY-TV is headed by Paul & Thomas DeClouet.

Television Bureau of Advertising, in first board meeting since establishing offices at 444 Madison Ave., N. Y., this week reported \$100,000 in dues — one-fourth of its \$400,000 annual budget — has already been paid by charter member stations. Membership drive began officially Dec. 1, and pres. Oliver Treyz said stations have until Jan. 1 to submit dues, entitling them to be charter members. He said membership list will be made public after Jan. 1. He anticipated that at least 2 top positions in TvB will be filled this month. He also revealed that 2 major advertisers—whom he declined to identify—had voluntarily asked TvB to evaluate TV's potential as an advertising medium for them. A firm of management consultants has been engaged to work on their problem, he said.

Hearing on renewal of Edward Lamb's WICU, Erie, was recessed until Jan. 4 by examiner Herbert Sharfman Nov. 30 when he refused to let FCC Broadcast Bureau attorneys seek depositions from convicted Communist leaders Gus Hall and Jacob Stachel (Vol. 10:48). Sharfman said "there are indications they will seek refuge under the 5th Amendment and refuse to testify" after FCC lawyers told him they had visited wardens of Danbury and Leavenworth prisons and were advised that both prisoners had gone on record against making the depositions. Sharfman requested Lamb's attorneys to advise FCC lawyers by Dec. 13 which previous witnesses they want to cross-examine when hearing resumes.

Only TV application this week was for Toledo, educational Ch. 30, by Greater Toledo Educational TV Foundation, headed by Paul Block Jr., v.p. of *Toledo Blade*, which is applicant for Ch. 11 in Toledo. Applications pending now total 175, of which 17 are for uhf. [For further details about applications, see *TV Addenda 19-U* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

# Television Digest

with **ELECTRONICS REPORTS**

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December 11, 1954

## SUMMARY-INDEX OF THIS WEEK'S NEWS

NETWORK-STATION AFFILIATION and ownership jig-saw indicates changing face of the telecasting industry; big interests moy hypo uhf (pp. 1 & 4).

MILLION-WATT UHF A REALITY as RCA and GE reedy their 'showcase' transmitters in rival Wilkes-Borre stations; first 1000-kw due next week (p. 2).

FCC REVIVES OLD PATENT PROBE as 4-3 majority votes to coll rule-moking arguments, reviving issue bitterly fought during color hearings (pp. 2 & 10).

FLA. UHF RETURNS, NEW VHF gets started in West Virginia, new Conadion station in Saskatoon; total on air now 422 in U. S., 23 in Canada (p. 3).

FLINT AREA'S UPCOMING WJRT plans to chonge transmitter site; equipment shipments continue slow as more grantees report on-air plans (p. 5).

FCC GRANTS CPs for Tupelo, Miss. & Ropid City, S. D., refuses to reissue grants in Hot Springs & Amarillo, considers Flint, Hartford, Portlond situations (p. 6).

LITTLE OR NO PRODUCTION CUTBACKS planned by TV manufacturers for first quarter of 1955, despite warnings of rising inventories (p. 11).

PITTSBURGH'S WDTV, sold to Westinghouse for \$9,750,000, earned \$7,500,000 on gross of \$12,500,000 in 34 mo.; DuMont soys he's stoying in network TV (p. 9).

DEMAND FOR COLOR FILM EQUIPMENT occelerotes as RCA ships six 3-Vs, schedules new live comero production in Morch; DuMont deliveries stepped up (p. 10).

COLOR TV USED BY ARMY of Ft. Huochuco bottle exercises; CBS field sequentioal system equipment and 'secret' 4x6-ft. screen found impressive (p. 13).

FRANK STANTON BUYS 40,000 more shores of CBS Inc. stock under option of 38¼; Storer reveals imposing balance sheet (p. 13).

5% OF TV HOMES HAVE 2 SETS, 'Videotown' survey shows, also disclosing replacement soles surpassing new set soles, 24 & 27-in. demond growing (p. 14).

**THE NETWORKS MANEUVER FOR POSITION:** Big changes are under way in telecasting. They involve shuffling of network affiliations, plans for new stations, more sales of stations -- and they may alter the face of the industry over the next few years.

The changes are being wrought largely by the major networks, whose program and sponsorship supremacy gives them virtual power of life and death over a station. They also involve group ownerships of stations, whose bargaining power enables them to enjoy preferential treatment in the matter of network franchises.

"Top favorites" in the horse race are CBS & NBC, so far as first calls on affiliations are concerned. Up-&-coming but still a relatively far back third runner is ABC, which stands to gain from any casualties the giants inflict on one another.

As for DuMont Network, the Madison Ave. advertising & selling fraternities are now more than ever inclined to write it off as a serious competitor in view of last week's sale of its main fiscal prop, WDTV in Pittsburgh, to Westinghouse (Vol. 10:49). This, despite Dr. DuMont's avowed intention of staying in network TV (p. 9).

Involved also may be the future of uhf, which conceivably will gain a new lease on life cut of the considerable interest in it now being evinced by CBS, NBC, Storer, possibly other big interests. Uhf's technical qualities have been obscured by the advertising fraternity's zeal to get into markets already well populated with TVs -- meaning mainly vhf sets, which got there first. But new factors are arising:

There's the advent of 1,000,000-watt power for uhf, for example (see p. 2). There's CBS's projected entry into Milwaukee via uhf (Vol. 10:43,47) and NBC's avowed intention of getting 2 uhf in major markets. There's Storer's plan to build up uhf in Miami and possibly even bear all or part of cost of conversions (Vol. 10:47,49).

And this week a rather mysterious situation cropped up in the Hartford area, where it was disclosed that unnamed interests had acquired Mt. Higby, about halfway southward toward New Haven, as site for an undescribed TV station. It's believed to be a project of either CBS or NBC, possibly predicated on new 1-megawatt power. It

could indicate that one or the other network is convinced this area's TV future lies with uhf rather than with the single vhf now in New Haven and the one bitterly contested vhf channel allocated to Hartford, which may take several years to resolve.

It's generally conceded the networks can put over uhf if they affiliate with such stations, feed them the programs they need, sweat out the audience incubation period, hasten that buildup with their money and their promotional steam. At all events, the networks are inordinately sensitive to Washington -- and there's no palpable intention on the part of FCC or Congress to sell down uhf. From what we can gather, many more uhf affiliations are in prospect even in intermixed markets.

Over-all, the impression is one of competitive vitality, even though some station ownerships are in ferment over what one spokesman describes as the networks' "apparent disregard for old affiliations and old loyalties." (For further details on impending network affiliation changes, see p. 4.)

**UHF BREAKS THROUGH THE POWER BARRIER:** The dream of a million-watt uhf station may come true this week -- designed further to strengthen the confidence of industry, advertisers and the public in the capabilities and potentials of ultra-high.

First 1000-kw station is due to be RCA's installation for Wilkes-Barre's pioneer WBRE-TV (Ch. 28). RCA engineers hope to get WBRE-TV's power boosted to the full megawatt some time next week. At week's end, only the antenna remained to be installed -- the 25-kw transmitter already has been put through its paces under a dummy load. Station held dedication ceremonies at Wilkes-Barre Dec. 10, attended by RCA-NBC bigwigs, local civic & industrial leaders and the press.

Within a month after RCA's first megawatt installation will come GE's first -- also in Wilkes-Barre, for WILK-TV (Ch. 34), whose antenna is ready for shipment Dec. 13, transmitter due to arrive by Dec. 17 and rectifier scheduled by Dec. 27. GE says all parts have already been tested at Syracuse.

Wilkes-Barre is thus destined to become showcase for top-power uhf. Both RCA & GE report heavy interest by uhf operators, but only other order recorded is for RCA installation at Storer's KPTV, Portland, Ore. (Ch. 27), due for completion by March 1. Most other uhf operators are waiting for opportunity to visit both Wilkes-Barre stations and to compare transmitters "side-by-side."

In achieving the megawatt, GE & RCA use slightly different approaches, though both use their standard 12-kw transmitters as building-blocks. RCA modifies 2 of its 12½-kw transmitters to get 25-kw power, feeds output into mammoth 46-gain antenna, using conventional beam tetrode tubes in output stage. GE gets 45-kw transmitter power by harnessing three 12-kw units, modified so there are 4 klystron-powered visual amplifiers, 2 aural, feeding into conventional 25-gain helical antenna.

RCA's 46-gain antenna is 96 ft. long, weighs 7½ tons, will be shipped and hoisted in 2 sections. GE uses its standard 5-bay helical uhf antenna, which is 43 ft. long, weighs 1½ tons (for Ch. 34). Spokesmen say it has already been tested with 60-kw input, and that single bays have been tested with twice rated power.

**OLD PATENT PROBE REVIVED BY COMMISSION:** Three-year-old patent-filing proposal which was initiated by FCC as aftermath of bitter color hearing (Vol. 7:48 et seq.), was resuscitated in somewhat less sweeping form this week by bare 4-3 majority of Commission. Original proposal was so broad, covering so many activities obviously out of FCC's jurisdiction, that hundreds of vigorous comments in opposition forced FCC to pigeon-hole proposal -- and it gathered dust until this week.

As originally proposed, rule would have required everyone with patent rights on communications equipment to disclose mass of information on such patents to Commission. This was so far-reaching that almost everyone felt it was impossible to comply with, and many argued that FCC was stepping way beyond its legal jurisdiction. Opposition was expressed by such groups as the American Bar Assn., NAM, inventors' organizations, etc., in addition to communications companies.

This week's proposal would require annual reports by those holding patent rights which they know or believe are being used in communications services regu-



lated or licensed by FCC. Reports would have to identify patents, show how they're used, list patent licensees and disclose agreements with them, state patent licensing policies of patent-rights owners.

A corollary patent-filing proposal was issued as separate rule-making, to require those participating in any kind of rule-making proceedings to show their patent interests in equipment involved. For example, recent petitioners Skiatron and Zenith, asking for commercialization of pay-as-you-look TV, would be required to disclose patents they control in subscription TV.

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Defending latest proposal, FCC majority insisted that Commission has legal jurisdiction to demand patent information; that such data is essential in pursuit of its duties; that requirements would not be an "unnecessary duplication" of Justice Dept. anti-trust activities; that proposal won't be unnecessary burden on the industry; that there won't be an "unwarranted invasion of private rights."

But Chairman McConnaughey and Comrs. Doerfer & Hyde dissented completely, Doerfer issuing a statement in which McConnaughey concurred. Doerfer stated that there's serious doubt about FCC's authority to require such filings; that proposal "holds little promise of achieving any practical results"; that it would be "a waste of time and money" because Commission hasn't adequate staff to make any sense out of the "mass of material [which] is to be merely filed with the Commission and placed upon a shelf in the hope that someday, perhaps, some of it may become useful"; that Justice Dept. is taking care of illegal or monopolistic practices, as shown by its anti-trust action against RCA (p. 10 and Vol. 10:47-48).

Exempted from rule would be devices covered by Part 15 of rules (restricted radiation), Part 18 (industrial, scientific & medical) and Part 5 (experimental).

Fear of industry that everything would be made public is unwarranted, FCC said, stating that "only the list of patents known or believed to be in use will be made available for public inspection."

There's bound to be strong opposition again, which will find expression in oral argument scheduled Feb. 1, with notice of appearance due Jan. 3. On the corollary proposal regarding filings in rule-making proceedings, comments are due to be filed not later than Jan. 15. (For full texts of both proposals, see p. 10.)

**FLA. UHF RETURNS, NEW W. VA. STARTER:** Pensacola's WFFA-TV (Ch. 15) went back on air Dec. 10, just 40 days after suspending operations in the face of vhf competition that started 3 months after it did (Vol. 10:45). Spokesman for majority stockholder-operator Charles W. Lamar Jr. said station is taking another crack at it because it now appears that business prospects have improved sufficiently to warrant return. It is the second uhf to come back after having been off for extended period -- first having been Norfolk's Ch. 33 WACH-TV (Vol. 10:14, 31).

New vhf starter in Oak Hill, W.Va., designed to cover Beckley-Fayetteville area, brought on-air total to 422, of which 120 are uhf. In Canada, another starter -- in Saskatoon -- brought total to 23. Week's new starters:

WOAY-TV, Oak Hill, W.Va. (Ch. 4) begins ABC programming Dec. 12 after 9 days of tests, reports owner-gen. mgr. Robert R. Thomas Jr. It has \$300 base rate, sold only in combination with WKNA-TV, Charleston, W.Va. (Ch. 49), though neither will be satellite and each has own organization. WKNA-TV owner Joe L. Smith Jr. holds option to buy 40% of WOAY-TV, which has 25-kw RCA plant, 682-ft. tower. W.S. Jackson is sales mgr.; Clyde Higgins, program mgr.; Ken Rice, chief engineer. Rep is Weed.

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CFQC-TV, Saskatoon, Sask. (Ch. 8) started programming Dec. 5 after testing previous day, wires station mgr. G. Blair Nelson. Films and kines of NBC & ABC shows are used as well as CBC. It has 10-kw RCA transmitter and 12-slot wavestack antenna on 650-ft. tower built by Dominion Bridge Ltd. Owner is A.A. Murphy family, with Vernon Dallin, asst. mgr.; Walter Romanow, production director; Lyn Hoskins, chief engineer. Base rate is \$160. Reps are Adam Young & Radio Representatives Ltd.

**Personal Notes:** Peter B. James, N. Y. mgr. for Weed TV, on Jan. 1 becomes gen. mgr. of WJAR-TV, Providence, succeeding Norman Gittleston, resigned; Bates Halsey named Weed TV eastern sales mgr. . . . Myron P. Kirk, Kudner v.p., named TV chairman of 1955 Heart Fund, John F. Meagher, NARTB, radio chairman . . . Wm. P. Rosensohn, former exec. v.p., elected pres. of Box Office Television Inc., (closed-circuit TV) replacing Milton Mound, who becomes board chairman; v.p.'s are Sid Caesar, Abrams Chasin, Ivan Veit, Robert M. Rosencrans, Edgar A. Rosenberg . . . George Greaves, gen. mgr. of KNBC, San Francisco, elected pres. of Calif. State Radio & TV Broadcasters Assn.; Philip G. Lasky, KPIX, named v.p. for north; Frank Burke, KFVD, v.p. for south; Gene DeYoung, KERO-TV & KERO, Bakersfield, reelected secy-treas. . . . James C. Richdale Jr., ex-Petry & WNAC-TV, Boston, named commercial mgr., KOTV, Tulsa . . . Harry Abbott resigns as mgr. of KTVQ, Oklahoma City, to become station mgr. of KCEN-TV, Temple, Tex. . . . Jack Pacey, ex-ABC public relations director, joins Publicity Consultants Inc. (Ben Sonnenberg) . . . Tom Harrison named St. Louis office mgr. of Blair rep firm, succeeding Richard Quigley . . . Paul W. (Fritz) Morency, gen. mgr. of WTIC, Hartford, who as youth was first field rep for old NAB, surprised by 150 colleagues at dinner Dec. 2 celebrating his 25th anniversary with WTIC . . . Clarence L. Menser, onetime NBC program v.p., now directing Stetson U's radio WJBS, Deland, Fla., appointed by Gov.-elect Collins to state's committee on educational TV . . . Fritz Snyder, ex-director of station relations, CBS-TV, onetime Biow and Bulova Watch Co. executive, becomes v.p. of *Television Magazine* (Fred Kugel, publisher) . . . Ole Morby, from western mgr. of station relations, moves to N. Y. as CBS Radio mgr. of station relations . . . James M. Dolan promoted to DuMont sports director, replacing Thomas J. McMahon, resigned . . . G. Edward Hamilton, from ABC-TV eastern div., named chief engineer, WABC-TV, N. Y. . . . Donald Jordan named program director of WLAM-TV, Lewiston, Me., succeeding Lester J. Richards . . . Gordon Williamson, ex-gen. mgr. of WISE-TV, Asheville, N. C., appointed operations production mgr. of WFMV-TV, Greensboro, N. C. . . . Mrs. Dorothy Albee,

adv. & promotion director, WILK-TV, Wilkes-Barre, wins first prize in Lehn & Fink's nationwide station promotion contest . . . Donna DeCamp, ex-film director WOI-TV, Ames, Ia., named TV director of Cary-Hill Inc., Des Moines . . . Richard P. Buch, ex-CBS-TV Film Sales, now in charge of General Teleradio's new southeastern office, Atlanta . . . John Grogan, ex-Wm. Esty agency and WRCA-TV, joins program production staff of N. W. Ayer's N. Y. TV-radio dept. . . . Thomas J. McDermott elected TV-radio v.p., N. W. Ayer, N. Y. . . . John Scott Keck, ex-TV-radio v.p., Henri, Hurst & McDonald, named asst. TV-radio director, Needham, Louis & Brorby, Chicago . . . Christian Valentine Jr., ex-Biow, named TV art director, McCann-Erickson . . . Richard H. Soule promoted to head NBC-TV's new special program sales unit for its optional affiliates (Vol. 10:49) . . . Ted Nathanson promoted to exec. producer, WRCA-TV, N. Y.

Gov. Gordon Persons, the 52-year-old ex-radio station mgr. who retires from office Jan. 1 and who has been mentioned as possible successor to Comr. Frieda Hennock as member of FCC (Vol. 10:49), suffered a mild heart attack Dec. 9, was rushed to a hospital, placed in oxygen tent. He's brother of White House aide Brig. Gen. Wilton Persons. On Dec. 10, he was reported "improving rapidly," though "still in danger."

Frank H. Bartholomew becomes pres. of UP next April 6, when Hugh Baillie becomes chairman of board after 20 years as pres. Bartholomew, first v.p., has been v.p. in charge of Pacific Coast area since 1938.

Profile of NBC pres. Pat Weaver, recently published in 2 parts in the *New Yorker*, has been reprinted in booklet form by the magazine.

Gaston Grignon, 61, retired v.p. & gen. mgr. of Hearst Radio's WISN, Milwaukee, died Dec. 6 after a long illness of bronchial asthma. Surviving are his wife and 3 married daughters.

Marvin H. Creager, 72, v.p. & editorial advisor of *Milwaukee Journal*, identified with operation of its WTMJ-TV & WTMJ, died of cancer Dec. 4.

**T**HE NETWORK JIG-SAW (see p. 1) comprises some accomplished changes on the one hand and a lot of rumored and conjectured projects on the other. Aside from changes of major station ownerships, which we've reported fully as they occurred—and a record number of which will have been stacked up this year, including an extraordinary number of AM station sales by TV principals—the puzzle is difficult to piece together in the face of unwillingness of most principals to talk.

Some of the developments are "iffy," some will be disclaimed, but there's good basis for each of the following reports—and they certainly point to a changing pattern of TV growth in the next few years:

CBS served notice this week on WEWS, Cleveland (Scripps-Howard) that it's to be replaced on that network by Storer's newly acquired WXEL. This week, too, CBS also announced it is switching in Indianapolis next June from WFBM-TV (Bitner) to WISH-TV (McConnell).

This comes in wake of revelation of CBS's projected switch from uhf WTRI, Albany-Schenectady, owned jointly by veteran broadcaster Harry Wilder and the big Stanley Theatres chain, to uhf WROW-TV, newly acquired by the Lowell Thomas group, which is also seeking to get FCC to allocate vhf Ch. 10 to that area—moves being bitterly contested by WTRI through attorney Paul Porter, onetime FCC chairman, on anti-trust and multiple-ownership grounds (Vol. 10:49).

There are reports, unconfirmable, that the Meredith stations in Omaha (WOW-TV) and in Kansas City

(KCMO-TV) may switch to CBS in a package move similar to Storer's, though it's known that Gene Autry's KOOL-TV, Phoenix, is exerting pressure to take the CBS affiliation away from Meredith's KPHO-TV there. Only other Meredith station, WHEN-TV, Syracuse, is already a basic CBS.

There's also the rumor that Storer's projected uhf parlay in Miami (Vol. 10:47) looks to an eventual CBS affiliation in lieu of vhf WTVJ (Wolfson).

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For its part, NBC recently got full affiliation of WTVR, Richmond, which had been taking CBS, too; has agreed to link Indianapolis' WFBM-TV as of Jan. 1 as a supplementary to its unexpired basic affiliation with Sarks Tarzian's WTTV, Bloomington; and definitely will get the WDTV affiliation in Pittsburgh after DuMont-Westinghouse deal is approved. And still very much alive is proposed deal whereby NBC might swap its WNBK, Cleveland for Westinghouse's WPTZ, Philadelphia; NBC may even sell WNBK to Westinghouse, which is now hell-bent to get its 5th vhf and has indicated it may also go for the now-allowable additional 2 uhf.

NBC also has been eyeing San Francisco for a uhf of its own, but that hasn't deterred it from offering to buy the *San Francisco Chronicle's* pioneer vhf KRON-TV.

Where NBC is going to acquire the 2 uhf it has stated it would, is anybody's guess, held up possibly by the San Francisco situation. Nor has CBS yet indicated where it plans its second uhf. Either one may be behind the new

Hartford area uhf project, brought to light this week when it was revealed there that unnamed interests had purchased a site on Mt. Higby, in Middletown, Conn., between Hartford & New Haven, with the intention of building a new TV station thereon. Check with General Teleradio-Gannett's WGTH-TV, Hartford (Ch. 18) and New Haven Ch. 59 grantee WELI-TV elicited denials that they were in any way involved. *Hartford Courant* indicated it's one of the "national TV and radio broadcasting companies," city of Middletown agreeing to \$500 rental a year until taxes run \$3100 a year and Mayor Clew reporting to Middletown city council that principals had asked for secrecy but that he had been informed the installation will cost \$500,000 or more.

It's a fair guess that NBC is awaiting reactions to CBS's various maneuvers in both vhf and uhf and, being highly sensitive to Washington politics, is waiting to gauge the impact of CBS's current activities not only on the FCC but on the current Bricker and upcoming Kilgore committee TV-radio probes. CBS's biggest pitch, of course, is its proposal to buy WSTV-TV, Steubenville, O. in order to build it up as a Pittsburgh outlet, a project facing strong local opposition (Vol. 10:47, 49).

Also being kicked around, but given little credence at GE, is a proposal whereby GE's pioneer vhf WRGB in Schenectady would go to uhf if the FCC would de-intermix and insure that that area, now with 2 uhf, will remain uhf territory permanently. The argument is that GE has a heavy stake in the future of uhf equipment sales, notably its own new 1-megawatt transmitter, and may also go for more uhf outlets of its own.

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Only thing clear about the still-scrambled jig-saw is that there are growing cleavages in old network loyalties, suspicions about what's coming next, deep resentments in powerful places. Paul Porter's contention is that the bargaining power of talent (Lowell Thomas, Gene Autry) and of group ownership (Storer, Westinghouse, et al.), if exerted for network affiliations, contravenes the anti-trust laws. Whether that's so or not, it indicates some bitter fights ahead before FCC and the courts—and certainly more grist for the Congressional investigatory mill.

The fact is that old radio network loyalties, and many in the relatively new TV field, are not proving to be very binding as TV surges forward as the primary medium. It's a separate and distinct TV structure that each of the networks is trying to build for itself. Yet there's an occasional anomaly and contradiction: This week, for example, CBS signed a new 2-year affiliation contract with radio WGAR, Cleveland, despite Storer's recent acquisition of WJW there and the assumption that he would automatically place it on CBS.

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Two top FCC staff jobs were filled this week with appointment of Howard Cowgill as chief of Common Carrier Bureau, James Cunningham as chief examiner. Cowgill has been lined up for job for months, and Cunningham has for years been considered preeminently qualified for chief examiner's position. Cowgill worked for FCC before, handling common carrier matters during 1935-44, then joining law firm of Segal, Smith & Hennessey, leaving them in 1953 to become exec. v.p.-mgr. of WTVP, Decatur, Ill. (Ch. 17) which he left several months ago. He takes over from acting chief Curtis Bushnell. FCC veteran Cunningham has been with Commission since its inception in 1934, has been examiner for 7½ years, handling many of its biggest cases, including current 5-way Boston Ch. 5 hearing. He assumes position left vacant by resignation of Edward Stodola, who returned to CAB on advice of physician after holding job Feb.-June this year. Only major position still vacant is that of chief of Hearing Div.; Robert Rawson is acting chief.

FLINT AREA'S upcoming WJRT (Ch. 12), which owners of Detroit's WJR were authorized to construct in FCC decision reaffirmed this week but being appealed (see p. 6), intends to begin construction "early in 1955"—probably at a newly designated site. Continued litigation, it's indicated, will not halt construction, but new plans are to find another site, probably north of Flint, and to operate entirely as a Flint area outlet in line with recommendations of local citizens committee. Presently-designated site is at Clarkston, about 15 mi. south of Flint and some 35 mi. from Detroit; original plan was to make station DuMont outlet for Detroit, but that franchise has since gone to CKLW-TV, Windsor-Detroit, and the plan now is to move it farther away from Detroit and not emphasize coverage there.

Equipment is already on hand, including 50-kw RCA transmitter and 1000-ft. Emsco tower, and WJRT pres. John F. Patt states \$750,000 has already been spent on these and on leaseholds covering studios and offices of old uhf WTAC-TV, which Campbell-Trendle interests gave up for economic reasons last July (Vol. 10:31). Already occupying Flint quarters at 2302 Lapeer St. are A. Donovan Faust, appointed WJRT operations mgr. last Aug. 17; Frank Mitchell, program director; Clarence Jones, chief engineer; Howard Town & Ken Clark, engineers.

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Only shipments reported this week were 50-kw RCA amplifier Dec. 6 to WDEL-TV, Wilmington, Del. (Ch. 12) and 2-kw RCA standby unit Dec. 3 to KSTP-TV, St. Paul-Minneapolis (Ch. 5). DuMont reports order from WLVA-TV, Lynchburg, Va. (Ch. 13) for 5-kw transmitter and 50-kw amplifier for Jan. shipment.

In our continuing survey of upcoming stations, these are latest reports received from principals:

KFDM-TV, Beaumont, Tex. (Ch. 6), its CP stayed by FCC until oral arguments by losing applicants are heard Dec. 21, didn't get 608-ft. Emsco tower ready Dec. 1, as planned. Exec. v.p.-gen. mgr. C. B. Locke writes that it now plans March 1 debut as CBS primary. It has 10-kw RCA transmitter ready, plans to get 12-bay RCA antenna on 608-ft. Emsco tower in Feb. Pres. Darrell Cannan (27.2%) also owns 60% of KFDX-TV, Wichita Falls. Base hour will be \$300. Rep will be Free & Peters.

WFLA-TV, Tampa, Fla. (Ch. 8) begins wiring 50-kw RCA transmitter over weekend, expects to get going mid-Jan. with test patterns, in Feb. with programming as basic NBC, writes gen. mgr. George W. Harvey. Ideco 1054-ft. tower with 12-section RCA antenna is planned later in 1955. Base hour will be \$400. Rep will be Blair.

KEYD-TV, Minneapolis (Ch. 9), now getting delivery of 50-kw RCA transmitter parts, hopes to meet Dec 20 test pattern target, plans Jan. 9 programming as DuMont outlet, according to gen. mgr. Lee L. Whiting. RCA 9-bay antenna is ready on Foshay Tower, which is shared also by WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV (Ch. 11). KEYD-TV is controlled by Morris Baker family, owner of Foshay Tower and other Twin City properties. Raymond J. Tenpenny has been named asst. gen. mgr.; Harvey V. Headen, chief engineer. Base hour, first announced as \$385, has been upped to \$600. Rep will be H-R Television.

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Requesting maximum height and power, WSJS-TV, Winston-Salem, N. C. (Ch. 12) this week asked FCC to authorize transmitter site on Sauratown Mt., 20 mi. north of city, where its antenna would be 2000-ft. above average terrain, 3071-ft. above sea level.

Jack Lauderback, ex-Willys Motors Inc. electronics div., now residing at 8310 Woodhaven Blvd., Bethesda, Md., named director of sales of Fleetwood Corp., Toledo, newly formed TV station equipment manufacturer (Vol. 10:49).

**T**WO CPs WERE ISSUED by FCC this week, while residue of last week's 3-day 7-member sessions continued to be released, chock-full of dissents and statements. This week's grants: Tupelo, Miss., Tupelo Citizens TV Co., Ch. 9; Rapid City, S.D., KOTA, Ch. 3. At same time, Commission refused to reinstate expired CP of KTVR, Hot Springs, Ark. (Ch. 9), because grantee failed to undertake construction when it had CP, while examiner Hugh Hutchison recommended that Commission deny more time to build KLYN-TV, Amarillo, Tex. (Ch. 7) because of its lack of diligence. One CP was given up voluntarily, meanwhile, KFYO-TV, Lubbock (Ch. 5) turning in grant because of dubious economic prospects. Other Commission actions:

(1) A second look at Flint Ch. 12 decision, which was granted WJRT, now under construction (see p. 5), was denied to defeated applicants WFDF (Bitner) and Butterfield Theatres. Similar request of Flint citizens' group was turned down. Four commissioners made the decision, McConnaughey & Lee abstaining, Webster dissenting. WFDF immediately asked for re-argument, saying it's "only fair and proper" that McConnaughey & Lee participate, and citing FCC's action last week in granting oral argument in Beaumont and Tampa cases (Vol. 10:49). WFDF also said it will appeal to courts.

(2) De-intermixture in Hartford, requested by 4 uhf stations in area, was turned down. Petition asked that Ch. 3 be made educational, even though hearing has been conducted for the channel—WTIC (Travelers) and Hartford Telecasting (Harry Butcher) competing—but Commission said that WNHC-TV, New Haven, already supplies vhf to area; that Ch. 3 is sole vhf in Hartford and one of only 2 in Connecticut and therefore should not be denied commercial use. Efforts to de-intermix Peoria were pursued by uhf stations WEEK-TV & WTVH-TV, even though FCC had turned down their petition to remove Ch. 8. Seeking reconsideration, they asked: "Will

the Commission admit an error which nearly the whole TV industry recognizes and prevent the difficulties which have been encountered in other communities from coming to pass in Peoria?"

(3) Reconsideration of Portland, Ore. Ch. 12 decision, wherein Oregon TV was granted, was denied to Columbia Empire Telecasters. FCC rejected contentions that Oregon TV offered perjured testimony; that "diversification" theory was misapplied, etc. Comr. Hyde dissented, while Comrs. Webster & Bartley dissented to extent that they would have reopened record.

(4) Ch. 13 was assigned to Monroe, La., at request of now off-air KFAZ (Ch. 43). However, FCC denied station's petition that it be shifted directly to Ch. 13, saying channel must be open to application from anyone. This may be regarded as precedent in event FCC grants petition to WBUF-TV, Buffalo (Ch. 17) to add Ch. 8 to Buffalo (Vol. 10:45).

(5) Addition of Ch. 4 to Richmond, Ky., requested by grantee WLAP-TV, Lexington (Ch. 27), was turned down on grounds that zone changes needed to make allocation possible aren't justified. Noteworthy is concurring statement of Comr. Bartley who said he'd deny allocation because uhf WLEX-TV, Lexington (Ch. 18) is going on air shortly. Some other commissioners agree with Bartley, though they didn't say so in decision.

(6) KBOI (Ch. 2) became officially identified as a Boise, Ida. station. Up to now, it has been assigned to Meridian, using Caldwell's Ch. 2, but station wants to use Boise studios on permanent basis, and Commission granted change in allocations switching Ch. 2 & 9 between Boise & Caldwell.

(7) Reconsideration of allocation of Ch. 2 to Andalusia, Ala. for educational use, requested by John H. Phipps, who had wanted it for Havana, Fla. to serve Tallahassee, was turned down by Commission which merely said that the educational proposal was "more meritorious." Comr. Doerfer dissented.

Proposal to ban most towers over 1000 ft. (Vol. 10:48-49) gets airing Dec. 15 before Air Coordinating Committee's (ACC) technical div.—but industry representatives and the press will be barred from most of meeting. Unless industry spokesmen persuade ACC officials to open meeting at last minute, here's schedule: Aviation and TV industry will get chance to give their opinions on the Airspace Subcommittee's plan, then they'll be ushered out and Airspace Subcommittee members will be heard. Among TV industry representatives appearing will be NARTB—probably represented by engineering director A. Prose Walker—opposing arbitrary limits on antenna heights. Assn. of FCC Consulting Engineers may also be heard. Navy this week filed comments as member of Airspace Subcommittee, urging FCC, as well as ACC, to amend rules to ban all future towers over 1000 ft. Odds still are against ACC acceptance of arbitrary tower height ceiling.

Proposal to lift tower height ceiling in Zone I to 2000 ft. with full power (Vol. 10:48) was argued further this week when parties filed replies to each others' comments. Proponent WBEN-TV, Buffalo, sticking to its basic premise that greater height and power will provide greater rural service, analyzed opponents' objections, attacked them one by one. Grantee WSLA, Selma, Ala. (Wm. Bennis) also supported proposal on grounds of improved rural coverage. Rest of responses were from a dozen opponents, most of whom argued that WBEN-TV had not proved case engineering-wise; that WBEN-TV should have no "grandfather" privileges because it was authorized high tower before end of freeze; that greater power-height would stymie development of local uhf.

First TV grant in Guatemala was issued Dec. 6 to Guatemala TV, headed by J. C. Wilson Jr., Guatemalan director of Pan-American Airlines. Associated with Wilson in grant are A. Frank Katzentine, owner of WKAT, Miami Beach, and applicant for Ch. 10 there; RCA distributor Mario Blancos, who will be station mgr.; Rafael Herrero, who has banking and coffee interests. U. S. legal representative for new Guatemala City grantee is former FCC chairman Paul Porter. Group told Guatemala Govt. it will install RCA transmitter on mountain south of city and anticipates 10,000 receivers-in-use "within a few months" after start. No channel has yet been assigned.

Highest station in world, in terms of height above average terrain, may be satellite proposed for Wailuku, Maui, by KGMB-TV, Honolulu (Vol. 10:48). It would be 5960-ft. above average terrain, 10,054-ft. above sea level. Albuquerque stations KOB-TV & KGGM-TV are on 10,833-ft. Sandia Crest, but only 4200-ft. above terrain. Average terrain figure for 13,405-ft. XEQ-TV at Cortez Pass in Mexico is unknown. With mere 1.49-kw ERP, Maui station has calculated Grade A contour of 29-47 mi., Grade B of 70-100 mi. Site is near national park at Haleokala Crater, has paved road already there. Applicant expects to build for \$24,435, operate for \$21,000 annually.

Unusual action at FCC this week was to hold up sale of WSFA-TV, Montgomery, Ala. (Ch. 12), and radio WSFA to Gaylord interests of Oklahoma City (WKY-TV, *Daily Oklahoman*), for \$562,598 (Vol. 10:40). Commission sent McFarland letter asking simply why sale is in public interest. Letter doesn't mention objections to sale filed by KWTW, Oklahoma City, which charged *Daily Oklahoman* with bias against KWTW in news coverage.

**Network Accounts:** Sponsor unhappiness over program ratings, said to be most important single factor in wave of cancellations and replacements starting last week (Vol. 10:49) and continuing this week, actually isn't justified, says bulletin of ABC-TV research dept. It makes point that while network ratings are average 10% below last year for same shows, advertisers' total audience has increased because of expanded coverage. As explanation for ratings drop, report cites more top shows in competing time periods, resulting in lower proportionate share of audience for all. But from standpoint of sponsor, the larger total audience more than offsets these rating drops, says report . . . ABC-TV got big break this week when **Pond's Extract Co.** (hand lotion) signed to sponsor *Pond's Television Theatre* as replacement for *Kraft Television Theatre* Thu. 9:30-10 p.m. starting Jan. 13, week after latter drops out, thru J. Walter Thompson. On debit side, **Philco** dropped out as sponsor of **Don McNeill's Breakfast Club** simulcast on ABC effective Dec. 24, leaving **Quaker Oats** as only TV sponsor . . . **Colgate-Palmolive** dropped controversial *Strike It Rich* on CBS-TV Wed. 9-9:30 p.m., effective Jan. 19, but continues sponsorship of daytime version of same program Mon.-thru-Fri. 11:30-noon; to replace Wed. night show, it's sponsoring *The Millionaire*, thru **Ted Bates & Co.** CBS-TV's Tue. night lineup has been reshuffled as result of cancellation of *Life with Father* 10-10:30 p.m. by **Johnson's Wax** and **Pet Milk**, which will sponsor *Red Skelton Show* 9:30-10 p.m., with **Danger** (**Block Drug & Nash**) shifting to 10-10:30. *Phil Silvers Show*, with CBS-Columbia as alt. sponsor, is tentatively planned for 8-8:30 . . . **Helene Curtis** (spray net) to sponsor the **Hume Cronyn-Jessica Tandy** summer-success *The Marriage* on NBC-TV starting in Jan., Sun. 5:30-6 p.m.—provided network will permit switch to 7-11 p.m. time period in spring . . . **Noxzema & Helene Curtis** to be joint sponsors of *Professional Father* on CBS-TV starting Jan. 8, Sat. 10-10:30 p.m., thru **Sullivan, Stauffer, Colwell & Bayles** and **Earl Ludgin Inc.**, Chicago . . . **Borden's** to sponsor *Way of the World* on NBC-TV starting Jan. 3, Mon.-thru-Fri. 10:30-10:45 a.m., thru **Young & Rubicam** . . . **Procter & Gamble** to be co-sponsor (with **Simmons Matress**) of *My Favorite Husband* on CBS-TV starting Jan. 1, Sat. 9:30-10 p.m., thru **Young & Rubicam** . . . **International Shoe Co.** (**Red Goose shoes**) to sponsor *Ding Dong School* on NBC-TV for 5 consecutive Tuesdays starting March 1, 10-10:30 a.m., thru **D'Arcy Adv.**, St. Louis . . . **Star-Kist Tuna** buys 162 partic. on NBC-TV's *Today, Home & Tonight* starting Jan. 5, thru **Rhoads & Davis**, San Francisco . . . **American Machine & Foundry** is first partic. sponsor on *Your Better Home* on ABC-TV starting Jan. 8, Sat. 11:30-12:30 p.m., thru **Fletcher D. Richards**, N. Y. . . **Camels** to sponsor pre-Sugar Bowl game warmup on ABC-TV Jan. 1, 1:45-1:55 p.m., thru **Wm. Esty Co.** . . . **Miller Brewing Co.** to sponsor warm-up before pro football championship game on DuMont Sun. Dec. 26, 1:30-2 p.m., thru **Mathisson & Assoc.**, Milwaukee.

CBS-TV's "Extended Market Plan" offering affiliations and network programs at sharply reduced rates to small-city stations (Vol. 10:49) has been accepted by 13 of the 20 stations originally solicited. These 5 stations accepted the plan this week: **KFXJ-TV**, Grand Junction, Colo.; **KBST-TV**, Big Spring, Tex.; **WCBI-TV**, Columbus, Miss.; **KGVO-TV**, Missoula, Mont.; share-time **KVOL-TV & KLFY-TV**, Lafayette, La. Also, **KLAS-TV**, Las Vegas, already a CBS primary affiliate, asked to join plan. Meeting of stations which have accepted is planned next week.

Even puppets are switching affiliations. **Baird puppets**, dropped last month by **Jack Paar's Morning Show** on CBS-TV (Mon.-thru-Fri. 7-9 a.m.), join **Dave Garroway's Today** on NBC-TV for week of Dec. 27.

**Station Accounts:** With 128 local partic. sponsors, Denver's independent **KFEL-TV** reports good audience response for its new giveaway program, *Play-by-Day*, which requires no purchase of merchandise nor even that winners watch the program. Sponsoring merchants distribute tickets bearing 6-digit numbers, and those whose tickets are closest to numbers on wheel spun on station each Sun. night are eligible for prizes ranging from \$100 savings bond to \$1 in merchandise. Ticket-holders need not view program, since winning numbers are posted in stores of sponsors . . . **Tasty Kake** (cupcakes), for second year, to sponsor *Christmas Hour* starring **Eugene Ormandy** and **Philadelphia Symphony** Thu. Dec. 16, 8-9 p.m., on 5-station hookup comprising **WFIL-TV**, Philadelphia; **WATV**, Newark; **WAAM**, Baltimore; **WILK-TV**, Wilkes-Barre; **WGAL-TV**, Lancaster, Pa.—thru **N. W. Ayer** . . . **Libby, McNeil & Libby** (food products) to be sole sponsor in all Canadian markets of **General Teleradio's** 30-feature *Million Dollar Movie*, thru **J. Walter Thompson**, Chicago . . . **Natlynn Junior Original Dresses** plans national \$1,000,000 all-media campaign linked to release of movie *There's No Business Like Show Business*, tying in with local theatres and fashion shows, thru **Altman-Stoller Adv.**, N. Y. . . Among other advertisers currently reported using or preparing to use TV: **Crosse & Blackwell Co.**, Baltimore (frozen soups), thru **J. M. Korn & Co.**, Philadelphia; **Zotox Pharmacal Co.**, Stamford, Conn. (Hydrotox powder & ointment), thru **Dowd, Redfield & Johnstone**, N. Y.; **St. Louis Paint Mfg. Co.**, St. Louis (Panda-Victory paints), thru **Simmonds & Simmonds of Missouri Inc.**, St. Louis; **J. P. Stevens & Co.**, N. Y. (Utica Mohawk sheets), thru **Bryan Houston**, N. Y.; **J. A. Folger & Co.**, San Francisco (Folger's instant coffee), thru **Brooke, Smith, French & Dorrance** of the Pacific Coast, San Francisco; **Seapak Corp.**, St. Simons Island, Ga. (frozen seafood), thru **George Laws**, Los Angeles; **Superior Paint & Varnish Corp.**, Chicago (Breeze Drip-Less paint), thru **Martin Co.**, Chicago; **C. Howard Hunt Pen Co.**, Camden, N. J. (Boston pencil sharpeners), thru **Doremus-Eshleman Co.**, Philadelphia; **Lewis-Howe Co.**, St. Louis (Tums), thru **Ruthrauff & Ryan**, Chicago; **Pacific Mutual Sales**, San Francisco (Nippon beer & Kikkoman soy sauce), thru **D'Evelyn-Guggenheim**, San Francisco; **Pro-Nyl Chemical Co.**, Hickory, N. C. (Pro-Nyl nylon whitener), thru **Cox, Chandlee & Jackson Adv.**, Charlotte.

Rate increases effective Jan. 1: **WNBQ**, Chicago, now lists \$3300 Class AA hour (9:30-10 p.m. Mon.-Fri. & 5-9:30 p.m., Sat.-Sun.), raises 30 min. from \$1800 to \$1980; **WJIM-TV**, Lansing, raises base hour from \$700 to \$800, min. \$130 to \$150; **KMJ-TV**, Fresno, \$350 to \$450 & \$70 to 90; **WAKR-TV**, Akron, \$250 to \$300 & \$50 to \$60; **WEAU-TV**, Eau Claire, Wis., \$150 to \$200 & \$30 to \$40. Recently effected: **KSD-TV**, St. Louis, has added new 6:30-10:30 p.m., daily Class AA \$1200 hour, \$200 min., Class A hour remains \$1000; **KERO-TV**, Bakersfield, hour from \$300 to \$400, min. \$60 to \$80; **KTVE**, Longview, Tex., \$150 to \$175.

Fifth annual TV awards by *Look Magazine*: best dramatic program, *U. S. Steel Hour* (ABC-TV); public affairs, *See It Now* (CBS-TV); news, *Camel News Caravan* (NBC-TV); quiz, *You Bet Your Life* (NBC-TV); variety, *Toast of the Town* (CBS-TV); religious, *Life Is Worth Living* (DuMont); educational, *Omnibus* (CBS-TV); children's, *Ding Dong School* (NBC-TV); sports, *Cavalcade of Sports* (NBC-TV); comedian, **George Gobel** (NBC-TV); producer, **Fred Coe** (NBC-TV); director, **Jack Webb** (*Dragnet*, NBC-TV); m.c., **Garry Moore** (CBS-TV).

New reps: **KENS-TV**, San Antonio, formerly **KGBS-TV**, to **Free & Peters** (from Katz); **KFDA-TV**, Amarillo, to **H-R Television** (from Branham).

**Telecasting Notes:** Looks like a battle of giants for supremacy in TV film syndication field, with definite disclosure that MCA-TV Ltd., subsidiary of big Music Corp. of America talent agency, is taking over staff and distribution of Gross-Krasne's United Television Programs as of Dec. 20. Jack Gross & Phil Krasne receive "more than \$1,000,000" for their properties, will retain their Hollywood studio, product and all negatives, continuing as producers solely . . . MCA-TV's sales force, already totaling 35 and adding 22 from UTP, with David Sutton continuing as chief, will work out of MCA's present 17 offices, with several more to be added. Prime suppliers will be MCA's own subsidiary Revue Productions, Gross-Krasne and the several firms hitherto tied up with latter, namely, Roland Reed & Crosby . . . Prime competitors apparently will now be Ziv, Guild-Vitapix and the network film divisions . . . MCA-TV Ltd. acquires these UTP shows: *Lone Wolf*, *Mayor of the Town*, *Heart of the City*, *Big Town*; plus these shows hitherto distributed by UTP: *Rocky Jones*, *Space Ranger*, *Where Were You?*, *Royal Playhouse*, *Counterpoint*, *Hollywood Off Beat*, *The Ruggles*. It also will distribute these upcoming Gross-Krasne shows: *O. Henry Playhouse*, *Author's Playhouse*, *Alias Jimmy Valentine* . . . MCA-TV's present list comprises *Abbott & Costello*, *Guy Lombardo*, *Famous Playhouse*, *Man Behind the Badge*, *Telesports Digest*, *Biff Baker*, *U. S. A.*, *Follow That Man*, *Playhouse 15*, *I'm the Law*, *City Detective*, *Touch-down*, *Regal Theatre* . . . Republic Pictures, which has stated it makes more money from TV than from theatrical films, plans to release to TV another block of 27 movie features made in 1940-48, on regional basis, through its subsidiary Hollywood TV Service. Included in package are *Brazil*, *Earl Carroll's Sketch Book*, *In Old Sacramento*. Early last year, Republic released block of more than 150 features (Vol. 8:51-52, 9:1-2), and is now completing plans to merchandise to TV 81 Roy Rogers & 57 Gene Autry films after winning court fight over TV rights (Vol. 10:43) . . . "No Holiday Lull in Hollywood Jobs," headlines Dec. 3 *Hollywood Variety*, pointing out that "TV will offset the usual year-end slump in theatrical film production." Quoting film union sources, it finds 92% of film editors now employed, 85% of propmen, 83% of makeup men . . . **TV Hooperatings coming?** *Advertising Age* reports C. E. Hooper Inc. investigating possibility of getting into national TV rating picture. It's free to do so by next March, according to terms of agreement made 5 years ago when Hooper sold its national services to Nielsen, although Mr. Hooper himself is bound by pact to refrain from personal participation in national ratings for another 5 years . . . WMVT, Montpelier, Vt. (Ch. 3), with offices in Burlington and transmitter atop Mt. Mansfield, got terrific break on Ed Murrow's *See It Now* Dec. 7 when he used station as vehicle for 20-min. documentary on what happens in small towns getting TV for first time and what folks think about it . . . WHAS-TV, Louisville, got plenty of publicity too this week—Wide World Photo distributing widely used picture of its tower showing starlings by thousands perching on it and flying around it; caption recounts how they created problem for cars parked underneath, how engineers captured one of the birds, recorded and amplified its distress call, directed sound back at roosting birds, forcing them to flee.

Shades of the New Deal! FCC is frowning on "over-commercialization" on part of several radio stations. Sparked by Comr. Lee, who has been outspokenly critical of "chronic offenders" (Vol. 10:39), Commission told staff to look into matter. Action is reminiscent of days when Democratic-controlled Commission issued famous "Blue Book" and held up renewals of licenses because of what it considered to be too many commercials.

Endorsement of subscription TV and theatre TV as sources of employment for actors, given by Ralph Bellamy, pres. of Actors' Equity Assn., in *Theatre Arts Magazine* article, is being splashed in trade press in form of double-page ads reprinting the article. Ads carry line "reprinted . . . by the National Theatre Arts Council in the interest of the welfare of the American Theater." Much of it is devoted to fee-TV proponent Zenith, its techniques and arguments. Bellamy's thesis: "Pay-as-you-see TV can do a lot for theatre. Theatre can also do a lot for TV—and without commercials." Ad appeared this week in *Film Daily*, *Variety* & *Billboard*. Additional support from theatrical interests came during luncheon meeting of legitimate stage producers at Sardi's this week, arranged by *Theatre Arts Magazine*. Herman Levin, pres. of League of N. Y. Theatres, said: "We must get busier than we have. We must be very active, very diligent." Byron Bentley, pres. of National Theater Arts Council, asserted: "The great merit of Phonevision, from the point of the view of the theatre, is that it is a medium which can be made immediately available to the theatre and through which the theatre can participate directly in the benefits which accrue from syndication. In the past and at present, the theatre does not share directly in the benefits of the syndication of its creative efforts on radio & TV." Among Zenith representatives participating in discussion were Dr. Millard C. Faught, Pieter van Beek, Ted Leitzell.

"No need to be afraid of TV—get out and fight it." Motion Picture Assn.'s pres. Eric Johnston so advised moviemen in Sydney, Australia recently as they discussed impending introduction of TV. U. S. experience, he noted, is that when TV saturation is reached (meaning 60% of homes in an area) boxoffice slumps about 20%, but within 12-15 months it comes back high as ever, sometimes higher. He predicted that within 5 years, 75% of all TV programs in U. S. will be on film.

State regulation of community TV systems has been requested in California by 18 residents of Walnut Creek. They petitioned State Public Utilities Commission with complaint that they subscribed to local service but quality of signal is so poor that they've suffered eyestrain and headaches. They asked that system be classified as public utility and demanded investigation of operator's alleged failure to fulfill contractual assurances of good signals.

Wiring of community antenna system in Dubuque, Ia., has been started by Jerrold. Service is due to start third week in Jan., and cable-stringing job—129 mi.—is scheduled for completion by next Labor Day. Jerrold also has obtained franchise for Pocatello, Ida., begun construction under name of Bannock TV Co.

NBC-TV's new staging services center at 18th St. & Avenue of the Americas, N. Y., providing sets and props for live shows originating from N. Y. & Brooklyn studios, is now in operation. It's in remodeled building formerly occupied by Siegal-Cooper dept. store.

New community antenna systems reportedly in construction or planning stages: Ketchum, Ida., by Charles Atkinson; Sidney, Neb., by Collier Electric Co., Denver, operators of systems in Laramie, Wyo. and Sterling, Colo.

National Community TV Assn. board met in New York Dec. 7, voted to hold next convention in New York's Park-Sheraton June 6-8, increase budget, expand Washington staff, fight 8% excise tax in courts.

Closed-circuit TV gave dealers, distributors and the press first peek at new Kaiser-Willys models Dec. 8 on 21-city hook-up presented by Box Office TV and originating at ABC-TV New York studios.

Choice of 29 stations at antenna site—probably a record—is reported by community antenna operator Theodore Gibson, Pine Grove, Pa.

**P**ITTSBURGH'S WDTV (Ch. 2), purchased for \$9,750,000 cash by Westinghouse last week (Vol. 10:49), grossed more than \$12,500,000 and netted before taxes about \$7,500,000 in 1952, 1953 and the 1954 accounting periods to Oct. 10, 1954, according to exhibit filed at FCC this week with the transfer papers. Figures were cited as typical in order to support case for record station price; while it's known the station has been highly profitable since its inception in Jan. 1949, figures for earlier years were not placed on record.

In 1952, WDTV's net revenues from time, program and all other sales totaled \$3,565,000, of which \$120,000 was attributable to DuMont network compensation; expenses totaled \$1,247,000, leaving profit before taxes \$2,076,000. In 1952, total revenue was \$4,894,000 (\$157,000 from DuMont network) and expenses totaled \$1,417,000, making profit before taxes \$2,978,000. In the accounting period to Oct. 10 this year, total revenue was \$4,153,000 (\$107,000 from DuMont network), and profit before taxes was \$2,439,000.

Except for the DuMont network compensation, there's no breakdown of revenue from other networks, although WDTV gets programs from all. Noteworthy is comparison of airtime costs to program, talent, rehearsal & other direct costs: In 1952, latter ran \$387,000; 1953, \$478,000; to Oct. 10, 1954, \$373,000.

Westinghouse Broadcasting Co.'s TV-AM stations are shown to have had total revenues of \$7,914,328 and to have earned \$1,064,607 after Federal taxes of \$1,134,000 in 1952. Revenues totaled \$10,930,977, net profit \$1,153,852 after Federal taxes of \$1,154,000 in 1953. There is no breakdown for the 5-owned AM stations and the 2 TV stations it then owned, nor are there any figures for any part of 1954.

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In view of WDTV's great profitability, Dr. Allen B. DuMont was subjected to insistent cross-examination as to why he sold—during this week's Boston Ch. 5 hearing, in which DuMont is one of 5 participants.

Dr. DuMont's answer was simply that WDTV's value would drop markedly with advent of 2-3 more vhf stations in Pittsburgh; that Westinghouse was now willing to give "top value" because Pittsburgh is its home base,

because of its pioneer radio KDKA there, because it was assured NBC affiliation which DuMont wasn't. He insisted that he aims to acquire maximum number of stations; that he hasn't offered New York's WABD or Washington's WTTG for sale, though he's been approached many times. Among those with whom Pittsburgh and Washington sales were discussed, he said, was CBS pres. Frank Stanton.

WABD and WTTG are "generally speaking, in the black," he said—with former showing "a fair profit" and latter making "a small profit."

Regarding parleys with ABC (Vol. 10:46), Dr. DuMont said ABC initiated talks but that no concrete proposal was ever derived. Among ideas broached, he said, was formation of new network, owned jointly by ABC & DuMont, or formation of a new network to be operated by ABC but to carry the DuMont name. One thing he would always insist on, he added, is that there continue to be a DuMont TV Network. Talks with ABC were broken off by latter, he said.

Commenting on reports that he was considering leasing his facilities to Guild-Vitapix TV film organization (Vol. 10:48), he said there was absolutely nothing to them—that idea was never discussed.

Opposing counsel in hearing attempted to show that Boston situation would be same as in Pittsburgh—3 vhf's and at least 1 uhf—assuring DuMont of affiliation whether it owns station there or not. Furthermore, they implied, Boston station could scarcely be as profitable as WDTV, so DuMont can't argue that it needs Boston station for profits to support network operations.



Foreign TV interests of Paramount Pictures include not only part-ownership of 2 Canadian stations, through subsidiary Famous Players Canadian Corp., but small interest in Moroccan TV, according to testimony of v.p. Paul Raibourn in Boston Ch. 5 hearing this week. Famous Players owns 50% of CKCO-TV, Kitchener, 25% of CFCM-TV, Quebec. Raibourn is treas. and director of DuMont, one of 5 competing applicants. He also said that Paramount owns 64% of International Telemeter Corp., pay-as-you-look promoter, and 50% of Chromatic TV Labs, developer of Lawrence tri-color tube.

Joining attack on CBS, Pittsburgh Ch. 11 applicant WWSW petitioned FCC to dismiss request of WSTV-TV, Steubenville, to move transmitter to Pittsburgh—a condition of its \$3,000,000 sale to CBS (Vol. 10:47). Petition states: "The transaction and modifications proposed are an illegal scheme to give CBS an owned and operated TV station in Pittsburgh by moving to that city a TV channel which has been assigned elsewhere. CBS hopes to accomplish this without being annoyed by the Commission's rule-making procedures through the device of modifying an outstanding construction permit to provide for changes in studio and antenna locations." Petition also notes that Florence, Pa., where main studio is to be, has population of 100.

Owners of WMBV-TV, Marinette, Wis. (Ch. 11) are selling WESK, Escanaba, Mich. (250-w, 1490 kc, NBC) for \$20,000 to Northern Bcstg. Co. (Stanley R. Pratt family). Seller wants to concentrate on TV and other interests, according to application filed this week. New WESK ownership interlocks with WSOO, Sault Ste. Marie and WMIQ, Iron Mountain, both Mich.

Deal whereby owners of WWOR-TV, Worcester (Ch. 14) were to acquire radio WORC (1-kw, 1310 kc) for \$100,000 fell through, and last week broker Howard Stark completed negotiations whereby George Taylor & Robert Engels sell WORC for \$94,000 to WMGM announcer Robert Bryar and ex-adman Harold Kaye.

KOAT, Albuquerque (250-w, 1240 kc, ABC) and KRSN, Los Alamos, N. M. (250-w, 1490 kc, ABC) are being sold for \$160,000 by owners of KOAT-TV who wish to "devote more attention to their TV." When FCC approves transfer to new Sunshine Bestg. Co., owners will be Wm. Wayne Phelps, pres., who also owns KALG, Alamogordo, N. M., 36.36%; Hugh DeWitt Landis, secy., owner of KICA, Clovis, N. M., 36.36%; KRSN gen. mgr. Robert Y. Porton, 9.09%; KRSN asst. mgr. Wm. Spack Jr., 9.09%; Washington attorney D. F. Prince, 9.09%. Prince also owns 6.67% of upcoming WDXI-TV, Jackson, Tenn. (Ch. 7).

James Gerity Jr. got FCC approval this week to acquire 100% of WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) by buying 1/3 held by radio WSAM for \$155,000 (Vol. 10:48). Also approved this week was deal whereby pres. Paul F. Harron gets 68.35% control of Philadelphia's WIBG (10-kw, 990 kc) & WIBG-FM by acquiring most of 501 shares being sold for \$250,000 by John B. Kelly family (Vol. 10:46). WIBG holds 84% of CP for Ch. 23 there, *Philadelphia Daily News* having 10%.

McClatchy Bestg. Co. is buying KBOX, Modesto, Cal. (1-kw, 970 kc) for \$75,000 as companion to its KBEE (FM). According to application filed with FCC, it will change call letters to KBEE & KBEE-FM, also plans to sell KWG, Stockton, Cal. (250-w, 1230 kc, ABC). McClatchy owns KMJ-TV, Fresno (Ch. 24).

**Color Trends & Briefs:** Hottest color broadcast equipment now being offered by RCA is its 3-V vidicon film camera. RCA broadcast div. marketing mgr. A. R. Hopkins says back orders have piled up faster than current production rate. Production is behind early estimates, and company is modifying target of 40 film camera units by year's end, now predicts number will be closer to 25. Six more 3-V cameras were shipped recently—to WBZ-TV, Boston; KSD-TV, St. Louis; WBEN-TV, Buffalo; WBAP-TV, Ft. Worth; KTVK, Phoenix; WGAL-TV, Lancaster. Hopkins says RCA will go into new production of live color cameras in March, expects demand from individual stations to be comparatively heavy then. Production is still "way behind orders" on associated color equipment such as monitors, distribution amplifiers, etc., he adds.

DuMont also reports steady flow of color gear, including \$86,000 worth of scanner, slide and terminal equipment to WBZ-TV, Boston, this week. Its latest transmitter conversion equipment orders are from: KHQ-TV, Hannibal, Mo.; WGEM-TV, Quincy, Ill.; WLVA-TV, Lynchburg, Va.; KWWL-TV, Waterloo, Ia.; KOOL-TV, Phoenix, Ariz.; WICU, Erie, Pa.

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New components for use with 21-in. color tube, now being offered in commercial quantities by RCA: 3 receiving tubes — horizontal-deflection amplifier 6BC5, shunt voltage regulator 6BK4, damper diode 6BL4; 6 other components—deflecting yoke, 2 dynamic-convergence inductor packs, converging magnet assembly, horizontal-output and high-voltage transformer, vertical-deflection-output transformer.

"Color will obsolete old films, and if any of the studios are planning to unload their backlog they had better start right now," said General Teleradio pres. Tom O'Neil in Hollywood last week. It was his firm which acquired Bank of America's foreclosed film properties, now being syndicated as *Million Dollar Movie*. He's out to buy more, says he'll go into TV film production "if we can't buy them better than we can make."

Next chores for RCA-NBC color mobile unit haven't been chosen, but decision has been made not to use it again for Tournament of Roses in Pasadena, Jan. 1. Several "spectacular" originations are being considered, none final yet. Though NBC won't colorcast Tournament of Roses, KTLA plans to do so.

Hoffman showed its first 21-in. color sets to dealers and press in Los Angeles Dec. 8, announced production will start in first quarter but didn't disclose quantity. Sets are expected to sell for \$895-\$995, include 29-tube chassis and RCA picture tube which pres. H. L. Hoffman said "is the best we've used to date."

Completely new information package on DuMont color equipment line was announced by adv. & sales promotion mgr. Frank Newman. Package is available from transmitter dept., 1500 Main Ave., Clifton, N. J.

Color sets numbered 259 in northern California Nov. 1, according to survey by Facts Consolidated, sponsored by KRON-TV, San Francisco, which has begun colorcasts.

Stepped-up color film production by Screen Gems includes 15-min. film for RCA on development and future of color TV, commercials for Eastman, Ansco, Lucky Strike.

Remington-Rand, for electric shavers, is having animated color commercials filmed by G. Street & Co. Ltd., London, for U. S. showing; Young & Rubicam is agency.

Dec. 13 week's network color schedules: NBC-TV — Dec. 13, *Producers' Showcase*, 8-9:30 p.m.; Dec. 16, *Ford Theatre*, 9:30-10 p.m.; Dec. 18, *Babes in Toyland*, 9-10:30 p.m. CBS-TV—Dec. 14, *Meet Millie*, 9-9:30 p.m.; Dec. 19, *Fred Waring Show*, 9-9:30 p.m.

**T**EXTS OF THE 2 PATENT-filing proposals issued by FCC this week, to require disclosures by those holding patent rights covering services regulated by Commission (see p. 2), constitute a new Part 25 of rules and amendment of Part 1 as follows:

#### APPENDIX—PART 25—PATENTS

##### Section 25.1.—Filing of Patent Information

(a) Any carrier subject to the provisions of Title II of the Communications Act or any radio station licensee, or any person who controls, or is controlled by any such carrier or station licensee, who owns one or more unexpired United States patents, or who has the right to license one or more such patents which are owned by others, i.e., the right to sublicense, which he knows or believes to be in use in systems, equipment or devices for one or more communication services regulated or authorized by the Commission under provisions of the Communications Act of 1934, as amended, shall prepare and file in duplicate with the Commission on or before the 31st of March of each year, reports, verified under oath (or affirmed according to law), and covering with respect to the preceding calendar year, the following information:

(1) A table listing in numerical order the numbers of the unexpired U. S. patents the person reporting owns or has the right to sublicense which he knows or believes to be in use in systems, equipment or devices for one or more communication services, regulated or authorized by the Commission,<sup>1</sup> and showing, as to each patent listed, the rights of the "person" reporting, i.e., ownership or sublicense rights, the United States Patent Office classification and subclassification numbers, the filing and expiration dates, and the specific purpose or purposes for which said patent is known or believed to be in use.

(2) A table listing the names and addresses of all persons, who hold licenses from the person reporting, for the manufacture, sale or use in any communication service or services regulated or authorized by the Commission under one or more of the patents reported under (1) above,<sup>1</sup> showing as to each such license, the patents known or believed to be in use thereunder by giving the patent numbers in numerical order, stating whether said patents are licensed on an exclusive, non-exclusive or sublicensing basis, whether they are licensed for manufacture, sale or use, the specific purpose or purposes for which they are known or believed to be used, and the commencement and termination dates of the period for which said patents are licensed.

(3) All agreements which the person filing the report has with persons located in the United States or in foreign countries involving the use or licensing of one or more of the patents reported under (1) above, and covering or relating to any communication service or services regulated or authorized by the Commission.<sup>1</sup> Where a standard form of license-agreement is used, only sample copies need be filed.<sup>2</sup>

(4) A statement setting forth the patent licensing policy of the person reporting respecting the patents listed under (1), hereof.

<sup>1</sup> Exclusive of systems equipment or devices used only in connection with Parts 15 or 18 of the Commission's Rules or in experimentation under Part 5 of the Rules.

<sup>2</sup> Copies of agreements previously filed with the Commission by any "person" coming within the provisions of this rule, may by reference, be made a part of an annual report being filed.

#### APPENDIX

It is proposed to amend Part 1 of the Rules by adding a new Section 1.704 to read as follows:

"Sec. 1.704. Any person filing a petition requesting the institution of rule making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or equipment required or authorized to be used (both for transmission or reception) in any communications service, or to the establishment of technical or other standards in whole or in part determinative of the equipment or apparatus required or authorized to be used in such a communications service, and any person filing comments directed to a notice of proposed rule making looking towards the adoption of such news or modified rules or standards, must, as part of such filing, include an express statement as to whether such person owns or has the right to license patents covering in whole or in part any equipments or apparatus which would be affected by the adoption or non-adoption of the proposed rule or standard and, if such statement is in the affirmative, must include a description of the nature of such patent interest."

RCA chairman David Sarnoff, on advice of counsel John T. Cahill, declined to answer certain questions put to him by Zenith-Rauland counsel at N. Y. deposition hearings starting Dec. 6 in Zenith counterclaim suit against RCA, GE & Western Electric (Vol. 10:47-49). Zenith counsel thereupon returned to Judge Igoe's Federal district court in Chicago to move for an order requiring him to do so. Motion is due to be argued Dec. 14. Judge Igoe had denied an RCA motion Dec. 3 to stay the depositions, had set for argument Jan. 7 RCA motion to dismiss because of statute of limitations and had agreed to hear on same date motion that he define scope of pre-trial depositions. Meanwhile, Federal Judge Knox, in U. S. court for southern district of N. Y., this week reserved decision on an RCA motion to transfer Dept. of Justice anti-trust civil suit to Delaware court (Vol. 10:47-48).

No soft-pedaling of color claims by the RCA-NBC family, despite trade irritations. Envelopes containing press mailings now carry this legend in bold type: "RCA pioneered and developed color television."



**CUT BACK TV OUTPUT? 'LET GEORGE DO IT!':** "My inventories are clean, but I hear some reports that my competitors are loaded with merchandise. I'm in good shape, so I'm not planning much of a production cutback in the first quarter of 1955. I don't know what the others are planning, but if they're loaded, they'd better cut."

That comment from one of top TV manufacturers, elicited this week in response to warning from a leading trade authority last week that current 11,000,000 annual production rate and slowly-rising inventories (now about 2,200,000) contain seeds of future trouble unless production is curtailed (Vol.10:49), was typical of several reactions from industry's pace setters -- all saying, in effect, if there's any TV production cutting back to be done, "Let George do it."

Nobody was willing to be identified for the record about his plans for next few months, for obvious competitive reasons -- but one very important manufacturer told us he plans to maintain his fourth-quarter production right through the first quarter, rising inventories notwithstanding. He said he'd do so "until there is a clearly discernible fall-off in my set sales at distributor and retail levels."

Most other manufacturers we contacted agreed that only modest cutbacks are in prospect for first quarter. This despite fact that first quarter traditionally accounts for but 25% of year's TV sales, contrasted to 40% for fourth quarter. One set maker, saying he planned small output reduction, defended policy thus:

"We're purposely building up our inventories a little now because we felt we were too low a year ago. We were actually short of TV sets in the first quarter of 1954, and we don't want to get caught again. Our planning is based on our belief that the good TV market will continue relatively strong early in 1955."

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Production in first week of Dec. continued at high level, totaling 224,727, up from the Thanksgiving Week output of 173,968 and not far below all-time record 243,703 in week ended Nov. 19. It was year's 48th week and brought production for year to date to about 6,500,000, compared to 6,750,000 in same 1953 period.

Radio production was 303,759 (119,858 auto) week ended Dec. 3, compared to 250,519 preceding week and 314,557 week before. For 48 weeks, radio production was 9,400,000 vs. 12,400,000 in 1953. (For story on radio sales, see Topics & Trends.)

Retail TV sales continue at a brisk rate, though a gradual tapering off has been noted by trade statisticians since late Oct. peak. Stacked against 4th quarter of last year, sales look especially good -- and prospect is that at least 6,800,000 TVs will be sold at retail this year, for all-time record. This would mean about 36,000,000 sold to nation's currently estimated 48,000,000 households in 1947-54.

(RETMA this week officially reported 5,444,227 TVs sold at retail in first 10 months, 799,164 of them in Oct., vs. 4,922,128 in first 10 months of 1953.)

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What's the business outlook for 1955? Economic pundits of all persuasions are coming out with all manner of predictions ranging from business leaders' forecasts of prosperity to dire predictions of recession by some union officials. Many forecast a year roughly comparable to 1954. Typical of such "moderate" viewpoints was a noted business letter's outlook for a good business year "but not boomy."

Authoritative U.S. News and World Report sees it this way: "A spending mood is taking over again. You find the first signs of it now in an increasing demand for autos, appliances, TV sets, other things. You'll see this new mood spreading as time goes on. It all adds up to a big year ahead for retailers."

Wall Street Journal canvassed cross-section of 3000 businessmen attending convention of National Assn. of Manufacturers this week, found them anticipating tough, competitive year, with sales equalling or barely exceeding 1954.

**Topics & Trends of TV Trade:** Sales of radios, which lagged badly behind 1953 pace at midyear, have spurted nicely in last 3 months—and trade leaders now are predicting a 10,000,000 sales year, compared to about 13,000,000 last year. Radios have enjoyed excellent Xmas season, with low-priced clock radios in particularly high demand.

Radio sales in 3-month Sept.-Nov. period totaled about 3,100,000. That's an especially good record when compared to the 2,700,000 sold in first 4 months of this year. Another encouraging sign is the steady decline in radio inventories to current 3,000,000, down from 3,200,000 in Sept.

Clock radios, as usual, pace the upswing in gift season. It's estimated that clock radios will claim larger share of total radio market—about 30%—this year than in any previous year. About 45% of all clock radio sales are made in fourth quarter.

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RCA souped up its TV line this week with addition of a 21-in. open-face mahogany console at \$260, blonde \$270. Called "Highlander," it's lowest-priced 21-in. console ever offered by RCA. Rest of line will be carried over into the first half of 1955, said TV gen. sales mgr. Raymond W. Saxon at semi-annual meeting of field reps in Atlantic City. Additional features of current models include installation of a built-in antenna in all receivers and extension of 90-degree aluminized tube to all 21-in. models. No price changes are contemplated, said Saxon. RCA also introduced a unique 45rpm record player attachment, in which record slides into slot to reach concealed turntable. Called "Victrola 45 Slide-O-Matic," it retails for \$13. Also added were AM-FM de luxe table radios at \$70 & \$100. A 3-speed record player was reduced from \$70 to \$60.

Elimination of summer markets for TV-radio-appliances was urged this week by NARDA managing director A. W. Bernsohn in his organization's newsletter. He said: "The summer market has no place in the appliance industry, and it seems time for someone to suggest that we disregard it. We're on safe ground in doing this, since not one of the manufacturers asked about it has indicated anything other than complete agreement." He said virtually no new merchandise is shown at summer markets.

Tung-Sol's rise to one of largest electron tube and light bulb manufacturers, with net assets of more than \$28,000,000, is described in financial section of Dec. 5 *New York Times*. It traces 50-year friendship of founder-chairman Harvey W. Harper and pres. Louis Rieben, says Tung-Sol sales this year are expected to approximate last year's \$38,000,000, with earnings about \$2,000,000—or \$200,000 more than year ago.

Settlement of Chapter XI plan of Gotham Television Corp., 123 W. 64th St., N. Y., was confirmed this week by Referee Irwin Kurtz. Plan provides 30% payment, 5% immediately and 2½% in quarterly installments, with TV set production to continue under supervision of creditors committee.

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Richard A. (Dick) Graver, 58, Hallicrafters v.p. & director of marketing, one of the most popular and best known figures in the industry, died of a heart attack Dec. 8 in New York City. Onetime RCA district sales mgr., Chicago, he was Admiral v.p. from 1944-52, then v.p. of Capehart-Farnsworth for a short interval before joining Hallicrafters in Dec. 1952. Surviving are his wife, daughter and one grandchild.

Leo R. Mead, 51, technical asst. to chief engineer, Hallicrafters Co., died suddenly Dec. 3. Formerly with Sentinel & Wells-Gardner, he had been an engineer with Hallicrafters since 1950, serving as chief of research until last Feb.

**Trade Personals:** Frank M. Folsom, RCA pres., awarded 1954 Catholic Action Medal bestowed annually by St. Bonaventure U, Olean, N. Y., to an outstanding Roman Catholic layman . . . Robert C. Tait, pres., Stromberg-Carlson, elected to board of Ritter Co., Rochester, medical equipment manufacturer . . . Robert W. Galvin, Motorola exec. v.p., named co-chairman of business div. of Chicago's 1955 Red Cross campaign . . . Aaron F. Bowser, Sylvania N. Y. State district sales mgr., named national radio sales mgr., succeeding Robert Shaw. now on special assignment in N. Y. headquarters . . . Lloyd E. Starkweather honored at testimonial dinner on retirement as v.p. & gen. mgr. of RCA Victor Distributing Corp., Los Angeles . . . Edward D. Crosby honored at dinner in Buffalo's Sheraton Hotel on retirement as national TV-radio sales mgr., GE Supply Co. . . Ricardo Muniz named Canadian Westinghouse TV-radio mgr., reporting to J. D. Campbell, gen. mgr. of consumer products . . . Kimball A. Reyher promoted to Westinghouse radio merchandise mgr., replacing Frank A. Sullivan, who resigned after serving only one month as radio sales mgr. . . Stanton Ruby named Emerson district sales mgr. for Carolinas & 68 Va. counties . . . Leland G. Stone, ex-Magnavox & Capehart-Farnsworth, named chief cabinet designer, CBS-Columbia . . . Douglas Wallace, Pittsburgh district mgr., named Graybar asst. v.p.; J. E. Carroll, from Cincinnati branch, succeeds Wallace at Pittsburgh . . . Fred W. Timmons, ex-National Union Electric & DuMont, named Chicago sales mgr., Automatic Mfg. Corp., Newark . . . Michael Craffey Jr., ex-Stewart-Warner, Sylvania & Crosley, named Detroit district mgr., Manitowoc Equipment Works . . . Carl E. Mosley, pres. & treas. of Mosley Electronics Inc., 8622 St. Charles Rock Rd., St. Louis (antennas), assumes duties of gen. mgr.; George E. Mobus promoted to sales mgr. . . E. MacDonald Nyhen, ex-National Co. and former official of old NPA Electronics Div., joins Electronics Div. of Commerce Dept.'s Business & Defense Services Agency as asst. to acting director Donald S. Parris.

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**DISTRIBUTOR NOTES:** CBS-Columbia appoints Ludwig Hommel & Co., currently Raytheon Pittsburgh outlet, replacing Allied Electric Co. . . DuMont: American Distributing Corp., New Haven (Francis T. Barmore Jr., pres.) . . . H. Left Electric Co., Cleveland, discontinues CBS-Columbia franchise . . . Higgins Distributing Co., 405 W. Redwood St., Baltimore (Raytheon) going out of business Jan. 1, says pres. Wm. T. Higgins . . . Warren-Connelly Co., N. Y. (Motorola) appoints Dan Jacobs as mgr. of electronics div.; he's ex-sales mgr. of Admiral N. Y. distributing branch . . . Motorola-New York announces resignation of TV-radio sales mgr. Lou Raskin . . . Raymond Rosen & Co., Philadelphia (RCA) names Larry Crevey asst. sales mgr. . . Radio Distributing Co., Detroit (Zenith) starts construction of new headquarters at 15401 Woodrow Wilson Ave., for occupancy by spring.

NARDA convention Jan. 9-11 at Chicago's Conrad Hilton Hotel will feature luncheon address on final day by Philco pres. James H. Carmine on "Let's All Think Bigger." Other speakers include George H. Meilinger, Westinghouse; David Hopkins, CBS-Columbia; A. E. Cascino, Crosley-Bendix.

Westinghouse to use closed-circuit telecast Dec. 29 to introduce its new TV-radio merchandise. Originating in CBS's Studio 58 in N. Y., program will be seen by distributors in 28 cities. No comment from company on details of new models.

Sir Louis Sterling, ex-head of big British Electrical & Musical Industries Ltd., who was born in N. Y. of Russian immigrant parents, went to England by cattle boat in 1903, was knighted in 1937, marked his 75th birthday Nov. 29 by donating £200,000 (\$560,000) to charity.

**Electronics Reports:** Color TV stole show Dec. 4 when Signal Corps demonstrated its arsenal of electronic weapons at Ft. Huachuca, Ariz. proving grounds. TV was used in tactical battle exercise, as it was last Aug. in Ft. Meade, Md. demonstration telecast to nation in color by NBC-TV (Vol. 10:33). Latest demonstration showed use of sequential color TV in the field, using color gear developed by Signal Corps technicians working with CBS Laboratories.

Army officers and the press, from their location on "Hill 495," viewed battlefront on battery of black-&-white and color receivers—and agreed that color sets showed important details which were virtually invisible on the monochrome sets. The 10-in. color receivers were supplemented by receiver with 4x6-ft. screen, details of which are said to be on Army's "secret" list. As in Ft. Meade maneuvers, TV cameras were used both on ground and in air. One of show's scheduled highlights didn't come off because of high winds—demonstration of a captive, pilotless helicopter, used as "platform" to transmit TV pictures of enemy formations.

Brig. Gen. Emil Lenzner, post commander, said that \$30,000,000 will be spent during the next year at Ft. Huachuca, testing and improving new electronic equipment which could mean the "difference between defeat and victory" in tomorrow's battle.

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Successful completion of first "Tinkertoy" electronics contract was announced this week by Navy. Tinkertoy system of modular electronics design and automatic production was first released from security wraps in Sept. 1953. when Navy demonstrated experimental automatic pilot factory in Arlington, Va., operated by Willys Motors (Vol. 9:38). Navy said first contract called for several thousand automatically produced sub-assemblies for sonobuoys, highly complicated devices used to locate submerged submarines. "Preliminary field tests of the mechanically assembled equipment indicate higher performance and reliability than similar equipment built by conventional methods," the Navy said, adding that automatic production "has sufficiently advanced to warrant its more extensive use in producing field equipment for the fleet."

Transistors make possible the most camouflaged hearing aid of them all—complete hearing aid built into pair of horn-rimmed eyeglasses. New seeing-&-hearing aid was announced this week by Otation Inc., Dobbs Ferry, N. Y., which plans to have them on market early next year. Powered by battery about size of dime and using 3 transistors, microphone and all equipment are built into glasses' frames. Unit will be priced at about \$265, exclusive of optical work.

RCA will open engineering laboratory in greater Boston area early next year for development of specialized electronic fire-control systems for military aircraft. Location of new facility, which will employ 100, has not yet been determined, according to engineering products v.p. Theodore A. Smith, but it is expected to be in operation by early Feb. Dr. Robert C. Seamans Jr., authority on airborne electronics, has been named mgr. of new laboratory.

Dr. Jerrold R. Zacharias, MIT professor of physics & nuclear science and nephew of Rear Adm. Ellis M. Zacharias of naval intelligence fame, elected a director of National Co., Malden, Mass.

Aerovox Corp., New Bedford, Mass. components manufacturer, has acquired all outstanding stock of Henry L. Crowley Co., W. Orange, N. J. maker of electronic powder-irons and steatite products.

Printed Circuits Inc. is new firm at 36 Tunxis Ave., Bloomfield, Conn., headed by Chauncey T. Mitchell, formerly with LaPointe Electronics.

**Financial & Trade Notes:** CBS Inc. pres. Frank Stanton, previously a relatively small stockholder, is disclosed in SEC report on Nov. officers' and directors' stock transactions to have acquired 43,000 CBS "A" and 7000 CBS "B," bringing his holdings to 43,810 & 10,025, respectively. He had option to purchase 33,000 shares of \$2.50 par value Class A stock at \$38.25 per share, granted by board Feb. 10, 1953 (when stock sold for \$40) "to encourage Dr. Stanton to increase his proprietary interest in the corporation and as an incentive in the performance of his services." CBS closed at 80 Dec. 10, has ranged from 45 $\frac{3}{8}$ -85 so far this year. Among other Nov. transactions listed by SEC:

Max Abrams trusts and foundations bought 400 Emerson; he holds 80,400 personally and 69,260 through trusts and foundations; William C. Wichman sold 600 GE, holds 2190; W. B. Fyffe sold 800 Globe-Union, holds 5050; Joseph C. Chapman bought 1383 I-T-E Circuit Breaker, sold 1363, holds 1800 personally and 21 through C. C. Collings & Co.; Harold W. Butler sold 2000 Philco, holds 9438; Thomas A. Kennally sold 4000 Philco, holds 12,032; E. W. Engstrom bought 100 RCA, holds 500; Charles M. Hofman bought 1000 Raytheon, holds 4600 personally and 1827 jointly with wife; George L. Langreth bought 100 Raytheon, holds 100; Percy L. Spencer sold 4000 Raytheon, holds 3; L. G. Vanderhoof bought 200 Stewart-Warner, holds 400; Clifford J. Hunt bought 500 Stromberg-Carlson, holds 513; Paul J. Hemschoot bought 140 Tung-Sol, holds 540; John Ashbaugh bought 700 Westinghouse, sold 850, holds 3124; W. O. Lippman bought 800 Westinghouse, sold 800, holds 2000; L. W. McLeod bought 907 Westinghouse, sold 606, holds 1000; David W. R. Morgan bought 1350 Westinghouse, sold 1011, holds 2441; L. E. Osborne bought 725 Westinghouse, holds 3868.

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Storer Broadcasting Co., in applying for authority to purchase CP for uhf WMIE-TV, Miami (Vol. 10:47), this week filed balance sheet showing total assets and liabilities of \$23,382,281 as of Sept. 30, 1954. Current assets were listed as \$4,372,107, investments and other assets \$15,279,378, property (plant equipment) \$3,593,484, deferred charges \$137,311. Liabilities included long term debt, \$10,863,170; current, \$3,477,343; reserve for replacement, \$300,686; amount due subsidiary, \$75,000. Capital stock was \$2,609,000, earned surplus \$6,071,067, treasury stock \$13,986.

Westinghouse reports 9-month sales of \$1,213,383,000, net income of \$62,644,000 (\$3.77 a share), compared with \$1,163,538,000 & \$52,219,000 (\$3.26) for same 1953 period. Pres. Gwilyn A. Price predicted 1954 profit would total about \$5 a share, compared to last year's \$4.53, and that sales would be 2 $\frac{1}{2}$ -3% above 1953's record \$1,582,047,141.

Dividends: Admiral, 25¢ payable Dec. 31 to stockholders of record Dec. 15; International Resistance, 10¢ Dec. 30 to holders Dec. 21; Guild Films, 10¢ (initial), Jan. 3 to holders Dec. 20; IT&T, 25¢ Jan. 18 to holders Dec. 17; Electronics Associates, 25¢ Dec. 31.

IT&T reports consolidated net income of \$12,838,789 (\$1.79 a common share) for 9 months ended Sept. 30, compared with \$14,926,304 (\$2.08) for same 1953 period. Parent company cleared \$5,555,626 (77¢) after special charges vs. \$7,523,720 (\$1.05).

Bache & Co., reporting on electronics industry, lists these companies "among the attractive commitments for capital gain": Admiral, IT&T, Mallory, Motorola, Philco, RCA, Raytheon, Sylvania.

Sprague Electric Co. stockholders have approved issue of one new share of stock for each 2 shares held, and they will be distributed Dec. 20 to stockholders of record Dec. 13.

Dr. Howard Baller joins General Mills Inc., Minneapolis, as mgr. of electronics research.

SET BUYING habits are analyzed in detail in Cunningham & Walsh's seventh annual "Videotown" survey (Vol. 10:4), complete report on which was released this week. Study of typical U. S. community called Videotown, which is New Brunswick, N. J., shows it's now 80% saturated, gives these findings:

(1) Second sets. As of April, 5% of owners had 2 sets, and figure was expected to rise to 7% by Jan., while 13% of single set owners planned to buy second set eventually.

(2) Replacement. Of 1500 sets estimated to be sold by end of this year, 760 are expected to be replacement, 740 new—replacement surpassing new for first time.

(3) Picture size. Of sets sold first 5 months of 1954, 71.2% were 21-in., compared with 69.1% for last half of 1953, 64.7% for first half of 1953. Next largest group this year was 17-in., with 13.5%, then 24-in. with 3.9%—all other sizes 1.9% each. The 24-in. percentage was well up from the 1.4% of last half 1953. Of all sets now in use, 7% are 10-in. or less, 15% are 12-in., 15% are 15-16-in., 32% are 17-in., 31% are 20-in. and over.

(4) Brand names. Five top brands (unidentified) account for 54% of this year's sales, 52% of last year's. Top 10 brands account for 77%. Two of this year's top 10 brands nudged out 2 in top 10 last year.

(5) Type of set. Over 3/5 of sales are consoles, 1/3 table, rest combinations.

(6) Servicing. Service contracts are held by 12% of owners, compared with 17% last year. Average set is serviced every 11 months, with each bill averaging \$7.60. Picture tube has been replaced in 17% of sets.

(7) Radio set ownership. TV homes average 2 radios each, non-TV 1.7. Cars are owned by 72% of TV owners, 33% of non-TV owners. There are radios in 80% of TV owners' cars, 70% of non-TV owners'.

In defense of American TV, CBS-TV program v.p. Hubbell Robinson Jr. writes in Jan. *Esquire* article headed "Television Faces Life—Distilling Hope and Happiness Into the Cathode Tube" that it has done pretty well so far "but obviously pretty well is not enough." He lashes back at the "damners and deriders," promises TV will evolve as "a sight to delight the American eye and heart and mind." In Omaha this week, Creighton U's director of communications arts and coordinator of TV, Rev. R. C. Williams, S.J., said that American TV has in general "respected its family audience" and that "our commercial system usually safeguards the family from direct assaults on fundamental decencies."

Where-have-we-heard-that-one-before dept.: Dr. William Boyd, lecturer in education at Glasgow U, calls TV "Enemy No. 1 of the social life of the British people." Even though commercial TV is still 9-10 months away, he calls TV a "devil" that keeps people "gaping at a screen instead of meeting their fellows and enjoying social life."

Roy Thomson, the Canadian newspaper-radio tycoon, who also owns 49% interest (with Sen. Rupert Davies, 51%) in CKWS-TV, Kingston and upcoming CHEX-TV, Peterborough, Ont., reported bidder for commercial TV license in Scotland, where he publishes the *Glasgow Scotsman*.

Master's degree in TV is being offered by Stanford U, with cooperation of San Francisco's KPIX; academic program consists of regular graduate work, 8-week summer institute divided between campus and TV studios, then 10-week internship at KPIX.

Radio Luxembourg, whose commercially sponsored shows (largely British) have big audience in Britain, reported planning commercial TV station.

Big Ten took strongest stand to date in opposition to NCAA's national college football TV controls in statement Dec. 10, as regional athletic conferences chose up sides for forthcoming battle over televised games. "An NCAA TV program of the character and operation of this season is entirely unacceptable to the Big Ten," said statement by faculty representatives and athletic directors. "A program of nationally controlled regional TV such as the Big Ten has proposed in the past is the most suitable plan. [We are] not in a position to say that we can go ahead on our own but we are facing up to possible necessary action to put our plan in effect. We cannot say that we will go outside an NCAA restricted national program such as has been in effect the last 4 years [but] it can be said that such a move is possible." Previously, Pacific Coast Conference had aligned itself with Big Ten in favor of regional televising. And this week big Eastern College Athletic Conference came out in favor of modified version of existing NCAA controls—permitting network or sponsor to select any game without being subject to geographical limitations, the selection to be made any time up to 5 days before game, with each team permitted to appear on one national and one local telecast.

Praise for NARTB's TV code review board came this week from Sen. Hendrickson (R-N. J.), chairman of Senate juvenile delinquency subcommittee, who cited its "prompt action in releasing a statement which finds some validity in our criticism of certain crime-horror films now shown for children on TV" (Vol. 10:49). At the time of last October's public hearings on TV (Vol. 10:43), Sen. Hendrickson said, "a small but vocal segment of the industry cried havoc and sought through blanket denials of our criticism to absolve the entire industry." Now, however, "the great weight of the major portion of the TV industry shows both intelligence and responsibility by its forthright statement." Hendrickson said he was particularly pleased to learn that the code board hopes to pay closer attention to films shown on TV.

Bandwidth and spurious emission standards for AM & FM stations were proposed this week by FCC, which has long had such standards for other services. Issuing notice of rule-making, Commission stated that it has received complaints that FM second harmonics are troubling vhf reception in fringe areas and that AM harmonics have interfered with govt. stations. Comments are due March 7. Document is Notice 54-1518, Docket 11233, available from Commission—or from us.

Majority of applications being filed these days are for satellites or "quasi-satellites." This week's sole TV application was for Florence, S. D., Ch. 3, by KELO-TV, Sioux Falls (Ch. 11), which plans to rebroadcast Sioux Falls network programs on Florence station via off-air pickup. [For further details about application, see *TV Addenda 19-V* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

AT&T's interconnection schedule for rest of year: WFIE, Evansville, Ind. & WEHT, Henderson, Ky., Dec. 24; WSFA-TV, Montgomery, Ala., Dec. 25; KLRJ-TV, Henderson, Nev.; WBTW, Florence, S. C.; KEYD-TV, Minneapolis & WEAT-TV, West Palm Beach, Jan. 1. KVOO-TV, Tulsa, was interconnected Dec. 5.

Restrictions on major league baseball telecasts and broadcasts, approved unanimously last week by minor league convention (Vol 10:45,49), were killed—as predicted—by major leagues this week in annual winter meeting in New York.

Sets-in-use totaled 32,262,000 as of Nov. 1, reports NBC research director Hugh M. Beville Jr., up 6,000,000 from same date year ago. In Oct., 588,000 were added.

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THIS WEEK'S NEWS

**ANTI-TRUST SUIT AGAINST PHILCO** charges franchises restrict distributors and retailers, hamper free competition; Carmine challenges charges (pp. 1, 11 & 12).

**TINY VHF & UHF SATELLITES** appeal to FCC, which starts rule-making to drop power minimum to 100 watts ERP, no antenna height minimum (p. 2).

**PROPOSAL TO BAN MOST TOWERS** over 1000 ft. is rebuffed as military and civilian spokesmen fail to agree; problem sent to Cabinet-level board (p. 2).

**NEWSPAPERS VOTE TO ACT** against FCC discrimination in hearings, joining McClatchy's court appeal of decision on Ch. 10, Sacramento (p. 3).

**PREPARING FOR 'MONOPOLY' PROBE**, Sen. Kilgore goes over questions of station ownership, networks, free speech with consultant Howard Chernoff (p. 3).

**PRIVATE MICROWAVES GAINING SPEED**, inducing AT&T to consider low-cost off-air pickup service; big money behind \$309,823 Denver-Rapid City link (p. 4).

**TAMPA & BEAUMONT GRANTEES** plead with FCC not to stop construction, report huge potential losses as they await oral argument and reconsideration (p. 6).

**DESPITE WARNING OF RISING INVENTORIES**, TV production keeps rolling at undiminished rate, nearing 7,000,000 mark with 3 weeks to go (p. 11).

**GALVIN, SIRAGUSA & SARNOFF** forecast 1955 TV-radio trade roughly comparable to 1954; see color exerting minimal effect on black-&-white sales (p. 13).

**CBS DISCLOSES PATENT AGREEMENT** with RCA on color tube, but RCA says it's using own tube (p. 10); Zenith depositions proceed as many sign with RCA (p. 15).

**FCC APPROVES MIAMI UHF OUTLET** for Storer, who becomes first to own 7 TVs, but nobody can say which "national TV company" plans to build in Conn. (p. 6).

**FIRST COMMERCIAL SATELLITE** at Pasco, Wash. hopes to start next week; Scottsbluff, Neb., repeater sets Feb. 1 target for test patterns (p. 10).

**NEW SYSTEM OF ELECTRONIC POLLING**, called 'Center-casting', proposed by inventor-consulting engineer Dr. Alfred N. Goldsmith (p. 14).

**FCC 1953 AM-FM FINANCIAL DATA** shows TV's profits passed radio's by large margin—\$68,000,000 to \$55,000,000—network sales in biggest drop (p. 16).

*Full Text of Dept. of Justice Complaint in Philco Franchise Suit Published as Special Report With This Issue*

**U. S. SUES PHILCO ON TRADE FRANCHISES:** Justice Dept. let fly with another anti-trust suit against a major TV-radio manufacturer this week, charging Philco illegally restricted its distributors and dealers in new franchise agreements instituted at Aug. convention (Vol. 10:32). Filed Dec. 15 in Philadelphia Federal Court, it was second civil anti-trust suit within industry in less than month, RCA having been sued on its patent licensing arrangements Nov. 19 (Vol. 10:47). The 2 suits are unrelated, of course, and are the products of separate teams of attorneys in anti-trust division.

Called "co-conspirators" but not made defendants in Philco suit are its some 130 independent distributors who signed the refranchising agreement, which the Govt. says violates Section 1 of Sherman Anti-Trust Act and Section 3 of Clayton Act. Not included in suit is Philco Distributors Inc., a wholly-owned subsidiary with factory branches in New York, Chicago, Philadelphia & Los Angeles.

Dept. of Justice cites 3 practices it contends are illegal, and asks court to void the franchise agreements which countenance and enforce them:

(1) Distributors are required to agree not to sell any Philco products to retailers outside their assigned territories. That, Justice contends, eliminates competition among distributors, even though they are in different territories.

(2) Distributors must not deal in any product competitive with Philco, as a condition of getting Philco line. That, it is charged, is illegal as it prevents rival manufacturers from having Philco distributors for its products.

(3) Retailers "approved" by distributors must sell only to consumers, never to other retailers. That is designed to prevent price-cutting, Justice says, and also has corollary effect of eliminating competition among retailers.

(For continuation of this report, see Trade Report, pp. 11 & 12.)

**FCC 'BUYS' LOW-POWERED SATELLITE IDEA:** Concept of tiny TV satellites for hamlets too small to support regular stations, long under discussion at the FCC (Vol. 10:23), has been definitely accepted by Commission. With issuance of broad, general rule-making proposal this week (Notice 54-1542, Docket No. 11237) it invited industry comments by Feb. 25, asking for ideas on just how satellites should be authorized.

Commission's basic proposal is to permit stations in cities under 50,000 to operate on channels in allocation plan, both vhf & uhf, with minimum of 100 watts ERP, no minimum antenna height -- provided minimum signal over principal city to be served is maintained same as now specified in rules. The present minimum for cities under 50,000 is 1-kw at 300-ft. above average terrain.

Proposal says nothing about boosters -- i.e., stations to operate on same channel as originating station. This is separate matter, still under study.

FCC makes it clear that proposal is wide open, that it has formed few conclusions, but that it favors basic concept. It asked for comments on how stations may be programmed, on technical standards, costs of construction and operation, multiple ownership, location of proposed stations, whether they should be permitted to compete with existing stations, etc.

Commission keyed its proposal to Sylvania's carefully thought out petition (Vol. 9:38), accepting its fundamental premise and inviting more discussion of the methods of implementation advanced by Sylvania.

Satellites could be built for \$15,000-\$20,000 and can be operated very economically, perhaps by remote control, according to Sylvania. As for ownership, Sylvania would apply same rules as for regular stations. Furthermore, Sylvania would stipulate that satellite would have to give way to regular station, if one were established in town, or become regular station itself.

Comr. Hennock dissented, saying she feared monopoly and stifling of uhf and insisting that answer to small-town TV is access to network programs.

Though proposal says nothing about boosters, successful experiments such as those conducted in Waterbury, Conn. by Ben Adler (see p. 9) are increasing possibility that their commercialization will be proposed too.

Biggest economic problem for satellites may prove to be cost of getting signals to them -- though out-of-the-air pickups may be adequate in many cases.

**GOVT. BOARD OPPOSES HIGH TOWER BAN:** Virtual assurance against any arbitrary ban on towers over 1000 ft. was given TV industry this week by technical div. of President's Air Coordinating Committee when it refused to approve ACC Airspace Subcommittee's recent proposal to bar virtually all such towers as flying hazards (Vol. 10:48-50).

Technical group was split right down the middle on proposal -- military representatives in favor, civilians opposed -- so it referred whole question to the Cabinet-level Air Coordinating Committee for further consideration. While "top ACC" can still completely endorse or reject the proposal, it's more likely to request further study, possibly by joint TV-aviation-govt. group.

Immediate result of this week's action is that Airspace Subcommittee will continue to follow past practice of considering high-tower proposals on case-to-case basis -- until and unless definite action is taken by top ACC.

Function of technical div. is to make recommendations to top ACC -- which it can do only by unanimous vote. It's headed by CAA administrator F.B. Lee, with CAB, Navy, Army, Air Force, Coast Guard, State Dept. and FCC also represented. The FCC representative, aviation div. chief John Evans, generally refrains from voting on such issues. Group heard 6 TV industry spokesmen and one aviation representative before it went into closed session and refused to affirm the ban.

Though voting line-up was not announced, it was learned that during closed discussion the military representatives plumped for the Airspace Subcommittee's ban on high towers, while civil members -- CAA, CAB, State Dept., FCC -- argued against.

Compromise proposal was offered by civil members -- establishment of a new TV-aviation-govt. committee to study question and determine whether new tower criteria are needed, similar to 1952 group which agreed present standards are adequate

(Vol. 8:35). This proposal was vetoed by military members. Air Force representative moved to recommend high-tower ban to top ACC. CAA amended proposal to include the govt.-industry study group, but the military opposed this move. Because of lack of unanimity, technical div. took no action on any proposal, and whole business automatically is referred to top ACC. FCC and State Dept. abstained on votes.

Unanimity is also required for action by top ACC, which is expected to consider high-tower question next month. Because such unanimity seems unlikely, the govt.-industry study plan now appears best bet.

\* \* \* \*

Legality of proposed ban was questioned by FCC's John Evans at this week's meeting. He said that regardless of any ACC tower ban, the FCC probably would be legally required to take action on high-tower applications, and that those who object could express their opposition individually at FCC hearings.

TV industry spokesmen appearing at the meeting to oppose proposal were NARTB chief attorney Vincent Wasilewski, Robert Kennedy for Assn. of FCC Consulting Engineers, aeronautical consultant Lowell Wright, attorney Neville Miller for WHAS-TV, Louisville; Frank Fletcher for WBEN-TV, Buffalo; Eugene F. Mullin Jr. for WSLA, Selma, Ala. (CP). Their principal arguments:

Proposal violates mandate of Congress to FCC, would require freeze and new allocation, and runs directly counter to 1952 TV-aviation-govt. agreement. They argued that aviation, as one user of airspace, should not be permitted to "dictate" to TV, another user; that real fault may lie in antiquated air traffic rules.

**NEWSPAPERS JOIN APPEAL ON 'DIVERSIFICATION':** Publishers' mounting anger at the FCC's steadfast discrimination against newspapers in TV hearing decisions boiled over this week, when American Newspaper Publishers Assn. voted to join court appeal against Commission's "diversification" policy.

ANPA chose as prime test case the decision which granted Ch. 10, Sacramento, to Sacramento Telecasters, over McClatchy newspapers (KFBK). McClatchy had appealed, and ANPA will file amicus curiae brief, through Washington counsel Elisha Hanson, probably some time in February.

ANPA has picked a good case, because examiner Thomas Donahue had recommended grant to McClatchy in his initial decision, saying its record of civic contribution was so great that it outweighed fact McClatchy already had newspaper and broadcasting interests, and because FCC itself conceded McClatchy's exemplary record even while awarding the CP to opponent (Vol. 10:41).

Attacking FCC policy, ANPA gen. mgr. Cranston Williams asserted: "By a distorted construction of its authority under existing law, the Commission has been and is now discriminating against persons associated with newspapers solely because [they] are associated with newspapers." (For other actions involving FCC, see p. 6).

**SPADEWORK FOR TV-RADIO MONOPOLY PROBE:** Covering the entire waterfront of TV-radio broadcasting practices -- including programming -- Sen. Kilgore (D-W.Va.) this week made first announcement of his proposed monopoly investigation (Vol. 10:49).

Some conflict with current Senate Commerce Committee investigation of uhf and networks is inevitable if Judiciary Committee inquiry goes into all angles mentioned in Kilgore's statement -- particularly in this paragraph of his press release:

"The Senator also expressed interest in the practice of one station tying up 2 networks, thus denying network programs to another station in the same market, and [the] proposed subscription TV, in an effort to determine how it could aid small station operators, and whether the American public would be willing to pay for entertainment which has historically been given to it free of charge."

Issues of jurisdiction in the 2 simultaneous probes will be ironed out between representatives of Judiciary and Commerce groups, Kilgore aides say.

Broadcaster Howard Chernoff, principal owner of WTAP, Parkersburg, W. Va., and 5% owner of TV application for Oakland, Cal., will serve as consultant on the probe, and plans to begin work soon after first of year when Kilgore assumes chair-

manship of Judiciary Committee. Chernoff's first steps will be to "meet with top industry officials, members of the FCC and other interested parties for exploratory conversations." Release described conference between Kilgore and Chernoff last week end as producing agreement on "basic objectives."

Among topics discussed at conference -- and presumably grist for the upcoming investigation: "Ownership of radio & TV stations by newspapers, networks and manufacturers of receiving sets and parts for receiving sets...network practices regarding free speech, open forums, commentators and presentation of both sides of issues."

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Activity continues on Senate Commerce Committee's probe of network and uhf problems, meanwhile, though exact direction the inquiry is to take will depend on the inclinations of new membership to be headed by Sen. Magnuson (D-Wash.).

Magnuson continues to be silent on Committee plans, won't discuss them until he takes over next month. But it now appears that Sen. Monroney (D-Okla.), third ranking Democrat on Committee, will be one of its most active members in TV-radio matters. He took the leading role in holding up confirmation of George McConaughy, chairman, as member of FCC (Vol. 10:46), his questions at that time indicating his extreme interest in the uhf situation.

"It wouldn't hurt to hold more hearings to find out if there are areas where uhf stations have started which might be reserved exclusively for uhf," Monroney told us recently. "Whether this can be done in many places should be the subject of further inquiry," he said. "We don't have to be forever wedded to the present allocations...The more stations we have the less likely we are to have monopoly."

**SERIOUS INTEREST IN PRIVATE MICROWAVES:** TV microwave situation is in something of a ferment nowadays, with non-Bell System companies knocking on FCC's door, seeking to build -- to feed TV stations and community antenna systems. This week brought: (1) Further argument between AT&T and stations as to whether latter should be permitted to build more private microwave facilities. (2) Application from powerful financial group seeking to microwave Denver station signals to Rapid City, S.D.

Bickering between stations and AT&T continued in form of replies to one another's earlier comments on FCC's proposal to ease restrictions on stations' microwave construction (Vol. 10:46). AT&T showed it was alert to economic problems, however, showed willingness to explore ways of providing less expensive service. The broadcasters filing additional comments were KXJB-TV, Valley City, N.D.; KCJB-TV, Minot, N.D.; WEAU-TV, Eau Claire, Wis.; UHF Industry Coordinating Committee; National Association of Educational Broadcasters.

The kind of money behind proposed Denver-Rapid City, S.D. microwave shows community antenna business isn't considered peanuts. Among the 8 principals seeking authority to build the \$309,823 nine-hop link are the famed Winthrop Rockefeller and C. Hamilton Moses, pres. of Arkansas Power & Light Co. Application is second such aimed at serving TV-starved Rapid City. Even more elaborate microwave systems to feed towns in northwest are under discussion, but principals aren't ready to talk.

(For details of AT&T and station comments and Rapid City link, see below.)

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**W**ILLINGNESS OF AT&T to meet broadcasters part way in effort to provide less expensive microwave TV service may dissolve the current disagreement, but stations' comments filed this week on FCC's proposal to ease restrictions on private microwave construction show that stations feel that AT&T's prices are currently far out of line.

Stations sparking FCC's original proposal—KXJB-TV, Valley City, N. D. & KCJB-TV, Minot, N. D. (John Boler)—said that they were glad to note AT&T recognizes economic problem exists; that they have no desire to become a common carrier or to interfere with basic common carrier facilities. They insisted, however, that AT&T could provide adequate service at far less cost; that adoption of the proposal would induce AT&T to "come forward with a concrete proposal which may solve this

problem"; that they don't need AT&T's present "deluxe" equipment. Stations also blasted comments of U. S. Independent Telephone Assn. as "100% negative."

AT&T won't be injured by the few private microwaves built or to be built, WEAU-TV, Eau Claire, Wis., told Commission. Its own one-hop relay, station said, provides "eminently satisfactory" service at much lower cost than AT&T would charge. WEAU-TV requested that its own relay be authorized permanently, if FCC decides not to make the policy change it has under consideration.

UHF Industry Coordinating Committee said common carriers haven't supported with facts their argument that private microwaves might make common carriers' TV service a losing proposition, requiring hikes in phone rates, etc. It also countered common carriers' argument that stations may find private microwaves more costly and less



adequate than they believe, asserting that experience has proved otherwise.

National Assn. of Educational Broadcasters endorsed previous comments of JCET, stating private microwaves could make state-wide school networks feasible.

AT&T reiterated its contentions that existing policy has provided for rapid and sound growth; that proposal would result in wasteful duplication; that stations' cost figures are "unrealistically low"; that quality of private service is frequently poor. AT&T then insisted: "To warrant the tremendous amounts of capital investment required, there must be reasonable assurance that common carrier facilities will not be subject to replacement and duplication by others which would leave portions of the common carrier facilities idle. With this assurance, the network service will continue to grow and more and more stations will be close to points already served or so located between service points that they can be added to the network with small additional line charges."

If stations will be satisfied with less than "gold-plated" service, however, AT&T said it would cooperate in providing it, stating: "The company is examining the possibility of a new type of service to meet the developing requirement for the off-the-air pickup method of serving small communities."

\* \* \* \*

Rapid City, S. D. is hell-bent to get TV by hook or by crook. For its size, it's farther from stations than any other town in the country. It once had a CP for Ch. 7 there, but grantee gave it up because he saw no economic future. Another CP was granted there 2 weeks ago, to KOTA (Ch. 3), but Bell System has no plans to bring network service there in immediate future.

Community antenna operators, meanwhile, have looked upon city as a natural. Three months ago (Vol. 10:39), local real estate and investment group, Bartlett & Reed Management, filed to build common carrier microwave to carry Denver stations' signals to town. This week, a group of 8 men, from all over U. S., filed for similar setup under name of Blackhills Video Co.

Here's who they are: Winthrop Rockefeller, said to have investment in Midwest Video Co., operator of community antenna systems in Greenville, Miss., Clovis, N. M., Victoria, Tex., perhaps elsewhere; C. Hamilton Moses, pres. of Arkansas Power & Light Co. and a principal of Midwest; Allen C. Garner, Paul Leird & John Reid, associates of Moses in Midwest; J. E. Belknap, Poplar Bluff, Mo., who heads group holding CP for microwave to serve systems in Missouri with St. Louis signals; Ernest Dunn, Poplar Bluff hotel owner and associate of Belknap; Harris O. Torgerson, young owner of Rapid City music store.

City franchise for community system in Rapid City is said to be held by one or more of the Blackhills principals.

Blackhills plans to build 9 relays, picking up Denver signals at Pine Bluffs, Wyo., relaying them to Rapid City, servicing TV station and/or community system there. Cost of Philco equipment is estimated at \$309,823, yearly operating cost at \$110,000. Customer is to be charged about \$120,000 a year. One channel is planned initially, and another can be added for about \$100,000 in equipment.

Whether there's a conflict between Bartlett & Reed and Blackhills is up to FCC to decide. If there is, hearing will be conducted to choose winner. Former has been pending 3 months, should be on agenda soon. AT&T has objected to neither, presumably won't interpose.

Frank Wisbar, producer-director of *Fireside Theatre* for last 6 years, has turned in resignation to Procter & Gamble.

O. K. Garland, chief engineer of WJHL-TV & WJHL, Johnson City, Tenn., died of a heart attack Dec. 10.

**Personal Notes:** Norman (Pete) Cash, recently ABC eastern sales mgr., onetime Crosley & NBC sales and station relations executive, joins new Television Advertising Bureau as director of station relations under Oliver Treyz . . . Howard Chernoff, recently mgr. of KFMB-TV, San Diego, now a management consultant, has been retained by Fund for The Republic, headed by Dr. Robert Hutchins, as consultant on TV program projects; it's backed by Ford Foundation, was projected to protect civil liberties . . . Abiah A. Church resigns as NARTB staff attorney to join legal staff of Storer Bestg. Co., Miami Beach . . . Thomas S. Murphy is now gen. mgr., Harry Littler sales mgr. of WROW-TV, Albany, under new ownership of Lowell Thomas-Frank Smith group; Harry L. Goldman continues as station mgr. . . . Sean Dillon, ex-ABC-TV, New York, named operations & program mgr. of upcoming Gov. McFarland-controlled KTVK, Phoenix (Ch. 3); Robert Latham, ex-KOOL-TV, is chief engineer; Ray Gallagher, ex-KLAS-TV, Las Vegas, senior producer-director; James E. Overpeck, sales mgr. . . . Floyd E. Weidman promoted from adv. mgr. to general executive of WEWS, Cleveland, succeeding David M. Baylor; John H. Foley promoted to local sales mgr. . . . Ted Snider promoted to station mgr. of KOAT-TV, Albuquerque, Dick True succeeding him as program director; Bill Bozarth promoted to production mgr. . . . Robert J. McKendrick, ex-WLOK-TV, Lima, O., named asst. program & production mgr., WWJ-TV, Detroit . . . Jack Rathbun, ex-WDAK-TV, Columbus, Ga., named operations mgr. of upcoming WEAT-TV, West Palm Beach (Ch. 12), due on air this month . . . Norman Ginsburg, ex-DuMont, named adv. & sales promotion director, Studio Films Inc., 380 Madison Ave., N. Y. . . . John Burr, ex-national adv. mgr. of KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore., named mgr. of new Seattle office of Blair rep firm in White Henry Stuart Bldg. . . . Miller Robertson, ex-part owner of KEPO, El Paso, named asst. gen. mgr. of WTCN-TV, Minneapolis . . . Wm. J. Reagan promoted to chief engineer of U of Missouri's commercial KOMU-TV, Columbia, replacing Duane M. Weise, now chief engineer of Chicago's upcoming non-commercial WTTW (Ch. 11) . . . Bob Craver, ex-WLWA, Atlanta, named production mgr. of new WQXI-TV there . . . Cody Pfanstiehl, promotion director, WTOP-TV, Washington, promoted to TV-radio public relations director; Robert N. Adams, WRC-TV, Washington, returns to WTOP-TV to succeed Pfanstiehl . . . Cy Howard, veteran of 15 years with CBS as writer, actor & director, joins NBC-TV in charge of developing new TV comedy series to originate next year in Hollywood . . . M. Dow Lambert, ex-KING-TV, Seattle, named chief engineer for KIMA-TV's Ch. 19 satellite in Pasco, Wash., not as successor to J. Barry Watkinson, as erroneously reported here recently; Watkinson continues as KIMA-TV engineering director in Yakima, with Mel Burrill as TV engineering chief . . . M. H. (Lee) Leblang resigns as asst. adv. & sales promotion director of WCBS-TV, N. Y., to open own office as investment & insurance counselor, 500 Fifth Ave., N. Y. . . . George Biersack, exec. director of Dayton Educational TV Foundation, handling new specialized courses in TV added to curriculum of U of Dayton . . . John D. Berg, ex-ABC-TV, Chicago, named TV director, George H. Hartman Adv., Chicago, in charge of Hartz Mountain Products' *Capt. Hartz and His Pets* (NBC-TV).

C. E. Hooper, 56, founder of Hooperatings, was killed in a boating accident near Salt Lake City Dec. 15. He was duck-hunting on Great Salt Lake with Frank McClatchy & Dr. Harry Nordberg, both of Salt Lake City, when their boat ran aground. Jumping into the water to push it free, he slipped and fell into the craft's spinning overhead airplane-type propeller. He is survived by his widow and a daughter.

**F**CC GRANTED NO CPs this week, but heard plenty from a couple grantees who wondered just when one can be sure his CP is firm. In almost unprecedented action 2 weeks ago, Commission stayed effectiveness of Ch. 6 grant to KFDM-TV, Beaumont, Tex. and Ch. 13 CP to WTVT, Tampa, Fla. (Vol. 10:49) — reportedly because Chairman McConnaughey wanted to have full Commission hear oral argument, set for Dec. 21.

This week, both grantees pleaded for reconsideration of the stay. KFDM-TV reported it had already contracted to spend \$406,055, had station 70% built, asserted that FCC's action was an "abuse of administrative discretion" and "contrary to law." WTVT said it had begun heavy construction Nov. 2, now has stopped everything and equipment is exposed to elements. It reported having bought \$750,000 worth of equipment, hired key personnel which it may lose through delays, completed tower foundation and transmitter building, taken delivery of antenna, built dwelling for transmitter engineers, has tower erection crew en route, etc.

In another matter involving construction, satellite KEPR-TV, Pasco, Wash. (Ch. 19), stated it did not build before it got CP, as charged by KALE, Richmond (Vol. 10:49). Nevertheless, it said, it is tearing down transmitter building and pouring new tower foundations a few feet from those already in—to get going before freezing weather arrives (see p. 10).

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Various attacks on CBS for its station purchases (Vol. 10:49) were answered this week. To request of WTRI, Albany, N. Y. (Ch. 35) that FCC hold up sales of WOKY-TV, Milwaukee (Ch. 19) and WSTV-TV Steubenville (Ch. 9), CBS and the stations said that WTRI isn't involved, has no standing, isn't a "party in interest" entitled to protest. To charges that move of WSTV-TV transmitter to Pittsburgh is violation of allocation rules,

**S**TORER became first entity to own full quota of 7 TV stations, as result of series of FCC actions this week which in effect gave him an operating Miami outlet on Ch. 23, with call letters WGBS-TV (Vol. 10:47). Actually, FCC approved Storer purchase of CP for Miami's WMIE-TV (Ch. 27) for \$35,409 expenses from Georgia's ex-Gov. E. D. Rivers Sr., and at same time switched Ch. 23 to Miami from Ft. Lauderdale in place of Ch. 27, allocating Ch. 39 to Ft. Lauderdale. Storer plans to purchase physical assets of NBC-affiliated WFTL-TV (Ch. 23) for \$300,000 from *Ft. Lauderdale Daily News*. Commission granted Storer STA to operate his Ch. 23 outlet temporarily from Ft. Lauderdale and to begin construction of interim 500-ft. tower at Miami antenna farm.

Storer's plans are to operate from Ft. Lauderdale site until Jan. 15, then move to interim Miami tower with new RCA 12½-kw transmitter, while constructing 1000-ft. tower. Move to latter tower will come about July 15, when Storer expects to install new RCA transmitter to give 1000-kw ERP—the third RCA 1-megawatt (first 2 going to WBRE-TV, Wilkes-Barre, and Storer's KPTV, Portland).

WGBS-TV will carry full schedule of NBC programs, according to Storer exec. v.p. Lee B. Wailes, beginning with early morning *Today* show and ending with *Tonight*. Though plans have been under discussion to help pay cost of conversion of sets in area, Wailes said, news of Storer's projected entry into Miami uhf have led to strong "revival of interest in uhf" there, and increased network programming is expected to give conversion a further shot in arm. "If necessary, however, we'll give conversion a big assist," he added (Vol. 10:49).

Comrs. Henneck & Bartley dissented, and Chairman McConnaughey didn't vote, on sale of CP to Storer and on juggling of channel assignments in Miami area.

WSTV-TV stated that objectors are misinterpreting rules, ignoring their history.

Protest against sale of WROW-TV, Albany (Ch. 41) by WTRI (Vol. 10:49), was answered by WROW-TV which stated there's no "secret agreement" to shift CBS affiliation to WROW-TV; that CBS can't and doesn't control stockholders Lowell Thomas and his business agent Frank Smith; that WTRI has no legal standing to protest. Allocation of Ch. 10 to Vail Mills, requested by WROW-TV, was advanced by FCC this week as proposed rule-making. Along with it, Commission proposed WTRI's conflicting request to de-intermix area by shifting GE's WRGB from Ch. 6 to Ch. 17.

In other allocations actions, Commission: (1) Finalized addition of Ch. 23 to Miami (see below), involved in Storer's purchase of WMIE-TV. (2) Started rule-making on conflicting proposals to add Ch. 7 to Pachuta or Hattiesburg, Miss. (3) Started rule-making to switch Ch. 14 from Annapolis, Md. to Washington, D. C. (4) Received amended proposal from WKNX-TV, Saginaw, Mich. (Ch. 57), regarding location of transmitters (Vol. 10:49). (5) Received endorsement of proposed addition of Ch. 8 to Buffalo (Vol. 10:45) from WHEN-TV, Syracuse, which would have to shift from Ch. 8 to 7. (6) Received objection to shift of KELP-TV, El Paso, from Ch. 13 to 7, from Texas Western College.

Commission also received a technical report which could have important repercussions on allocations. WAAM, Baltimore (Ch. 13) opposed allocation of Ch. 13 to Princess Anne (Norfolk), Va. on grounds that extensive measurements by consulting engineers Kear & Kennedy show that propagation over Baltimore-Norfolk water path is far stronger than FCC rules anticipate. It said that signal levels are comparable with those in Gulf area (Zone III), where FCC has provided 220-mi. minimum co-channel separation instead of the 170-mi. provided in east (Zone I).

**M**YSTERY OF MT. HIGBY remained unsolved this week, as mayor of Middletown, Conn. continued to refuse to divulge identity of lessee of 3-acre tract which he had announced would be rented to one of the "national TV and radio broadcasting companies." All of the networks unequivocally denied they were principals in project looking to possible 1000-kw uhf transmitter on 1000-ft. site between Hartford & New Haven. So did all of the uhf & vhf operators and all grantees and applicants in the area. Even AT&T denied it had any plans for a relay site there, and the equipment manufacturers would add neither evidence nor clues.

Disclosure of the lease in the columns last week (Vol. 10:50) had everyone interested scurrying to get the dope, including the networks. It was generally conceded the site was an excellent one for telecasting purposes, particularly for the new super-power uhf. But neither NBC nor CBS, both committed to uhf, nor ABC, which is waiting to see what they do, nor General Teleradio, which owns half of Hartford's WGTH-TV (Ch. 18), appears to be the principal. We got denials too from spokesmen for WKNB-TV, New Britain (Ch. 30); CP-holder WELI-TV, New Haven (Ch. 59); and the applicants for Ch. 3 in Hartford.

Unless someone is doing a good job of covering up, the natural deduction is that the site has been taken by a prospective applicant for Meriden's Ch. 65, as yet unapplied for; or by one of the big interests looking to ultimate acceptance of uhf and readying itself to plunge into operation in "uhf country" already opened up by the Hartford stations. Possibility that site has been acquired for a satellite outlet cannot be overlooked.

Note: Report from Meriden this week had it that a "big New York organization" was also acquiring site on Meriden Mt.—but identity of this one, too, was undisclosed.

**Network Accounts:** Buick offered comedian Jackie Gleason 2-year, \$8,500,000 contract this week for a 39-week half-hour filmed series confined to Gleason's famous "Honeymooners" sketches on his current CBS-TV Sat. night show. During summer of 1956, about 13 of sketches would be repeated. Negotiations between Buick, Gleason and Kudner continued all week, with no decision announced as we went to press. Also undetermined was whether show would be on NBC-TV or CBS-TV, or whether Buick would continue current sponsorship of *Milton Berle Show* . . . Studebaker-Packard's sponsorship of *TV Reader's Digest*, dramatic adaptations of stories appearing in magazine, starts Jan. 17 on ABC-TV, Mon. 8-8:30 p.m., thru Ruthrauff & Ryan . . . Bayuk Cigars replaces Gruen Watch as alt. week sponsor (with American Safety Razor Co.) of *Walter Winchell Show* on ABC-TV starting in Feb., Sun. 9-9:15 p.m., thru D'Arcy Adv. . . Toni to sponsor *So This Is Hollywood* on NBC-TV starting Jan. 1, Sat. 8:30-9 p.m., thru Weiss & Geller . . . Borden Co. to sponsor *Way of the World* on NBC-TV starting Jan. 3, Mon.-thru-Fri. 10:30-10:45 a.m., thru Young & Rubicam . . . Bristol Myers to sponsor filmed *Your Favorite Playhouse* as substitute for *Honestly, Celeste* on CBS-TV, Sun. 9:30-10 p.m.; latter was cancelled when star Celeste Holm dropped out in apparent dissatisfaction with script . . . American Chicle Co. to be alt. sponsor (with Quaker Oats) of *Zoo Parade* on NBC-TV starting Jan. 9, Sun. 4:30-5 p.m., thru Dancer-Fitzgerald-Sample . . . Sheaffer Pen Co. to be alt. week sponsor of John Daly's new panel show, *Who Said That?* on ABC-TV starting in Feb., Wed. 9:30-10 p.m., thru Russel M. Seeds Adv., Chicago . . . Reynolds Metals, climaxing weeks of indecision and speculation in trade press, this week renewed *Mr. Peepers* for rest of season on NBC-TV, Sun. 7:30-8 p.m., thru Clinton E. Frank Adv., Chicago . . . Camels drops Fri. segment of *Camel News Caravan* on NBC-TV, Mon.-thru-Fri. 7:45-8 p.m. . . . Helene Curtis drops plans to sponsor *The Marraige*, starring Hume Cronyn & Jessica Tandy, on NBC-TV (Vol. 10:50) after being unable to agree with network on acceptable time period, plus fact that show would have to go off in summer, one of busiest seasons for sponsor . . . Minute Maid Corp. (frozen juices) to sponsor Tournament of Roses in black-&-white on NBC-TV New Year's Day, 12:15-1:45 p.m., thru Ted Bates & Co. . . . Tootsie Rolls buys 64 partic. on *Pinky Lee Show* on NBC-TV Mon.-thru-Fri. 5-5:30 p.m., thru Moselle & Eisen, N. Y. . . R. T. French Co. (mustard) buys Wed. segment of *World of Mr. Sweeney* on NBC-TV, Mon.-thru-Fri. 4:30-4:45 p.m., thru J. Walter Thompson . . . CBS-TV to carry *Life with Father* indefinitely as sustainer, following drop-out of sponsors Johnson's Wax and Pet Milk (Vol. 10:49-50).

McCann-Erickson expanded industrial service this week by merging with Marschalk & Pratt Co., industrial advertising specialists, subject to approval of Internal Revenue Service. Under agreement, effective Jan. 1, Marschalk will function as div. of McCann-Erickson, continuing in present quarters at 535 Fifth Ave. McCann-Erickson pres. Marion Harper Jr. said Marschalk would aid "special group" servicing of such big McCann-Erickson industrial clients as Standard Oil and others.

International Boxing Club gets \$24,000 a bout for 35 shows from Gillette, \$18,000 a show for 52 shows from Pabst, IBC pres. James Norris is quoted in *Chicago Daily News* interview. Fighters are guaranteed \$4000 each from TV receipts—sometimes they get as much as \$6500. "TV has subsidized boxing," he said. "Otherwise we wouldn't be able to put on more than a few matches a year."

Sets-in-use in Canada totaled 1,026,912 as of Nov. 1, up 91,374 from preceding month, reports Canadian RTMA.

**Station Accounts:** Success of current *Million Dollar Movie* series, now syndicated, has led General Teleradio's WOR-TV to undertake new series of multiple-showing first-run film features starting Jan. 18. It will be called *Fortune Theatre*, will comprise 82 feature-length films produced in English by European studios and featuring foreign stars. Package was purchased from Fortune Films Inc. Each film will open on Tue., coinciding with opening of new *Million Dollar Movie* feature, and will be shown 14 consecutive times—9-10 p.m. Tue.-thru-Sat. one week and 11:30 p.m.-12:30 a.m. following week, with additional showings 3:30-4:30 p.m. alt. Sat. & Sun. Flexible advertising arrangement will permit up to 14 one-min. spot announcements per film . . . Nehi Corp., Columbus, Ga. (Nehi, Par-T-Pak & Royal Crown Cola) reported planning film series aimed at teen-agers, featuring Ames Brothers and Joan Benny, Jack Benny's daughter, to be placed on about 200 stations, thru BBDO . . . U. S. Steel plans huge spot campaign in 1955 to promote wide range of products, using 117 TV stations, under direction of George Shenk, adv. dept. . . Southern California Plastering Institute to sponsor Tournament of Roses parade New Year's Day on 4-station hookup comprising KNXT, Los Angeles; KFMB-TV, San Diego; KMJ-TV, Fresno; KERO-TV, Bakersfield—thru Wm. Latta & Co., Los Angeles . . . Smith Funeral Home of Spokane reported well-pleased with results of sponsoring *Liberace* on alt. weeks on local KHQ-TV . . . Among other advertisers currently reported using or preparing to use TV: Allen V. Smith, Marcellus Falls, N. Y. (split peas), thru Barlow Adv., Syracuse; Campana Sales Co., Batavia, Ill. (Ayds vitamin candy), thru Erwin, Wasey, Chicago; Thor Corp., Chicago (washing machines, dryers & ironers), thru Henri, Hurst & McDonald, Chicago; Stetson China Co., Lincoln, Ill. (dinnerware), thru Schram Adv., Chicago; Scott-Atwater Mfg. Co., Minneapolis (outboard motors), thru BBDO, Minneapolis; Molson's Brewery Ltd., Montreal (Molson's ale), thru Fay Adv., Albany, N. Y.

Rate increases: New "Class BB" rate posted by KRON-TV, San Francisco, is \$450 for half hours 6:30-7 p.m. & 11-11:30 p.m., Mon.-Fri., \$180 for 20 sec., \$90 for 8 sec.; Class AA rate (7:30-10:30 p.m. daily) remains \$1300 per hour, \$780 half hour; Class A (7-7:30 p.m. Mon.-Fri.) is \$1100 an hour, \$660 half. Effective Jan. 1: WXYZ-TV, Detroit, adds new 7:30-10:30 p.m. daily Class AA \$1700 hour, \$325 min., Class A remains \$1500; WHIO-TV, Dayton, adds new 8-10 p.m. daily Class AA \$800 hour, \$175 min., Class A hour remains \$750; WWJ-TV, Detroit, raises base hour from \$1600 to \$2000, min. \$320 to \$400; WFAA-TV, Dallas, from \$800 to \$900, & \$160 to \$180; WNCT, Greenville, N. C., from \$200 to \$300 & \$40 to \$60; KXJB-TV, Valley City, N. D., from \$200 to \$300 & \$40 to \$60. Recently effected: CFCM-TV, Quebec City, base hour from \$200 to \$300, min. \$40 to \$60; WEAR-TV, Pensacola, from \$200 to \$225 & \$30 to \$45.

A. C. Nielsen Co. has negotiated option to buy out Broadcast Advertisers Reports Inc., Darby, Pa., it was announced this week by Arthur C. Nielsen and Phil Edwards, presidents of the 2 firms. For last 2 years, BAR has been supplying stations with regular reports on spot and local TV-radio advertising schedules in large markets, securing information through tape-recording of leading stations.

John L. McGuire, ex-KOA-TV, Denver, opens new regional rep firm with offices in Denver National Bank Bldg., handling KCJS-TV, Pueblo; KRDO-TV, Colorado Springs; KFXJ-TV, Grand Junction; KFBC-TV, Cheyenne.

WMGT, Adams, Mass. shifted this week from Ch. 74 to 19 following approval by FCC of shift to newly allocated channel (Vol. 10:36, 38, 40-43).

**Telecasting Notes:** They're saying in Hollywood that TV film is now a better banker's risk than independent feature production, and California Bank's Ben Odell is quoted in Dec. 18 *Billboard* as stating that the rate of loss in TV loans has been less than in such established fields as real estate! He thinks some TV companies will soon be strong enough to get direct loans, as do the big movie concerns, rather than depend on loans against assignments of sponsor payments or assignments of payments from distributing companies . . . Bank of America executives told *Billboard's* Hollywood reporter that they're beginning to base more and more loans on a producer's record for quality production; George Yosling, Security First National Bank, believes the industry is approaching point where loans will be made against residuals and on new productions which have not as yet found a sponsor; Wm. Andrews, Citizens National Trust & Savings Banks, thinks TV film production industry has reached a stability that independent theatrical producers never enjoyed . . . Paramount's TV exploitation tieup with *Lux Video Theatre* (NBC) is exposing 44,000,000 potential moviegoers to continuing promotion of Paramount films, said J. Walter Thompson v.p. Robert H. Black at Paramount promotion coordinating meeting in Hollywood last week. Paramount, which owns TV station KTLA in Hollywood, was first movie maker to recognize exploitation value of TV through use of televised film trailers, he said . . . TV took away Hollywood's "sure dollars" and forced it to produce better films, said producer Louis de Rochemont at Ford Hall Forum in Boston. "The improvements we see today in the theatres is because the spirit of competition is keen and Hollywood is no longer misjudging the public taste" . . . TV film makers are luring music editors away from theatrical film companies, 20th Century's Leon Birnbaum told

### Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1954 issues of the *Television Digest* Weekly Newsletters, plus the semi-annual *TV Factbooks* with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: \$25 per volume.

Hollywood trade pres. Newer medium is copying Hollywood methods, he said, though TV uses canned music—"something we would never do" . . . "Yox box" is apt description for new device invented by CBS-TV Hollywood engineer Charles Douglas, which supplies laughter in any quantity or quality for film or live shows by mixing previously recorded laughs. Douglas holds patent, reportedly is planning to market device for about \$1000, already has 2 out on lease in addition to one already in use at CBS's TV City . . . Official Films Inc. pres. Harold Hackett announced Dec. 10 that from Jan. 15 Tele-Pictures Inc. will take over TV distribution of the Lippert features catalog . . . Wheeling's WTRF-TV offered one free minute live commercial as prize at local board of trade Xmas party, and who should win it but sales mgr. Andy Hoffman of radio WRVA; he thereupon threatened to use the spot to discuss advantages of radio . . . Pulse Inc. is inaugurating cumulative rating service, showing percentage of families viewing each station in average day and average week, to be issued semi-annually . . . More than 190 cities will be available for closed-circuit business meetings after Jan. 1, notes new brochure of Theatre Network TV, 575 Madison Ave., N. Y.

**T**RANSFER OF WAYS-TV, Charlotte, N. C. (Ch. 36), to local advertising man Hugh Deadwyler for token consideration of \$4 was filed this week with FCC. Sellers are G. W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold H. Thoms, latter also owning WISE-TV, Asheville (Ch. 62).

Group told FCC present owners "have sustained heavy and substantial losses [and] there would be distinct tax advantages to the transferors if this application could be acted upon by the Commission prior to Dec. 31, 1954." Since it went on air just a year ago, station has shown net loss of \$82,276, balance sheet indicates (Vol. 10:44), although operation now "has settled down to approximately a break-even point in terms of revenues and monthly operating expenses (exclusive of depreciation)."

Though station currently owes more than \$200,000, when Deadwyler takes over it will have \$27,000 surplus—since under terms of agreement, notes payable to radio WAYS (a separate corporation) and to owners, totaling more than \$114,000, will be forgiven. Remainder of debt is for equipment, payable in installments. Budget shows station's current revenues and operating expenses balanced at about \$4800 a month, only salaries being paid to engineer and 2 announcers.

Purchaser is pres. & owner of Hugh Deadwyler Adv. Agency, Charlotte, pres. & 35% owner of Filmmakers Associates Inc., Charlotte (films) and public relations director of Southern Airways Inc. He plans to devote full-time to management of TV station. Ownership of radio WAYS is not affected.

Nominations for Alfred I. duPont 1954 awards for "public interest" service by TV-radio stations and news commentator must be submitted by Dec. 31 to Alfred I. duPont Award Foundation, Washington & Lee U, Lexington, Va. Winners will be announced in March.

**Shocking incident at Westinghouse's KPIX, San Francisco**, coincident with negotiations on new contract between station and NABET union, was sabotage "without precedent in the more than 30 years of broadcasting history in the U. S.," according to mgr. Philip G. Lasky. With union-management differences due to go to govt. mediation Dec. 15, at least the following acts of sabotage were committed, on night of Dec. 13, Lasky said: (1) More than 100 fuses were substituted with dummies. (2) Equipment was hidden. (3) Blueprints and instruction books were hidden. (4) Sync generators were disabled by tiny pieces of wire in obscure spots. (5) Scores of audio circuits were disabled. (6) Good tubes were replaced with defective ones. (7) Film projector optical systems were misaligned. Westinghouse flew top engineers to San Francisco, including Ralph Harmon and George Hagerty, got equipment partially repaired by week end. Meanwhile, station was curtailed schedule, carrying only CBS network programs. Incredibly, identity of saboteurs is clearly indicated, according to Westinghouse officials. Job was so extensive it obviously required a crew of expert technicians. Punishment for offense is 1 year imprisonment and/or \$10,000 fine. FCC field men are investigating and FBI may be called in.

Entering large-screen projection field, new Fleetwood Corp., 1037 Custer Dr., Toledo (Vol. 10:49) this week announced its closed-circuit TV projector FL-1001, developed "at the request of one of the leading closed-circuit conference organizations." Designed for hotels, classrooms, etc., compact self-contained unit can project picture of from 3x5 to 9x12-ft. The mobile assembly contains built-in TV receiver and speaker, as well as provision for optional remote speaker.

**Longest pickup for community system** reported to date is that by Woodriver TV Service, Kethum, Ida., whose owner C. E. Atkinson says he uses signal of KSL-TV, Salt Lake City, 275 mi. away; antenna 9250 ft. above sea level.

**E**FFECT of TV on juvenile delinquency, usually head-lined as evil influence, gets a reverse twist in case study of Detroit conditions by NARTB's TV information committee and released in its Dec. *Facts About TV*. In Detroit, study shows, law enforcement officials say that TV, far from contributing to juvenile delinquency, actually helps control it through constructive, educational programing on local stations.

Study quotes Inspector Ralph Baker, chief of Detroit police dept. youth bureau, as praising Detroit stations for carrying programs "which will tend to educate parents and children alike in social behavior that will minimize our task." He said that of all the juvenile offenders brought into local detention home, "there has been only an occasional mention of TV." Lieut. Francis Davey of youth bureau says TV has decreased juvenile delinquency by "keeping kids closer to home and off the streets at night."

Harlan Ringelberg, asst. chief probation officer of Wayne County Juvenile Court, says "TV is a very minor factor in juvenile delinquency—if a factor at all. As a matter of fact, parents of children on probation are encouraged to devote attention to certain TV programs. The difficulty comes in getting them to watch enough of the TV fare which educates, informs and inspires." Similarly, Eugene Moran, a probation officer in an area of high incidence of juvenile delinquency, says stations "put on good instruction but the audience is largely composed of those adults who do not need the training." He says TV "needs a drama that will train parents in their responsibilities and still be as compelling as the ordinary family or detective script."

Among local programs cited by committee as aiding in fight are WWJ-TV's *Teenager*, a discussion of problems of adolescence, and *Traffic Court*, which spotlights cases of youth driving problems; WXYZ-TV's *Ed McKenzie's Saturday Party*, devoted to teen-age talent contests, and *Heart of Detroit*, in which policemen demonstrate lectures on law observance; WJBK-TV's *Appointment With Age*, placing emphasis on youthful respect towards older folks.

Declaring community antenna systems to be public utilities, Wyoming Public Service Commission took over in no uncertain terms. In the opinion of National Community TV Assn., decision is "tough and applies traditional conservative public utility regulatory criteria—too tough [to] encourage pioneering in this industry." Under ruling, Wyoming community systems will have to file balance sheet, profit & loss statement, etc. Propriety of financing cost of installation through "contributions to capital" from subscribers was questioned, and Commission ordered that surplus of contributions over costs be returned to subscribers. Ruling came Nov. 29 on case involving Cokeville, Wyo. system. After 12 months of operation, Commission will study system's balance sheet, set rates. According to NCTA counsel and exec. director E. Stratford Smith, "The opinion seemed to invite an appeal in that it pointed out that the Commission was ignoring a substantial body of authority to the effect that community TV was 'interstate commerce.'" Wyoming operators are organizing court appeal.

The \$147,000 sale of 75% of WJPB-TV (Ch. 35) and radio WVVW, both Fairmont, W. Va., was approved by FCC this week. Purchaser is Donn Baer, Cincinnati accountant and former U of Ill. football star. J. Patrick Beacom retains 25% (Vol. 10:47). Other transaction approved was *Charleston* (S. C.) *Evening Post's* purchase of 5000 shares of new stock (approximately 40%) in WUSN-TV (Ch. 2) & WUSN there, after disposing of radio WTMA & WTMA-FM for \$153,000 (Vol. 10:26, 48). Hastie family (J. D. Hastie, pres.) ends up with some 43%, remainder held by 150 others.

National Labor Relations Board refused to consider a radio station labor dispute this week in first application of new policy against handling cases involving TV-radio stations with annual gross revenues of less than \$200,000 (Vol. 10:29). In hotly contested 3-2 vote, Board threw out dispute between radio KNGS, Hanford, Cal. and Local 202, Radio-TV Technicians, IBEW. Majority decision was signed by chairman Guy Farmer, Albert C. Beeson & Philip R. Rodgers, all Republicans. Dissenters were Democrats Abe Murdock & Ivar Peterson, latter stating in written dissent: "The new standard will eliminate from the board's jurisdiction about 80% of the country's radio stations, which receive roughly one-half of the total revenues in the entire industry. Also, most all radio stations in communities under 100,000 population . . . will be removed from the board's jurisdiction, as well as over 70% of all [network] stations . . . One of the provisions of the amended [Taft-Hartley] Act, principally traceable in large part to the concern over labor stoppages in the radio industry, is largely nullified. I refer, of course, to the so-called 'featherbedding' provision."

Tests with uhf booster in Waterbury, Conn., with only 10-watt transmitter, produced signal improvement in shadowed area equal to that obtainable with almost 200-fold increase of power at "mother" station, engineer Ben Adler told FCC this week in his first report on tests. Booster is in downtown Waterbury, repeating signals of WATR-TV (Ch. 53), putting out directional beam at right angles to signal from main station. At no location, report states, did the 2 signals so combine that satisfactory picture could be obtained from neither. It was estimated that 50,000 live in area improved by booster. Grade A radius was calculated at 2 mi., Grade B 3 mi. In booster's coverage area, 46% of population could get signal of 80 dbu or better from booster, 0% from WATR-TV; 66% got 74 dbu or better vs. 0% from WATR-TV; 86% got 64 dbu or better vs. 18% from WATR-TV. Recently, FCC granted authority for nighttime operation so that more home viewer observations may be obtained. FCC engineers seem greatly impressed by report—particularly by fact that there's little or no "zone of confusion" between main and booster signals and that operation has no effect on allocations plan.

Power boost to 1-megawatt was planned for this week end by Wilkes-Barre's WBRE-TV (Ch. 28)—if all goes well. Because of antenna delays, station wasn't able to go to the maximum power this week as planned (Vol. 10:50). The RCA 46-gain antenna was shipped Dec. 17, and was to have been hoisted onto WBRE-TV's tower Sat., Dec. 18. The 96-ft. antenna is to be lifted through center of tower in one section, with top 50 ft. of tower to be removed after antenna is in place. Wilkes-Barre's WILK-TV (Ch. 34) still has end-of-the-year target date for its boost to 1000-kw, but GE reports all equipment shipped except rectifier—and there's outside chance WILK-TV's power hike will come next week.

Upcoming WJRT, Flint, Mich. (Ch. 12), being installed by same interests that own radio WJR, Detroit (John Patt), asked FCC this week to permit it to change proposed transmitter site from Clarkston, Mich., about 17 mi. south of Flint, toward Detroit, to point near Chesaning, Mich., northwest of Flint. New site, it was stated, would permit service not only for Flint but for Bay City, Saginaw, Midland, Lansing.

Four govt. witnesses in Lamb case will be recalled by counsel for Edward Lamb for further questioning when "Communist charge" hearing on renewal of his WICU, Erie, resumes Jan. 4. Lamb's attorney, Russell M. Brown, this week notified FCC that he wants to question Wm. G. Cummings, Toledo; Mrs. Marie Natvig, Miami Beach; Lowell Watson, Olathe, Kan.; Clark Wideman, Columbus, O.

**Color Trends & Briefs:** Patent agreement between CBS and RCA on curved-mask color tube, giving latter license to use CBS patents, was announced by CBS this week. CBS said agreement was signed Nov. 30, licensing RCA to use patent 2,690,518, plus any patents which may issue from pending CBS applications, as well as its future inventions on color tubes.

In confirming that it had taken license from CBS, RCA made it clear that it was staying with its own version of curved-mask tube, stating: "RCA is not manufacturing the CBS color tube, which is a 19-in. glass tube. RCA is manufacturing its own color tube—the 21-in. metal shadow-mask tube developed by RCA and announced to the industry and the press last July. RCA has taken a license under CBS patents on color tubes."

Both RCA and CBS insist that this agreement has nothing to do with the industry-wide renewals of RCA patents signed and being signed—due before end of year.

CBS was first to announce and demonstrate color tubes with curved mask and phosphor dots on face of tube, was followed by DuMont and RCA. Previously, RCA had introduced the flat (planar) mask with flat phosphor plate—both of which were mounted some distance back of tube's curved face. For several years, this was the sole type of tube seriously interesting industry. Currently, curved-mask type is "the" tube—regardless whether it's round or rectangular, glass or metal, large or small.

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Two analyses of color advanced this week: (1) Robert Tait, Stromberg-Carlson pres., said 3 factors were precedent to growth—good picture tube, elimination of "Rube Goldberg" in sets, mass production. He feels right tube is now available and that color is coming along faster than did monochrome. (2) Benjamin Abrams, Emerson pres., said he has discontinued color production until satisfactory 21-in. tube is available, expected within 2 months. Then, he said, he plans to have sets on market March-April.

Response to color projection unit offered to set manufacturers has been "encouraging," according to Samuel Sheard, mgr. of Mechtronoptics Divs., American Optical Co., Southbridge, Mass., who reports that 6 unidentified set makers have ordered one or 2 units each. During Hazeltine's demonstration of unit at Garden City, L. I. (Vol. 10:49), Sheard requested that manufacturers place their orders by Dec. 15. Several set makers seem quite serious about the unit, Sheard said, noting that they want to visit plant, etc. "I'd rather have one substantial customer than 16 luke-warm companies," he said. Target date for delivery of the samples is April 1, but he hopes to beat it. Though Sheard preferred not to disclose identities of the 6 customers, Hazeltine v.p. Arthur Loughren noted that "they're the larger companies; smaller companies are generally afraid that any color activity involves dealing with bigger chips than they can handle."

How to sell color sets? The deluxe treatment is urged by Judson C. Burns, Philadelphia CBS-Columbia distributor, which included in suggestions to its dealers: (1) Give potential customers 2 weeks' notice of demonstration. (2) Meticulous alignment of sets. (3) Serve refreshments, getting viewers to store half-hour early. (4) Have set on monochrome before color starts, getting dramatic effect with start of color show. (5) "Make a general explanation about financing, to save an individual embarrassment of asking this question publicly."

Dec. 20 week's network color schedules: CBS-TV—Dec. 23, *Shower of Stars*, 8:30-9:30 p.m.; Dec. 25, *Holy Night*, 4:30-5 p.m.; Dec. 26, *Omnibus*, "The Merry Widow," 5-6:30 p.m. NBC-TV—Dec. 23, *Dragnet*, 9-9:30 p.m. and *Ford Theatre*, 9:30-10 p.m.

Shipments of 3-V color film cameras reported by RCA this week: WSB-TV, Atlanta; WBAL-TV, Baltimore; KRON-TV, San Francisco.

A 40-min. color film, *Reaching for the Rainbow*, has been completed by Leo Burnett agency for demonstrating color TV film techniques.

**F**IRST COMMERCIAL satellite — KEPR-TV, Pasco, Wash. (Ch. 19)—hopes to get on air next week, reports v.p.-gen. mgr. Tom Bostic of "mother station" KIMA-TV, Yakima (Ch. 29). Test pattern target has been advanced to Dec. 23. First uhf satellite authorized by FCC, it's now installing GE transmitter and helical antenna atop 1730-ft. Badger Mt., location of its 300-ft. Fisher tower. FCC this week approved new KEPR-TV call letters (formerly KPKR-TV). Bostic says satellite will "double the population potential of KIMA-TV [to] 300,000" by bringing service to Kennewick-Pasco-Richland area. It will rebroadcast KIMA-TV programs from all 4 networks, has own slide facilities. Combination rate will be about \$300. Rep is Weed.

Another repeater station—KSTF, Scottsbluff, Neb. (Ch. 10)—is working toward Feb. 1 test patterns and March programming, according to gen. mgr. Wm. C. Grove of KFBC-TV, Cheyenne, Wyo. (Ch. 5). RCA transmitter and 6-bay superturnstile antenna are on order. Type of tower to be used will depend upon approval of site by National Park Service. KSTF is 79 mi. southwest of Cheyenne and, though it will mainly rebroadcast KFBC-TV programs, it will also have its own film originations. KFBC-TV chief engineer R. C. Pfannenschmidt will be in charge of 4-man Scottsbluff operation. Rep is Hollingbery.

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This week's shipments included GE 50-kw amplifier to WKRC-TV, Cincinnati (Ch. 12) and 5-bay helical antenna to WILK-TV, Wilkes-Barre, Pa. (Ch. 34), and DuMont 500-watt transmitter with associated studio equipment to upcoming WTVY, Dothan, Ala. (Ch. 9), due on air next month. RCA Dec. 16 shipped 50-kw transmitter to KEYD, Minneapolis (Ch. 9), due on air this month.

In our continuing survey of upcoming new stations, these are latest reports received from principals:

KFJI-TV, Klamath Falls, Ore. (Ch. 2), just granted Dec. 1, will begin construction "as soon as possible," reports owner W. D. Miller, operator of pioneer radio KFJI, Klamath Falls, as well as KWIN, Ashland, Ore. He plans to buy GE 5-kw transmitter, 3-bay antenna and studio gear, but hasn't set target because of possible delays due to bad weather or equipment delivery. It will be state's fifth TV. Alan K. Abner, KFJI mgr., will be TV-radio mgr., assisted by W. Don Miller, KFJI commercial mgr. Rep not yet chosen.

KOTA-TV, Rapid City, S. D. (Ch. 3), granted Dec. 8, has ordered RCA equipment, aims for June 1 start, reports gen. mgr. Leo Borin. It plans to use 300-ft. Fisher tower formerly used by FM, build studio-transmitter building at Skyline Drive site. Rep will be Headley-Reed.

WAGE-TV, Marquette, Mich. (Ch. 6), negotiating for new site, won't be on air until next June, reports 66% owner Jerome Sill, who also owns 25% and is gen. mgr. of WMIL, Milwaukee, Ch. 6 applicant there. Make of equipment and name of rep not reported.

KLOR, Portland, Ore. (Ch. 12), delayed by protests until last week when FCC denied petition for reconsideration of CP, plans Feb. 20 test patterns, March 10 ABC programming, reports gen. mgr. S. John Schile, ex-KUTV, Salt Lake City. RCA 25-kw transmitter is due for Jan. 15 delivery and 230-ft. Ideco tower with 12-bay antenna is scheduled to be ready Feb. 1. Owners are local businessmen headed by industrialist Henry A. White and Julius L. Meier Jr. of Meier & Frank dept. store. Base rate will be \$550. Rep will be Hollingbery.

**TV OUTPUT NEARS 7 MILLION; 3 WEEKS TO GO:** Despite warning of rising inventories and all that implies (Vol. 10:49-50), TV production keeps rolling at undiminished rate. Output totaled 220,895 units in week ended Dec. 10, compared to 224,727 in preceding week and 173,968 in 4-day Thanksgiving Week, reports RETMA.

It was year's 49th week by RETMA statistical calendar and brought production for year to date to about 6,725,000, with 3 weeks to go. As Xmas and New Year's Day fall on Saturdays, little interruption to normal work schedules is expected -- and, as a result, production for year is expected to equal, perhaps exceed, last year's total of 7,214,787. TV's record production year was 1950 (7,463,800 sets).

Radio production totaled 318,465 (116,197 auto), highest weekly output in 20 months, comparing to 303,759 preceding week and 250,519 in week before. For 49 weeks, radio output was 9,700,000 -- indicating year's production of 10,500,000. (For industry leaders' predictions of 1955 TV-radio output, see Topics & Trends of the TV Trade, p. 13.)

**DEPT. OF JUSTICE SUIT—(Cont. from p. 1):** Philco pres. James H. Carmine denied charges of illegality, branding suit "a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors." He called Govt. action "a sweeping attack upon an established distribution system which has been widely used for years by manufacturers of brand-named products to protect the public." (Full text of Carmine's statement is on p. 12; for full text of Justice Dept. complaint, see Special Report herewith.)

Justice Dept. official called Carmine's statement incorrect. He said Philco agreements go beyond anything existing in industry and amount to outright "boycott" of dealers who are unable to acquire Philco products from local distributors. Boycotting, he added, is specifically prohibited by anti-trust laws.

Philco's position is that ban on trans-shipping is absolutely necessary to protect distributors in exercise of their territorial rights. It contends, too, that provision banning re-sale to other retailers is company's assurance that the dealer is not thereby usurping the functions of a wholesaler. Finally, it defends its policy of not permitting competitive lines on the ground that it wants its distributors to be "Philco distributors only, not a clearing house for other brands."

Action came as no surprise to Philco -- or, for that matter, to legalites of several other manufacturers, who commented privately at time of company's widely-publicized announcement of franchise agreements that they seemed unnecessarily restrictive, if not illegal. Justice Dept. acted on complaints from unidentified distributors and/or retailers; shortly after Labor Day it had asked company to furnish copies of contracts. Since then, company lawyers had been in continuous contact with Govt., though efforts to head off anti-trust suit proved fruitless.

Concept behind suit actually dates back several years, says one highly-placed Washington lawyer. Since then, he declares, an urge to "test" the legality of the historic American distribution system of territorial exclusivity has been building up in Justice, fostered by a New Deal coterie but often acquiesced in by businessmen willing to accept the challenge to the system. Justice spokesmen denied any such intent in Philco suit, saying only motivation was its interest in seeing that anti-trust laws were not being violated by company's agreements.

Effect of the suit on industry as a whole is difficult to calculate, in the light of the apparently conflicting philosophies. Justice insists the system of territorial exclusivity is not under attack, merely the "evils" of the Philco plan. Philco, on the other hand, contends it's the system that's being fought, and if the suit is successful, it may be forced into widespread factory distributorships.

The penalty provisions in the Philco agreement, which distinguish it from

other distributor agreements now in industry are known to be a target of Justice. These provisions, which a Justice official called "police powers", include forcing a distributor to buy back goods trans-shipped from his territory at cost & freight, cutting off shipments to distributors when inventories reach a certain level, etc. Philco defends these penalties as necessary to enforce reasonably the franchise agreements. One trade observer familiar with complexities of case commented:

"The Government's attitude seems to be that it's all right to have your own territorial agreements so long as you don't try to enforce them. The minute you try to give real meaning to a franchise, to make it worth something by providing penalty for non-compliance, then it seems to become illegal. To me it doesn't make sense."

Distributor arrangements of other manufacturers admittedly do not go quite so far as Philco's in the matter of enforcement. In most cases, trans-shipping is not barred in writing, though there is a "gentlemen's agreement" not to do it. Unlike Philco, these companies normally do not penalize their independent distributors for trans-shipping. In re-sale of merchandise to unauthorized retailers, Philco's policy is generally considered more strict than that of its competitors.

Other manufacturers declined public comment, pending further study of complaint. As for retailers, NARDA managing director A.W. Bernsohn said "my sympathies are all with Philco in this matter," echoing a sentiment expressed privately by several manufacturers we contacted. Bernsohn reasoned thus:

"Utter chaos would result without an orderly distribution of merchandise on a territorial basis. The sense of proprietorship over a line would be lacking. No sensible control over inventory would be possible."

Next step is Philco's reply, to be filed in Philadelphia Federal Court in 20 days from original suit. It is expected to be a general denial of charges, coupled with request for dismissal of complaint. Worth Rowley, special asst. to Attorney General, is in charge of prosecution, aided by Allen A. Dobeay and William F. Rogers.

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**P**HILCO pres. James H. Carmine issued following statement in reply to Justice Dept. anti-trust suit charging use of illegal restrictions on distributors and retailers (see pp. 1 & 11):

"Through the years Philco has built up a loyal organization of more than one hundred independent wholesale distributors whose function has been to provide the public with quality products on a volume basis at the lowest possible price. Our philosophy has been that each distributor should handle a designated territory and select active loyal dealers who will promote Philco products at the retail level, and provide the sales and service facilities which the public expects and to which we feel it is entitled.

"In a sweeping attack upon an established distribution system which has been widely used for years by manufacturers of brand name products to protect the public, the Government is attempting to impose an entirely new concept of anti-trust regulation and business control. The Government's suit against Philco is a radical departure from previous legal precedence. It also presents a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors. It will force manufacturers to establish their own distributing subsidiaries and it might well result in the end of many small businesses which are now serving the public as independent wholesale distributors.

"Philco does not think it violates the anti-trust laws when it seeks to have its product handled by dealers who have been trained in Philco's standards of honest representation and full service to the customer. A manufacturer of home appliances, like a television set, a refrigerator, or home freezer has, in Philco's opinion, a continuing obligation to have service and warranty facilities constantly available for the benefit of the purchaser. If its products are bandied about by untrained, unfranchised dealers unknown to the manufacturer and unequipped to

give service to the purchaser, not only the manufacturer, its distributors and the dealers selected by them will suffer, but most importantly the public will suffer. We have every confidence that we shall be able to convince the Court of the reasonableness of our constructive philosophy of distribution."

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**DISTRIBUTOR NOTES:** Admiral appoints Fay-San Distributors Inc., 57 Mt. Hope Ave., Rochester, N. Y. (Ben L. Kulick, pres.), replacing Stewart Wholesalers Inc. . . . Hallicrafters: Gimbel Bros., Baltimore, replacing Lincoln Sales Corp. . . . Arvin: Southwest Wholesale Furniture & Appliance Co., Ft. Worth; Gem Electronics, Hicksville, L. I.; Davis Radio Distributors, Mt. Vernon, N. Y. . . . Bendix Radio: Forster Co., 209 S. Franklin St., Tampa (E. C. Forster, pres.) . . . Olympic: Harrisburg Radio Lab Supply Co., 1124 Market St., Harrisburg, Pa. . . . Leo J. Meyberg Co., San Francisco (RCA) promotes TV sales mgr. Parsh Henry to v.p. . . . Philadelphia Distributors (Stromberg-Carlson) appoints Al Bloom gen. sales mgr. . . . Associated Distributing Co., Columbia, S. C. (Admiral) appoints Charles Clark adv. & sales promotion mgr. . . . Westinghouse Electric Supply Co., San Antonio, names Theodore B. Kling consumer products mgr., replacing Ralph Neutzling, resigned . . . Emerson-New York moves to new quarters at 524 W. 23rd St.

Stewart-Warner is getting out of TV and possibly radio fields, according to trade reports. Repeated efforts to get confirmation were met with complete silence on part of Stewart-Warner executives. Such reports, when they emanate from more than one distributor and/or labor sources usually turn out to be accurate. Also rumored again is possible IT&T sale of its Capehart-Farnsworth TV-radio operations, along with long-discussed disposition of its Coolerator subsidiary.



**Topics & Trends of TV Trade:** Looking ahead to 1955 trade, 3 industry leaders released year-end statements this week and with one accord confidently forecast healthy TV-radio business next year. It will be comparable, roughly, to 1954—with color exerting minimal effect.

Motorola pres. Paul V. Galvin foresees retail sales next year of 6,600,000 TVs, 6,500,000 radios (not including auto radios); Admiral pres. Ross Siragusa puts figures at 6,500,000 TVs, 10,000,000 radios; RCA chairman David Sarnoff figures TV production at about 6,000,000, radio sales totaling 10,000,000 (including auto radios)—and he said TV sets in use would number 38,000,000 by end of 1955. (For Gen. Sarnoff's comments on electronics progress, see p. 14.)

Said Galvin: "Sales in the first quarter should approximate those for the same period in 1954, and the first half should be a strong one relative to the whole year. The breadth of the consumer market is such now that a total inventory of about 2,000,000 pieces should not be distressing. A note of caution is in order, however, regarding any buildup of inventories beyond their present level. We are contemplating reduced first quarter production.

"Color TV will be an exciting aspect of competition, but will not be a decisive sales factor in the first half of 1955. The evolution of color will continue, with more definite outlines of the initial market taking shape and with the consumer becoming more aware of, and more interested in, the growing pattern of color programming. The rate of progress of color TV is so intimately involved with questions of tube costs, engineering and program availability that individual forecasts of unit sales are not significant at this juncture."

Said Siragusa: "Industry sales for 1954 may reach 7,000,000 TV sets. We look forward to 1955 with cautious optimism. Consumer savings are at a record high. Employment and wages are stabilized at a high level. New housing units are estimated in excess of 1,250,000 units. We plan additional plant expansion during 1955 and have 5 production facility projects on the drawing boards at present. We believe industry TV sales will be off slightly during 1955 [to a] still healthy 6,500,000 sets.

"Color TV will continue to develop and grow slowly. From 100,000 to 200,000 color sets will be sold during the year. We at Admiral still are not satisfied with the present color tubes. First, they are too complex. Second, they

are round and cumbersome instead of rectangular. Lastly, the present tube sizes are not standard and the resultant cost is far too high. Mass production of color receivers at prices the public can afford will not be feasible until a color tube is available at approximately \$50 to \$60."

Said Gen. Sarnoff: "TV is destined for new advances, both in technical design and in programming. An outstanding development in 1954, the RCA 21-in. color tube, operating with the magnetic equalizer which maintains color purity to the very edges of the picture, is now in production. It is certain to stimulate production of color sets by others in the industry as well and will lift color TV 'off the ground' and into the market.

"At the opening of 1955 there will be more than 420 TV stations in operation in the United States, 140 of which will be equipped to handle network color programs. More than 90 new TV stations began operation in this country during 1954. In Canada, 26 TV stations are expected to be on the air by early 1955. TV on an international scale is not too far away. It is bound to be achieved in TV as it was in radio."

\* \* \* \*

James D. Secrest, RETMA exec. v.p., predicted retail sales of TVs this year would exceed 7,000,000, for new record. Addressing business forecast seminar of U. S. Chamber of Commerce Dec. 16, he said that while black-&-white unit sales next year are expected to be below 1954 level, the dollar value would equal or exceed this year's total—due mainly to "rock bottom" prices of black-&-white sets this year plus boost in total income resulting from sale of high-priced color sets next year.

Emerson ships 5000 TV sets to Govt. of Colombia, for sale through Colombian army commissary, along with field engineers to train Army technicians in installation and servicing, under supervision of Joseph Kattan, v.p. & gen. mgr. of Emerson Radio Export Corp.

Hoffman Radio's change of name to Hoffman Electronics Corp., indicating its diversified operations (Vol. 10:49), became official Dec. 15 following approval by stockholders.

Sylvania's purchase of CR tube facilities of National Union Electric Corp. (Vol. 10:48-49) was approved this week by stockholders of both companies.

Westinghouse's electronic tube div. at Elmira on Dec. 14 turned out its 1,000,000th TV picture tube, presented it at ceremonies to div. v.p. R. T. Orth.

**Trade Personals:** Raymond W. Durst, Hallicrafters exec. v.p. since 1936 when he left old Echophone Radio Corp., elected pres., as Wm. J. Halligan assumes newly created post of chairman of board . . . Michael D. Kelly, TV sales mgr., named Hallicrafters director of marketing for TV & home radio, Wm. J. Halligan Jr. director of marketing for communications sales, assuming the duties of the late Richard A. Graver; Caleb A. Shea, midwest district sales mgr., named TV-radio distribution director under Kelly . . . Don G. Mitchell, Sylvania chairman, named by President Eisenhower to committee planning White House Conference on Education in Nov. 1955 . . . Harold M. Zimmerman, ex-RCA, named CBS-Columbia purchasing agent for govt. operations, reporting to operations director Will James . . . Herbert A. Johanson retires as Wells-Gardner sales v.p., his duties assumed by Grant Gardner . . . Sheldon F. Myers, Westinghouse TV-radio adv. & sales promotion mgr., named gen. mgr. of new mid-Atlantic region, headquartering in Philadelphia . . . James E. Madden, ex-Emerson, named Motorola Texas regional mgr., Dallas, reporting to southwestern regional mgr. L. O. Braden . . . Howard S. Gleason, from TV-radio div., named mgr. of Stromberg-Carlson's new automation research group, serving as part of research dept. . . . H. E. Rice, mgr. of Cana-

dian Westinghouse TV-radio div., named mgr. of new tube div., reporting to L. A. McCalpin, gen. mgr. for lamps & tubes . . . A. E. Keleher Jr. promoted to product mgr. of Raytheon communications equipment dept., Waltham, Mass. . . . A. C. Boss promoted to Bendix Radio chief field engineer, assisted by John P. Brocki . . . Paul W. Tanner promoted to Arvin TV-radio sales director, succeeded as gen. sales mgr. by Weldon L. Payne . . . Jack Tenney, ex-Borg-Warner, named sales mgr. of Admiral refrigeration div., replacing Joseph Halpin, resigned . . . Samuel Olchak, ex-Tele King, named gen. sales mgr., Regal Electronics Corp. . . . H. Myrl Stearns, exec. v.p. of Varian Assoc., Palo Alto, Cal. (klystrons), elected chairman of San Francisco Council, West Coast Electronic Mfrs. Assn. . . . Fred Myers, director of field engineering, elected a v.p. of Brubaker Mfg. Co., 9151 Exposition Dr., Los Angeles (components) . . . Warren Dean appointed contract mgr., Crescent Industries, Chicago . . . Edward W. Butler, ex-Federal, named sales v.p., Speer Carbon, St. Marys, Pa.

A. A. Cambre, ex-v.p. of Oliver Iron & Steel Corp., named asst. to Stewart-Warner pres. Bennett Archambault with assignment to study possibility of acquiring new businesses and new products.

**Electronics Reports:** "The electron and the atom, 2 of the most powerful forces in Nature, will give increased impetus to the industrial revolution already under way. There are definite indications that electricity for commercial use will be generated from atomic energy, and that atomic power for the home will be a reality within the next decade. Electronics will lift burdens from the backs and remove toil from the hands of man; electronic eyes will see afar, and electronic brains will perform many routine tasks in the new age of automation which will highlight the scientific and industrial developments of 1955."

Thus RCA chairman Brig. Gen. David Sarnoff described America's electronic-atomic future in year-end statement. On the specifics of electronic industry, he estimated 1954 sales by the industry at more than \$10 billion, predicted 10% increase in 1955. For TV industry, his most exciting prediction was practical use of TV tape recorder unit next year. One such unit, he said, "will soon be installed by NBC for field-testing as a simple, rapid and economical means of storing complete TV programs for rebroadcast."

He reiterated previous predictions of perfection of light amplifier, which will "revolutionize TV" by freeing picture from surface of CR tube, of "electronic light" making possible new forms of illumination, of stepped-up use next year of transistors and printed circuitry.

\* \* \* \*

Gross factory sales of electronic equipment for industry and Govt. totaled more than \$5 billion in 1954, divided about equally between military and commercial sales, RETMA exec. v.p. James D. Secrest said in talk to U. S. Chamber of Commerce. "If the industry's definition is broadened to include radio & TV broadcasting, set servicing and retail merchandising," he added, "the dollar volume rises above \$8 billion." Before World War II, he said, the electronics industry consisted of 55 set and equipment manufacturers and some 200 component makers with gross factory billings of \$250,000,000. Today the industry includes about 2000 firms. Military procurement of electronics is at annual level of about \$2.5 billion, he estimated, and "electronics will be one of the last industries to feel the knife in any curtailment of armaments."

First microwave system to operate in 2450-2700 mc band was announced this week by RCA. New MM-26 system is designed for industrial requirements of utilities, pipelines, turnpikes, etc., and will permit establishment of new microwave stations in geographic areas already "closed" or crowded, RCA announcement said. System is said to have approximately half the spectrum requirements of most other systems as result of new techniques for circuitry and multiplexing equipment, provides up to 30 voice channels and uses conventional triode tubes and standard circuitry.

Servomechanisms Inc., which earned \$400,603 (53¢ a share on 760,600 common shares outstanding) on sales of \$9,198,480 in 9 months ended Sept. 30, compared to \$276,613 (36¢) on sales of \$9,997,429 in same 1953 period, is offering \$2,000,000 of 5% convertible debentures due in 1966 through Van Alstyne, Noel & Co. The debentures will be convertible into common stock on or before maturity at initial conversion price of 12%, or at rate of 80.8 shares per \$1000 debenture, redeemable at option of the company at 105% on or before Dec. 1, 1955.

Standardization of components in field of automatic production of electronic equipment is goal of new automation committee set up this week by RETMA engineering dept. Staff-level committee headed by GE's Walter Hausz is divided into subcommittees on terms & definitions, geometric or modular requirements, component requirements for automation, and automatic testing.

"**CENTERCASTING**," a system of fast electronic opinion polling, was described at Dec. 16 luncheon of National TV Film Council in N. Y. by inventor-engineer Dr. Alfred N. Goldsmith, former RCA chief engineer and onetime editor of *Proceedings of the IRE*, who has long sought ideal which has so far eluded scientists. Dr. Goldsmith believes his system, for which he claims several patents, avoids disadvantages of several similar developments. Here's how "centercasting" would work:

In city like New York, 1000-2000 carefully selected homes would be equipped with small microwave transceivers. Central station would send out pulses, triggering home sets in sequence. Each home device would have loudspeaker and/or teletype with which central station could ask questions. Respondent would push one of 5 buttons, giving his answer—ranging from "emphatically yes" to "emphatically no." Computers at central station would collect, sort and analyze answers in seconds. In addition, TV or radio set could be equipped to show, almost instantaneously, programs watched or heard.

Cost of system in New York would run "about that of a medium-sized TV station," according to Dr. Goldsmith—presumably \$250,000-\$500,000. Spectrum space is no problem, he said, because "only kilocycles, up in the megacycle range, would be needed." Propagation wouldn't be troublesome either, he added, because home transceivers would radiate pulses with ERP "in the kilowatts," though rooftop antennas might be required in a few cases.

He reports several organizations interested, expects decision early next year. It would take 12-18 months to put it into operation, he said. Previous attempts at similar systems—by CBS, Pulse, NBC et al.—failed, Dr. Goldsmith said, because they couldn't show number of responses, who answered, categories of responses, etc.

Philip F. LaFollette, Hazeltine Corp. director since 1947, currently associate gen. counsel, and onetime Governor of Wisconsin, becomes pres. of Hazeltine Electronics Corp. Jan. 1, succeeding Fielding S. Robinson, retiring. W. M. McFarland elected director & exec. v.p. for administration; O. M. Dunning, v.p., elected director; Webster H. Wilson, asst. v.p., appointed head of govt. & commercial dept.

Richard S. Huxtable, ex-pres., Federal Fawick Corp., Cleveland, elected pres. of new Morrow Products Inc., Cleveland developer of electrical & electronic equipment, and a director of Telectron Inc., manufacturer of electronic components.

Ketay Instrument Corp., New York, has purchased majority interest in Vari-Ohm Corp., Amityville, L. I. (potentiometers). Ketay announced last month it would merge with Norden Laboratories Co., the new corporation to be known as Norden-Ketay Corp. (Vol. 10:46).

Electronics Corp. of America, Cambridge, Mass., has acquired business of W. S. MacDonald Co., manufacturer of Magnefile, electronic business machine, with W. S. MacDonald and his staff joining ECA business machines div.

Litton Industries Inc., Beverly Hills, Cal. electronic component and assembly manufacturer, has purchased USECO Inc. (formerly U. S. Engineering Co.), Glendale, Cal., maker of printed circuits.

Henri G. Busignies, who in 1941 assisted in its formation and has been its technical director, elected exec. v.p., Federal Telecommunications Labs div. of IT&T.

Dr. William Firestone, mgr. of Motorola research dept. advanced investigation section, takes on added duties of asst. chief engineer.

Dr. George L. Haller, dean of Penn State College of Chemistry & Physics, appointed mgr. of GE laboratories dept., Syracuse.

Full Text of Complaint

## Department of Justice Civil Action Against Philco Corp.

Filed in United States District Court for Eastern District of Pennsylvania, December 15, 1954

(For story, see *Television Digest*, Vol. 10:51)

IN THE UNITED STATES DISTRICT COURT  
FOR THE  
EASTERN DISTRICT OF PENNSYLVANIA

UNITED STATES OF AMERICA,  
*Plaintiff,*

v.

PHILCO CORPORATION,  
*Defendant.*

Civil Action No. 18216

### COMPLAINT

The United States of America, by its attorneys, acting under the direction of the Attorney General of the United States, brings this civil action against the above-named defendant and complains and alleges as follows:

#### JURISDICTION AND VENUE

1. This complaint is filed and these proceedings are instituted against the above-named defendant under Section 4 of the Act of Congress of July 2, 1890, c. 647, 26 Stat. 209, as amended, entitled "An Act to protect trade and commerce against unlawful restraints and monopolies," commonly known as the Sherman Act, and under Section 15 of the Act of Congress of October 15, 1914, c. 323, 38 Stat. 736, as amended, entitled "An Act to supplement existing laws against unlawful restraints and monopolies and for other purposes," commonly known as the Clayton Act, in order to prevent and restrain continuing violations by the defendant, as hereinafter alleged, of Section 1 of the Sherman Act, and of Section 3 of the Clayton Act.

2. The defendant maintains offices, transacts business, and is found within the Eastern District of Pennsylvania.

#### DESCRIPTION OF DEFENDANT

3. Philco Corporation (hereinafter referred to as "Philco"), a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its principal place of business at Philadelphia, Pennsylvania, is hereby made defendant herein.

#### DESCRIPTION OF CO-CONSPIRATORS

4. The wholesale distributors of Philco products, not made defendants herein, participated as co-conspirators with the defendant in the violations of Section 1 of the Sherman Act hereinafter charged. These co-conspirators are all those wholesale distributors of Philco products who signed a 1954 "Distributor Agreement" with Philco at or subsequent to the August, 1954, Philco wholesale distributors' convention held in New York City, and are all the Philco approved wholesale distributors that sell Philco products.

5. The aforesaid wholesale distributor co-conspirators are also parties with the defendant to the unlawful agreements in violation of Section 3 of the Clayton Act hereinafter charged.

#### NATURE OF TRADE AND COMMERCE

6. The defendant Philco manufactures and sells in interstate commerce to wholesale distributors located throughout the United States Philco products which include home radio receivers, phonographs, television receivers, refrigerators, freezers, air conditioners, and electric ranges, as well as accessories and repair and replacement parts for use with said products. The defendant Philco is one of the major manufacturers in the United States of most, if not all, of said products.

7. With the exception of Philco Distributors, Inc. (P.D.I.), a wholly owned subsidiary of Philco, which acts as the distributor of Philco products in the four largest cities of the United States, Philco sells Philco products to approximately 130 independent wholesale distributors located throughout the United States. These approximately 130 wholesale distributors in turn sell Philco products to retail dealers, and the retail dealers in turn sell Philco products to consumers. Both the wholesale distributors and the retail dealers sell Philco products in interstate commerce.

8. From the manufacturing plants of Philco there is a continuous flow in interstate commerce of Philco products to wholesale distributors, thence to retail dealers, and thence to consumers throughout the United States.

#### VIOLATIONS OF SECTION 1 OF THE SHERMAN ACT

9. Beginning in or about August, 1954, and continuing up to and including the date of the filing of this complaint defendant Philco and the co-conspirators have been and are now engaged in an unlawful combination and conspiracy, and have been and are now parties to unlawful contracts, agreements, and understandings, among themselves and with retail dealers, in unreasonable restraint of interstate and foreign trade and commerce in Philco products, all in violation of Section 1 of the Sherman Act as amended. The defendant is continuing and will continue said offenses unless the relief hereinafter prayed for is granted.

10. The unlawful combination and conspiracy referred to in the preceding paragraph of this complaint consist of a continuing agreement, understanding and concert of action among the defendant and the co-conspirators, the substantial terms of which are that they agree that:

(a) Wholesale distributors of Philco products will not sell or ship such products outside of the specific sales territory in the United States allotted to the wholesale distributor by Philco, and will not sell or ship such products to any customer located in a foreign country;

(b) Wholesale distributors of Philco products will not compete in the sale of such products with other wholesale distributors of Philco products;

(c) Wholesale distributors of Philco products will require retail dealers to whom they sell Philco products to agree to resell such products to consumers only;

(d) Philco may purchase, for the account of the distributor and return to the distributor, all Philco products

which have been sold and shipped by either (1) the wholesale distributor or (2) a retail dealer customer of the wholesale distributor, outside of the allotted sales territory of the wholesale distributor who originally purchased the products from Philco, and the wholesale distributor will be liable to Philco for the repurchase price of such products, plus freight;

(e) Wholesale distributors will refrain from selling Philco products to retail dealers for resale to other retail dealers;

(f) Wholesale distributors will refrain from selling Philco products to any retail dealer who is not approved as a retail dealer of such products by Philco and the wholesale distributor located in the same sales territory in which the retail dealer is located;

(g) Wholesale distributors of Philco products will submit to Philco detailed reports of sales, shipments, and inventories, and will submit to rigorous inventory controls by Philco, for the purpose of enabling Philco to discover any departure by a wholesale distributor from the terms of the conspiracy, and for the purpose of eliminating the need for price cutting and liquidation of Philco stocks;

(h) Retail dealers of Philco products will not sell Philco products to other retail dealers or to any person other than a consumer.

11. The unlawful contracts, agreements, and understandings referred to in paragraph 9 of this complaint are among the defendant and co-conspirators and with retail dealers and embody the specific substantial terms of the unlawful combination and conspiracy as set forth in sub-paragraphs (a) to (h), inclusive, of the preceding paragraph of this complaint.

12. For the purpose of carrying out the aforesaid unlawful combination and conspiracy and the aforesaid unlawful contracts, agreements, and understandings, the defendant and co-conspirators, by agreement and concert of action, have done the things which as hereinabove alleged they conspired and agreed to do.

#### VIOLATIONS OF SECTION 3 OF THE CLAYTON ACT

13. Beginning in or about August, 1954, and continuing up to and including the date of the filing of this complaint, defendant Philco has sold Philco products to wholesale distributors on the condition, agreement and understanding that said wholesale distributors shall not use or deal in any similar products of any competitor of the defendant Philco, with the purpose and effect of substantially lessening competition in the sale of such products in interstate commerce and in violation of Section 3 of the Clayton Act as amended.

#### EFFECTS OF THE UNLAWFUL COMBINATION AND THE UNLAWFUL AGREEMENTS

14. The unlawful combination and the unlawful contracts, agreements and understandings hereinabove described have had the following effects, among others, as intended by the defendant and co-conspirators:

(a) Competition, including price competition, between wholesale distributors in the sale of Philco products to retail dealers has been eliminated;

(b) Wholesale distributors have been prevented from selling Philco products in foreign commerce;

(c) Retail dealers have been prevented from selling Philco products to other retail dealers;

(d) Wholesale distributors and retail dealers have been prevented from selling Philco products owned by them to customers of their own choice;

(e) All retail dealers, including those retail dealers who cut prices, not approved as retail dealers of Philco products by Philco and the wholesale distributor of Philco products located in the same sales territory in which the retail dealer is located, have been prevented from acquiring Philco products for resale and thereby eliminated as competitors in the sale of Philco products;

(f) Competition in the sale to wholesale distributors of products competitive with Philco products has been eliminated.

#### PRAYER

WHEREFORE, the plaintiff prays:

1. That the aforesaid combination and conspiracy and the aforesaid contracts, agreements and understandings of the defendant and co-conspirators in unreasonable restraint of interstate and foreign trade and commerce in Philco products be adjudged and decreed to be unlawful and in violation of Section 1 of the Sherman Act;

2. That the aforesaid sales by defendant Philco of Philco products upon the condition, agreement or understanding that the purchasers will not deal in any similar products of any competitor of Philco be adjudged and decreed to be unlawful and in violation of Section 3 of the Clayton Act;

3. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from being a party to agreements, contracts, relationships, understandings, or practices having the purpose or effect of continuing, reviving, or renewing any of the violations of the Sherman Act or the Clayton Act hereinbefore set forth and described;

4. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from imposing or attempting to impose any limitation or restriction upon the persons to whom or the territory within which wholesale distributors or retail dealers of Philco products may sell such products;

5. That the defendant Philco be required to advise all wholesale distributors of Philco products and all retail dealers in Philco products that they may sell such products to whomever and wherever they please;

6. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from requiring or attempting to require wholesale distributors of Philco products to submit to any inventory control requirements of Philco;

7. That the defendant Philco and its officers, directors, agents, representatives and all persons and corporations acting or claiming to act on its behalf be perpetually enjoined from making a sale or a contract for the sale of Philco products upon the condition, agreement or understanding that the purchaser thereof shall not use or deal in similar products of any competitor of Philco;

8. That the defendant Philco be required to advise all wholesale distributors of Philco products that they may distribute one line of Philco products without any requirement that they also distribute any other line of Philco products, and that they may also distribute any product or products of any competitor or competitors of Philco without loss of their Philco distributorship by reason thereof;

9. That the plaintiff have such other, further and different relief as the nature of the case may require and the Court may deem just and proper;

10. That the plaintiff recover its taxable costs.

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**Financial & Trade Notes:** GE expects its electrical equipment business to be up 5-8% in 1955 after dropping 5% this year from record \$3,128,127,000 of 1953, according to pres. Ralph J. Cordiner, meeting with press this week. Fall-off this year, he said, was due to drop of about 20% in defense business. Optimism about next year is based on recent spurt not only in heavy electrical & industrial sales but in such consumer items as appliances and TV. He said GE's increase next year will better the 4-5% boost anticipated in national industrial production as a whole, predicting every 1955 quarter will be better for GE.

First 9 months of this year GE's sales totaled \$2.1 billion, down from \$2.3 billion in same period last year. Net after taxes went up \$1.63 per share, however, thanks to elimination of EPT, comparing with \$1.34. Sharp recovery of commercial business during final quarter has reduced decline for year as whole. Moreover, company is adjusting to peacetime economy by eliminating overtime operations. Some plants, including electronic tube, are still on 80-hour week.

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RCA sales of products and services will amount to approximately \$930,000,000 this year, chairman David Sarnoff reports. Net profits before Federal taxes will be approximately \$84,000,000, after taxes about \$40,000,000. Dividends declared during year totaled \$18,898,000 on common, \$3,153,000 on preferred. Final 1954 figures are due in latter Feb., but for first 9 months this year they were recently reported at record \$660,345,000 sales, \$27,557,000 earnings after taxes, or \$1.80 per common share (Vol. 10:43). In 1953, sales reached all-time high of \$853,000,000, up 22.9% from \$693,941,000 in 1952; profits after taxes were \$35,022,000 (\$2.27 per share), up from \$32,325,000 (\$2.10) in 1952.

Indiana Steel Products Co. pres. Robert F. Smith reported to shareholders Dec. 10 that operations resulted in net profit after Federal taxes of \$435,564, equal to \$3.06 per share, compared to \$2.19 per share for same 1953 period. Major portion of increase, he stated, is attributable to discontinuance of EPT, but percent of net income to sales before taxes was higher than in 1953. Sales figures were not disclosed, but for whole of 1953 net earnings were \$335,925, compared with \$306,565 in 1952. Company is distributing article from Sept. *American Business Magazine* titled "When the Proxy Fight Is Finished" and recounting growth since new control took over.

Hallcrafters Co. reports profit of \$104,294, or 13¢ a share on 825,000 shares outstanding, on sales of \$6,420,537 for Sept.-Nov. quarter, first quarter of its fiscal year. This compares with loss of \$483,380 on sales of \$8,064,888 in same 1953 quarter. At annual meeting this week, Harry J. Hemingway, pres. of Sessions Engineering Co., Chicago management consultants, was elected to board, replacing the late marketing v.p. Richard A. Graver, and Raymond W. Durst was elected pres., Wm. J. Halligan becoming chairman (see also Trade Personals).

CBS Inc. has borrowed \$13,000,000 from 2 insurance companies on 4½% notes due Jan. 15, 1973, proceeds to maintain cash reserves for general corporate purposes.

**Dividends:** Webster-Chicago, 5% stock dividend payable Dec. 31 to stockholders of record Dec. 24; Motorola, 37½¢ Jan. 14 to holders Dec. 31; Canadian Westinghouse, 50¢ Jan. 3 to holders Dec. 15; Electric & Musical Industries Ltd., 7¢ Jan. 3 to holders Dec. 21; Emerson Radio, 10¢ quarterly and 5¢ extra Jan. 14 to holders Jan. 4; Howard W. Sams Co., 10¢ Jan. 25 to holders Jan. 20; Olympic Radio, 1 share in Olympic Development Corp. for every 10 Olympic Radio held, Jan. 12 to holders Dec. 27.

Walt Disney Productions attributes to new *Disneyland* show on ABC-TV (137 U. S. stations, 15 Canadian) a "modest profit" contributing to earnings of nearly \$1 a share for fiscal year ended Oct. 31, comparing with 79¢ preceding year. Films made for the TV show are also expected to have a secondary value in the foreign market, while the *Davy Crockett* series of three 40-min. TV films will be packaged and sold abroad for both theatre and TV release. Disney family owns 355,000 to 652,000 common shares outstanding, Atlas Corp. holds 100,000, remainder is traded over the counter.

William S. Paley, CBS board chairman, in accepting the National Planning Assn.'s gold medal Dec. 13 for his work as head of the President's Material Policy Commission, revised upward that body's 1952 estimate that the gross national product would reach \$566 billion by 1975. It may reach a "whopping" \$700 billion, he declared, explaining that it's now running at annual rate of \$352 billion. He and Jean Monet, ex-chief of European Coal & Steel Community, were awarded medals for "outstanding contributions through planning to the betterment of human life."

Edward J. Noble, onetime chief owner of ABC and now chairman of finance committee of American Broadcasting-Paramount Theatres Inc. and chairman of board of Life Savers Corp., this week announced \$5,000,000 gift to Edward John Noble Foundation for endowment of education, charities, hospitals and in general field of philanthropy. Onetime chairman of Civil Aeronautics Authority, presently member of St. Lawrence Seaway Development Corp., Mr. Noble organized the Foundation in 1940 and gave it \$2,000,000 in 1953.

Forecasts for 1955 by Dun & Bradstreet economist Edwin B. George before League of Advertising Agencies in N. Y. this week: TV "is bound to go ahead." Radio faces "struggle." Newspapers & magazines will be "irregular." Economy as a whole will move upward, but "nothing spectacular." And—"most amazing thing" about the 1954 record was "the amount by which we didn't go down," which he ascribed in part to the economy's flexibility and to easing of tax rates.

More signs of better times for the movies: Warner Bros. cleared consolidated net profit of \$3,976,000 (\$1.60 a share) on operating revenues of \$72,093,000 in year ended Aug. 31; while direct comparison is not available due to 1953 reorganization, same group earned \$2,908,000 on \$70,157,000 in 1953 period.

Twentieth Century-Fox earned \$5,732,036 (\$2.17 a share on 2,644,486 common shares) in 39 weeks ended Sept. 25, compared to \$1,433,037 (52¢ on 2,769,486 shares) in corresponding period year ago. For 13 weeks ended Sept. 25, earnings were \$2,635,518 vs. \$1,274,728 same 1953 period.

**Zenith-Rauland counsel** continued taking depositions from RCA executives in N. Y. this week in their \$16,000,000 counterclaim patent suit against RCA, GE & Western Electric—and RCA chairman Sarnoff has been ordered to answer questions when recalled. Judge Igoe, in Chicago Federal court Dec. 14, ordered that he must reply after RCA counsel had advised him not to answer certain questions until the court defined scope of the pre-trial depositions (Vol. 10:50). Meanwhile, neither the Dept. of Justice nor Zenith-Rauland suits appear to be stopping all RCA licensees from signing new 5-year license agreements dating from next Jan. 1. Although RCA refuses to divulge names of those signing, it's understood that, in addition to GE & Westinghouse, new contracts have been signed with DuMont, CBS, Emerson, Hallcrafters, Hoffman, Wells-Gardner, among the major TV-radio manufacturers, and with most of the smaller manufacturers.

**T**ELECASTING PROFITS passed radio's with a whoosh in 1953, FCC disclosed this week in releasing AM-FM financial data for 1953. TV profits (before Federal income tax) of \$68,000,000 compared with \$55,000,000 for radio—as contrasted with 1952's figures of \$55,500,000 for TV and \$60,100,000 for radio. Though figures on 1954 won't be known officially until late next year, there's every indication trend is continuing. (Final report of 1953 TV financial data was released Oct. 20, Vol. 10:43.)

Figures prepared by Commission's economic div. showed that 1953 total AM-FM revenues were \$475,300,000, up 1.1% from 1952, but that expenses went up 2.6% to \$420,300,000, making profits drop 8.4%. Total TV revenues for 1953 were \$432,700,000.

Radio networks and their 22 owned stations had total revenues of \$97,300,000, down 3.3%, profits of \$10,400,000, down 7.1%. Non-network owned-stations, numbering 2457, had revenues of \$378,000,000, up 2.4%, profits of \$44,600,000, down 8.8%.

Declining network sales and increasing expenses accounted for radio's drop. Network sales were off 10.4%, while spot increased 4.8% and local sales rose 4.1%.

Report is Mimeo. 14378, contains 6 tables, including market-by-market data useful for comparing stations' performance in various cities. Copies are available from FCC or we'll get you one.

Some 11 small-city stations formally signed contracts with CBS-TV this week as affiliates eligible to receive network programs under its "Extended Market Plan" (Vol. 10:49-50). At luncheon in Waldorf-Astoria Dec. 16, following signed: WMSL-TV, Decatur, Ala.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Cal.; KFXJ-TV, Grand Junction, Colo.; WINK-TV, Ft. Myers, Fla.; KLIX-TV, Twin Falls, Ida.; WFAM-TV, Lafayette, Ind.; KVOS-TV, Bellingham, Wash.; WDXI-TV, Jackson, Tenn.; WBOC-TV, Salisbury, Md.; WCBI-TV, Columbus, Miss. The 11 stations have gross 30-min. evening rate of \$384, said Edward P. Shurick, CBS-TV director of station relations. Consequently, an advertiser can buy all 11 stations as single package for \$346, after 10% discount, he said.

Opponents of subscription TV urged FCC not to accept Zenith's "immediate commercialization" petition (Vol. 10:49) before they have chance to comment. Joint Committee on Toll-TV, through counsel Cohn & Marks, attorneys for Theatre Owners of America, said Zenith's proposal "would drastically revise the present pattern of broadcasting, and would result in fundamental changes in the philosophy of the Communications Act of 1934" and should therefore not be acted upon until opposition has its say. Non-exhibitor members of JCTT weren't disclosed, are expected to be when comments are filed—some time after Jan. 1.

Experimental uhf satellite was sought this week by applicant from the "illegal booster country" of Washington (Vol. 10:47). Manson Community TV Co., Manson, Wash., filed with FCC for 10-watt Ch. 16 station to repeat signals of KXLY-TV, Spokane. Manager is to be George St. Peter, mgr. of Mid-State Radio Supply Inc., Wenatchee, electronics distributor. George Frese is engineer, Jon H. Phelps counsel. Adler equipment is specified. Another experimental application came from Product Development Co., Kearny, N. J., for testing TV transmitting antennas on Ch. 7-13 with 50 watts.

Power & height increases: WSUN-TV, St. Petersburg (Ch. 38), Dec. 9, to 205-kw ERP; WKNB-TV, New Britain, Conn. (Ch. 30) to 210-kw. KCRG-TV, Cedar Rapids, Ia. (Ch. 9) has filed with FCC to build 1079-ft. tower, for use next spring, with 316-kw ERP.

Television Bureau of Advertising (TvB) launched membership drive Dec. 16 with mailing of 28-p. booklet setting forth in questions and answers the aims, functions and organization of TV's new sales and promotion bureau headed by Oliver Treyz. At press conference same day in New York's Waldorf-Astoria Hotel, membership committee chairman Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington, W. Va., announced TvB had already raised 40% of its \$400,000 annual budget through dues. He said stations already signed up as members represent "all rate classifications in markets of all types and sizes, of both group and single ownerships, distributed throughout the entire nation." Announcement of charter members, representing stations which sign this year, will be made sometime in Jan., said Rogers.

Experimental Florida-Cuba TV link in uhf band, requested by AT&T (Vol. 10:40, 45, 49), was granted this week by FCC, which assured NARTB it needn't worry that use will be permanent. NARTB fears interference to uhf stations. Grant is for use of 716-890 mc, instead of the 680-890 mc sought by AT&T. Though phone company gives no date for start of experiments, it's believed test transmission will begin early next year.

Two more satellite applications were filed with FCC this week—both vhf—bringing total applications pending to 175 (16 uhf). Week's filings were for Roseburg, Ore., Ch. 4, by KVAL-TV, Eugene, Ore., and for Hilo, Hawaii, Ch. 9, by KGMB-TV, Honolulu. [For further details about applications, see *TV Addenda 19-W* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19* with Addenda to date.]

Mexico's first satellite is Ch. 7 repeater in Puebla of Romulo O'Farrill's XHTV, Mexico City. (Ch. 4). It's a joint project of O'Farrill-Azcarraga interests, now considering merger (Vol. 10:49), providing service to small town 70 mi. distant. French equipment is used for outlet with 600-watts ERP.

### Next TV Factbook—Pre-Print Orders

**S**PRING 1955 edition of our *TV Factbook*, which has become a sort of "World Almanac" of the entire TV-radio industry, will be off the presses week of Jan. 17—the 20th semi-annual volume containing basic data on all U. S. and Canadian stations & networks (including digests of rate cards), lists of TV stations throughout the world, complete allocation tables and tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The *Factbook's* new features are lists of color-equipped stations, list of Armed Forces TV stations around the world, a directory of British TV-radio & tube manufacturers—and a new and handier Index to Contents. All reference departments are brought up to date—such as the directories of stations, national sales representatives, advertising agencies, program producers & syndicators, set & tube manufacturers, the FCC, TV-radio attorneys, engineers & consultants, laboratories, etc. Also updated are the various statistical references relating to TV & radio time sales, set & tube production, shipments, inventories, financial status of major electronic manufacturers, etc. There are other features, too, including a revised copy of our 43x29-in. Map of TV Cities and interconnections, in color, suitable for mounting. One copy of the semi-annual *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 10, cost \$1.50 each; single copies, \$4.00.

# Television Digest

with **ELECTRONICS** **REPORTS**

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## SUMMARY-INDEX OF THIS WEEK'S NEWS

COMMISSION BALKS AT SENATE REQUEST from Bricker and Jones to give investigators confidential TV financial data, saying such release may be illegal (p. 1).

WEST PALM BEACH & CHAPEL HILL VHF stations starting as Portland (Me.) uhf quits air; Canada's 24th starts in Halifax; U. S. total now 423 (p. 2).

NEW COMMUNITY ANTENNA DIRECTORY shows total of 302 systems, averaging 740 subscribers each, with 150,000-175,000 homes served (p. 3).

FIGHTS BEFORE FCC INCLUDE Steubenville site move, oral argument featuring newspapers & "diversification" in Beaumont and Tampa cases (p. 4).

BATTLE OF THE MEGAWATT RAGES in Wilkes-Barre, with outcome of undeclared race still in doubt; Storer gets amplifier for his new Miami uhf (p. 7).

TRADE GOES TO CHICAGO MARTS for 2 weeks starting Jan. 3, but the few new drop-in TV models on display will contain no revolutionary features (p. 8).

PRINCIPLE OF LIGHT AMPLIFICATION demonstrated by GE scientists—with vast implications in future of TV, X-ray, illumination and other fields (p. 9).

ELECTRONICS WILL HIT \$8.8 BILLION IN 1954, according to David L. Babson & Co., investment counsel, which foresees \$20 billion by 1970 (p. 9).

GOOD TRADE YEAR IN 1955 forecast by 4 industry leaders; GE's Baker & CBS-Columbia's Mintz see some 6,000,000 monochrome, 2-300,000 color sales (p. 10).

22 CRITERIA FOR PROGRAM RATINGS listed by Advertising Research Foundation which calls them "starting point" for improvement (p. 12).

**JONES SEEKS FCC'S SECRET TV PROFIT DATA:** Sen. Bricker's network-uhf probe -- which has been proceeding quietly and uneventfully since last summer -- erupted this week into sharp controversy virtually on eve of the expiration of ex-FCC Comr. Robert F. Jones' tenure as majority counsel for the Commerce Committee investigation.

Though time is running out, majority counsel Jones now gives every indication he's ready to go after the networks and big stations -- as many in industry feared he would do from the outset (Vol. 10:30-32, 34-35) -- despite the moderating influence of minority counsel Harry Plotkin and Committee communications counsel Nick Zapple.

These are the latest developments: Jones, through Chairman Bricker, asked FCC to turn over to investigation staff all of the financial data it has collected from TV stations in its periodic confidential questionnaires -- in other words, the balance sheets of all 4 TV networks and every TV station in the country. This means not merely the industry-wide cumulative figures and summaries which FCC publishes annually, but individual dollars-&-cents data for each station and network.

FCC met on the request Dec. 22, unanimously instructed Chairman McConaughy to write Bricker that it doubts it has the right to release the data under Title 18, Sec. 1905 of U.S. Criminal Code, which forbids public servants to disclose material submitted in confidence. Commission didn't refuse, it merely explained its legal opinion. Policy-wise, FCC is concerned lest this competitive information leak out to industry or public. And it's not unmindful of fact that both Jones and Plotkin are from industry and presumably will be going back.

Commission is satisfied that Senate Committee can subpoena the information directly from stations. It would be far happier if that happened -- because then the whole touchy problem would be out of FCC's hands. Whether Committee has power to subpoena the data from FCC is uncertain.

Jones and Plotkin met with FCC Dec. 20, at which time Jones agreed not to make any of the data public. But Plotkin interposed that once it's in hands of a legislative committee, it's almost certain to get out -- especially inasmuch as a successor in Senatorial office may not feel bound by what his predecessor says or promises.

Only Comr. Hennock was absent from the meeting with Jones & Plotkin and the later Commission meeting which expressed doubt as to the legality of the request.

Plotkin didn't argue for or against Jones' request. He was asked by one commissioner whether he thought Commission has power to give out the figures. To a legislative committee, yes -- he replied -- particularly since FCC itself has used individual station data in a few isolated instances in the past.

What is Jones' motive? Obviously involved is his desire to take FCC's allocation plan apart, show he was right when he dissented on grounds that it sold uhf down the river, permitted growth of giant vhf regional stations (Vol. 8:15).

\* \* \* \*

Investigators also queried FCC about an earlier request -- for coverage information and maps for all TV stations as of Oct. 1, using the calculation methods specified in 6th Report. They had asked that this maze of technical data be broken down in many different ways -- between vhf & uhf, as to overlap of competing stations, etc., etc. Much of the information isn't readily available at FCC. The commissioners said staff has been working on it, but task is so great it can't be completed without dropping other essential work.

Commission suggested that Committee help it get extra appropriation for the additional staff required. This was polite way of saying "hold your horses."

Senate investigators fired questionnaire at AT&T this week, too, seeking information about line charges, networking, etc. Probers had planned to ask individual stations for data also, but now may not have time before new session begins.

\* \* \* \*

Staff investigators are expected to prepare report -- or reports -- detailing their work to date, and possibly making recommendations. When Bricker announced the probe last summer, he said staff would be instructed to report to Committee when new Senate session begins. It's known that neither Plotkin nor Zapple sees eye-to-eye with Jones, so it's entirely possible there will be 2 separate reports.

Probe is likely to continue in revamped form after Sen. Magnuson (D-Wash.) takes over as Committee chairman in Democratic-controlled Senate, though Magnuson hasn't revealed his plans. Jones, a Bricker appointee, is expected to stay on staff, but with considerably less power. Plotkin doubtless could stay on, with more power, if he wants to. Nick Zapple, the Committee's permanent communications expert, will be certain to occupy a key staff spot in connection with any further inquiry.

**2 VHF STARTING IN SOUTH, ANOTHER UHF OFF:** New stations in W. Palm Beach, Fla. and Chapel Hill, N.C. and another uhf casualty -- in Portland, Me. -- bring count of TV stations in operation to 423, of which 119 are uhf. Canada got another starter this week in Halifax, CBC's 7th, making total of 24 there.

Station quitting is 16-month-old WPMT, Portland, Me. (Ch. 53) whose chief owner Frank S. Hoy notified FCC Dec. 15, got permission to sign off Dec. 21, going back on CP status, expiring Feb. 16. Counsel for Mr. Hoy stated companion WLAM-TV, Lewiston, Me. (Ch. 17) will continue operating, though Portland outlet was said to be in bankruptcy and assigned to one Carrell K. Pierce.

New starters scheduled up to end of Jan., according to our records: KLRJ-TV, Henderson, Nev. (Ch. 2); KTVK, Phoenix (Ch. 3); WFLA-TV, Tampa (Ch. 8); KEYD-TV, Minneapolis (Ch. 9); WTVY, Dothan, Ala. (Ch. 9); KLIX-TV, Twin Falls, Ida. (Ch. 11); KRCG, Jefferson City, Mo. (Ch. 13); WLEX-TV, Lexington, Ky. (Ch. 18); KEPR-TV, Pasco, Wash. (Ch. 19), satellite to KIMA-TV, Yakima (Ch. 29); WEDB, Birmingham, Ala. (Ch. 10, educational). Due next in Canada: CKX-TV, Brandon, Man. (Ch. 5). Latest starters:

WEAT-TV, West Palm Beach, Fla. (Ch. 12) is all set for Dec. 27 test patterns, preparatory to Jan. 1 commercial start with Sugar Bowl game, reports gen. mgr. and 75% owner J. R. Meachem. It's ABC primary, third outlet in area (2 vhf, one uhf), has 10-kw Standard Electronics transmitter and Alford 2-bay antenna on Tower Construction Co. 350-ft. tower. Its radio WEAT recently moved to W. Palm Beach after nearly 7 years as NBC Lake Worth affiliate. Ed J. Hennessy, ex-WDAK-TV, Columbus,



Ga. is sales mgr.; Jack Rathbun, also ex-WDAK-TV, operations mgr.; J. Ross McPherson, chief engineer. Base rate is \$200. Rep is Walker.

WUNC-TV, Chapel Hill, N.C. (Ch. 4, educational) begins noon-6:30 p.m. daily test patterns Dec. 27, goes on 3:30-10 p.m. weekday & 6-10 p.m. Sat. & Sun. program schedule Jan. 8, according to U of N. Carolina TV director Robert F. Schenkan. It has 25-kw RCA transmitter, 800-ft. Stainless tower with 6-bay antenna. Studios at Chapel Hill (Duff Brown, ex-Ft. Worth, program director), at State College in Raleigh (Ralph Burgin, ex-WRC-TV, Washington, program mgr.), at Greensboro (David Davis, ex-WMAL-TV, Washington, program mgr.) are linked by microwave to Chapel Hill transmitter. Alan MacIntyre is chief engineer.

\* \* \* \*

CBHT-TV, Halifax, N.S. (Ch. 3) began Dec. 20 as CBC-owned non-interconnected outlet, getting 30-kw visual ERP with 10-kw RCA transmitter and temporary 50-ft. tower on Geizer Hill. Awaiting end of steel strike, it plans 100-kw ERP with 500-ft. tower and 8-slot wavestack antenna. It's in temporary studios until early 1955. TV director is G. F. Brickenden, ex-CBLT, Toronto, with D. G. LeBlanc, commercial mgr.; Carl MacCaull, program mgr.; Jack Simonsen, technical director. Base rate is \$200.

**COMMUNITY ANTENNAS BECOMING MATURE:** Headlong growth of community antenna systems appears to have eased off somewhat -- but evidence of continued strong development is apparent from a study of new directory of systems to be included in the forthcoming spring edition of our TV Factbook (No. 20) due off presses mid-January.

Probably most obvious aspect of community industry is fact that well-situated systems are developing into major financial properties -- comparable in earning power with fair-size TV stations. At the same time, total number of systems has shown no great increase since publication of our last directory 6 months ago. Analysis of answers to our questionnaires brings these basic statistics:

(1) There are 302 systems operating or believed to be. Six months ago, we estimated total at 299 (Vol. 10:34), but we have tried to squeeze the water out of list by not counting individually those towns served from one central location and by eliminating what industry calls "hillbilly" outfits -- i.e., those serving mere crossroads or little neighborhood groups.

(2) Averaging number of subscribers reported by those supplying data on current questionnaire, we find 740 per system -- compared with 728 six months ago, 535 year ago, 432 year-and-a-half ago, 199 two-and-a-half years ago.

(3) Total homes served by the 152 giving number of subscribers was 112,495, compared with 64,189 reported by 120 operators year ago. The 150 who didn't indicate number of subscribers can be presumed to average fewer -- so it's good guess that total homes served by systems come to about 150,000-175,000.

(4) Claim to most extensive system is made by John Walsonavich, operator of system serving Mahanoy City, Pa. and surrounding towns -- 8295 homes. Seven others say they have more than 3000 each -- and 3 claim to exceed 1000.

(5) Pennsylvania is still leader, by far, in number of systems -- 75. But far west and northwest are coming up fast -- in Washington, Montana, Nevada, Idaho, Oregon, Wyoming, New Mexico, Arizona, Colorado.

\* \* \* \*

With community systems' growing maturity have come a lot of problems. In last 6 months: FCC has indicated intention to get tough about spurious radiations; a few TV stations are trying to tie systems to their programs by written agreement or to deny programs altogether; state utilities commissions have asserted, or tried to assert, regulatory authority; FCC's favorable attitude toward satellites and its encouragement of booster experimentation have brought some fear of competition.

Nevertheless, defunct systems are extremely rare, new operations are begun almost weekly -- and a 1000-subscriber system has sold for as much as \$100,000. Operators are not complacent about their problems -- and the National Community TV Assn. is probably the busiest outfit of its size and kind in Washington.

**B**ICKERING among stations about CPs, transmitter-studio moves, sales, etc., takes up a lot of FCC's time nowadays—when it's not wondering how to answer Bricker committee staff's questions (see p. 1).

One of hottest matters is CBS's proposed \$3,000,000 purchase of WSTV-TV, Steubenville, which is predicated on move of transmitter to Pittsburgh (Vol 10:47). No one claims to know how FCC will vote, but one clue to its course of action may be found in case of grantee KSLM-TV, Salem, Ore (Ch. 3). Grantee has asked for modification of CP to put transmitter at spot 35.5-mi. northeast of Salem and 22.4-mi. southeast of Portland—instead of 5.5-mi. northwest of Salem, as specified in CP.

For first time in such site-move cases, FCC directed a "McFarland Letter" to grantee, asking reasons for choice of new site. Commission wrote:

"In view of the unusually large distance between the proposed transmitter site and Salem, the principal city to be served, it appears that your proposed operation may result primarily in an additional service to the Portland area, and a loss of service to communities in the Salem area. A question is thus raised as to whether, in fact, your proposed station is designed to serve the particular needs of Salem and its surrounding area, and on the basis of the information now before it, the Commission is unable to find that a grant of your application would be in the public interest." Commission asked for information on 3 matters:

- (1) Reasons for changing transmitter site.
- (2) "Whether you plan to maintain a studio at your proposed transmitter site or at any location other than in the city of Salem. If so, submit full details, including location, personnel and type and source of programs emanating from such studios."
- (3) "Engineering study indicating the coverage that might be obtained from a TV station operating at your presently authorized location with facilities specified for that location. Included in said study should be a list of the communities which would fall within the Grade A and Grade B contours of such an assumed station which are located outside the Grade B contour of the station proposed in your application."

\* \* \* \* \*

Two other interesting cases are those of decisions granting Darrell Cannan's KFDM-TV, Beaumont, Tex. (Ch. 6), and W. Walter Tison's WTVT, Tampa, Fla. (Ch. 13). FCC had stopped construction of the stations (Vol. 10:49-51) pending oral argument which was held this week. Newspaper ownership and "diversification" figured prominently in arguments. In Beaumont case, Leonard Marks, counsel for defeated applicant Enterprise Co. (*Beaumont*

*Enterprise and Journal-KRIC*), argued that Commission's decision would make "second class citizens" of newspapers—in face of court decisions, intent of Congress and FCC's promises to Congress. George Smith, counsel for winner KFDM, argued that Commission properly took into account the whole question of concentration of control of news media, didn't single *Enterprise* out solely because it was a newspaper.

Beaumont case had additional complication in that a third application, KTRM, dropped out just last week under agreement whereby KFDM would pay it \$55,000 and give KTRM stockholder W. P. Hobby (KPRC-TV and *Houston Post*) option to acquire 32½% of grantee. Marks said agreement changed whole picture, asked for delay in oral argument—which FCC denied. At week's end, he was asking for dismissal of KFDM application.

In Tampa argument, attorney Fred Albertson charged, for loser *Tampa Times*, that Commission had completely reversed itself from stand it took when it granted *Tampa Tribune* Ch. 8 just a month before, saying there is a "variety of diversely owned stations and newspapers in the community." Counsel Robert Heald, for winner WTVT, went all out in attacking newspapers, saying: "It is not improbable that in the near future the newspaper will become a propaganda sheet for the radio-TV, to promote radio & TV, at the expense of the public interest, and that is the potential danger which this Commission is entitled to prevent." Marcus Cohn, speaking for other loser, Orange TV (David Falk-Frank Mandel), attacked *Tampa Times* on performance of its radio WDAE, stating that its record left much to be desired. "In fact," he said, "it is a network spigot."

In *Tampa Times* case, meanwhile, Commission turned down petitions for reconsideration filed by losers WTSP and Tampa Bay Area Telecasting Co. Also, in fierce Albany, N. Y. case (Vol. 10:49, 51), FCC denied WTRI's request that sale of WROW-TV to Lowell Thomas group be held up.

Commissioners made few remarks during arguments, though Comr. Lee, who has spoken up frequently in defense of newspaper ownership, did say, during Beaumont argument: "Mr. Marks, on the matter of alleged discrimination against newspapers, I would share your concern that they shouldn't be second class citizens. On the other hand, I don't think that the Commission has discriminated against newspapers because they are newspapers. I was wondering if you know how many TV stations are owned in part or whole by newspapers?" Marks said that about one-third are—but that almost all were acquired by non-competitive grants or purchases.

### 1955 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of *Television Digest* will, in mid-January, receive copies of our *1955 AM-FM Station Directory*, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 10, cost \$5.00 each; single copies \$7.50.

Another private microwave to serve community antenna systems is being sought—this one to serve operators in Pasco-Kennewick-Richland, Wash. area with signals from the 3 Spokane stations. Inland Empire Microwave Co., 601 Baker Bldg., Walla Walla, filed application with FCC to build 1-station Raytheon relay at cost of \$52,000. Principals are Robert A. Comfort, ex-secy. of Richland TV Cable Corp., one of systems to be served, and Wendell P. Brown. Richland TV Cable Corp. and the other system in area, Tri-City TV Service Inc., indicated they'll contribute up to \$5000 each as advance payment for microwave service. Move was undoubtedly encouraged by start of Pasco uhf satellite KEPR-TV (Ch. 19) which is to repeat programs of KIMA-TV, Yakima (Ch. 29).

Spurious radiation limits for community antenna systems proposed by FCC were agreed to in part by RETMA committee during N. Y. meeting last week. Limitation of 10 uv/m at 10 ft. for Ch. 2-6 was considered practical, while some easing of restrictions will be requested for Ch. 7-13 and for places where cables traverse areas where there are no receivers to be interfered with.

**Personal Notes:** Victor M. Ratner, onetime CBS v.p. in charge of promotion, later with R. H. Macy & Co. and head of own public relations firm, elected McCann-Erickson v.p. . . . Ralph R. Hotchkiss, Maxon Inc. v.p. on the Gillette TV account, resigns to become v.p. of Compton Adv. . . . C. H. Cottingham, ex-McCann-Erickson, Ayer and Erwin Wasey, named exec. asst. to Earl R. Collins, pres. & sales mgr., Hollywood Television Services, headquartering in N. Y. . . . Wm. Dozier, CBS-TV exec. producer of live dramatic shows, shifts to Hollywood as director of network programs under v.p. Harry Ackerman . . . Terrence McGuirk promoted to head CBS-TV's special sales unit for its "Extended Market Plan" for small-city affiliates (Vol. 10:50-51) . . . Capt. Sam W. Townsend, pres. & gen. mgr. of WKST-TV & WKST, New Castle, Pa., has organized and is CO of new naval reserve unit for 4th naval district . . . Earl Minderman, onetime asst. to ex-FCC chairman Wayne Coy & Paul Walker serving last 2 years with National Citizens Committee for Educational TV, elected exec. v.p. of Greater Washington Educational TV Assn., planning to file for non-commercial Ch. 26 . . . John H. Battison, ex-Capitol Radio Engineering Institute, Washington, and son-in-law of veteran Kansas City broadcaster Arthur B. Church, elected 1955 chairman of Calgary Ad & Sales Club; he recently went there to be gen. mgr. of new CHCT-TV, and McMillan Co. is shortly bringing out his third book on TV titled *Planning & Producing TV Commercials* . . . Fay Day, ex-CBS-TV Spot Sales, named sales development director of Quality Radio Group, new program & sales organization headed by Ward Quaal, WLWT, Cincinnati; Idella Grindlay, ex-WABC-TV & NBC, appointed program coordinator . . . G. Paschall Swift promoted to national sales mgr., WGR-TV, Buffalo . . . Fred M. Kiefer promoted to asst. mgr. of NBC merchandising dept., reporting to mgr. Murray Heilweil . . . Herman Liveright promoted from exec. producer-director to program director of WDSU-TV, New Orleans, succeeding Hubie Weiss . . . Jack Irvine, ex-KONA, Honolulu, appointed gen. mgr. of Sheldon Sackett's KVAN, Vancouver, Wash., holder of CP for KVAN-TV (Ch. 21) . . . Arthur Snowberger, chief engineer, elected exec. v.p. & director of the 6 radio stations of Richard Eaton group, which holds CP for WOOK-TV, Washington (Ch. 50) and WTLF, Baltimore (Ch. 18) . . . Alan J. Hughes promoted to sales development mgr., CBS Radio Spot Sales central div., Chicago; Jack Woolley to Los Angeles office as mgr. . . . Buddie Marino, ex-NBC-TV, New York, named program mgr. of WCAN-TV, Milwaukee, succeeding Dean McCarthy . . . O. P. (Bob) Bobbitt, from AM affiliate, named sales mgr. of KTBC-TV, Austin, Tex. . . . Jim McGovern, ex-KGTV, Des Moines, named promotion mgr. of upcoming KEYD-TV, Minneapolis (Ch. 9), due this month . . . Howard Eaton promoted to national sales representative of KTVW, Tacoma, Wash. . . . J. Maxim Ryder, WBRY, Waterbury, elected pres. of Conn. Broadcasters Assn.; Aldo deDominicis, WNHC-TV, New Haven, v.p.; Walter B. Haase, WDRC, Hartford, secy. . . . Jack Gilbert promoted from asst. station mgr. to station & operations mgr. of KHOL-TV, Kearney-Holdrege, Neb., succeeding Duane L. Watts; A. B. McThillany named national sales mgr. . . . James C. Hanrahan, gen. mgr. of WEWS, Cleveland, back from 7-week trip to Australia.

This week's *Time Magazine* devotes cover article to Walt Disney, pegged largely on his ABC-TV *Disneyland*, while *Newsweek's* cover is given over to George Gobel, the NBC-TV comic. After *Time's* "Man of the Year" for 1954 is announced, New York's WRCA-TV will start series under that title, Sat. 1-1:15 p.m.

Bing Crosby and CBS chairman Wm. Paley conferred this week on possible weekly 30-min. program next fall starring Crosby in his first regular TV show.

**Network Accounts:** "Biggest single advertising medium in the world" is the way CBS-TV describes itself on basis of 50% increase in 1954 gross billings over 1953. In year-end review, CBS-TV said 114 advertisers used network, of which 42 were new to CBS-TV and 21 were new to TV. Statement took indirect slap at NBC-TV's color "spectaculars" for same sponsor every 3rd week, saying keystone of CBS success was continuity in programming—broadcasting same program week after week on same schedule. During year, 45 new TV affiliates were signed, bringing total to 202 . . . DuMont reports 44 national advertisers used network in 1954, estimates its gross billings for year at about \$13,250,000, compared to \$12,374,353 last year . . . CBS-Columbia to sponsor *Life with Father* on CBS-TV Tue. 8-8:30 p.m. starting Jan. 4, thru Ted Bates; network originally announced CBS-Columbia would sponsor *Adventures of Kingfish*, new filmed comedy series using *Amos 'n' Andy* characters, in that time period, but debut of latter is being postponed . . . Philip Morris and Procter & Gamble sign 2-year renewal of *I Love Lucy* on CBS-TV Mon. 9-9:30 p.m., thru Biow; in Canada Sylvania signed as alt. sponsor (with Heinz) of *Lucy* on CBC-TV . . . ABC-TV, enthused by success of *Disneyland*, has asked Disney to prepare a daytime children's film program, tentatively planned for Mon.-thru-Fri. 5-6 p.m., opposite NBC-TV's *Howdy Doody* . . . Revlon to be alt. sponsor (with Nash-Kelvinator) of *Danger* on CBS-TV Tue. 10-10:30 p.m., thru Wm. H. Weintraub & Co. . . . Manhattan Soap to sponsor Thu. 15-min. segment of *Ding Dong School* on NBC-TV starting Jan. 20, Mon.-thru-Fri. 10-10:30 p.m., thru Scheideler, Beck & Werner . . . Chesebrough Mfg. Co. (Vaseline) buys one quarter of Cotton Bowl football game from Dallas New Year's Day on NBC-TV, thru McCann-Erickson . . . American Chiclé Co. to sponsor special Victor Borge variety show after Rose Bowl game New Year's Day on NBC-TV, 7:30-8 p.m., thru Ted Bates.

Buick's pitch for Jackie Gleason (Vol. 10:51) finally bore fruit this week with 2-year contract for \$11,000,000 in talent costs alone—hailed as "biggest talent purchase in TV history." Buick will sponsor filmed *Honeymooners* on CBS-TV Sat. 8:30-9 p.m. next year, to be preceded by a live Gleason show 8-8:30 p.m., for which sponsor has not been announced. It will drop *Milton Berle Show* on NBC-TV Tue. 8-9 p.m. NBC-TV said several "top-flight" sponsors have expressed interest in sponsoring a 30-min. Berle series on film, preferably on Sat. night. Agency for Buick is Kudner.

Assn. of National Advertisers appoints Rex Budd, Campbell Soup Co., as chairman of its TV-radio steering committee, succeeding Edwin W. Ebel, General Foods. Committee members are Max Banzhaf, Armstrong Cork Co.; John H. Boyle, Reynolds Metals; Walter Craig, Pharmaceuticals Inc.; Henry Gorski, P. Ballantine & Sons; R. M. Gray, Esso; Albert Halverstadt, Procter & Gamble; C. J. Hibbard, Pet Milk; Palmer McKay, Sun Oil; Stanley Pulver, Lever Bros.; A. Craig Smith, Gillette Safety Razor; W. M. Stedman, American Home Products Corp.; H. S. Thompson, Miles Laboratories; Frank Tucker, B. F. Goodrich Co.; Joseph Wicker, Sterling Drug.

Station Representatives Assn., at annual meeting this week, elected as officers: pres., Adam J. Young Jr., succeeding John Blair; v.p., Arthur McCoy, Avery-Knodel; secy., Joseph Timlin, Branham Co.; treas., John E. Pearson. Directors: Mr. Blair; Joseph J. Weed; Russel Woodward, Free & Peters; George Brett, Katz Agency.

Television Bureau of Advertising (TvB) reports \$220,000, or 55% of its 1955 budget of \$400,000, had been voluntarily subscribed by networks and stations as of Dec. 21.

H. W. Newell, 57, pres. of Lennen & Newell Inc., major N. Y. agency, died in N. Y. Dec. 19.

**Telecasting Notes:** "A handful of men" in the 2 biggest talent agencies determine prices for the entire TV industry because of the scarcity of talent and a sellers' market. This charge is aimed at Music Corp. of America (MCA) and Wm. Morris Agency in editorial in Dec. 20 *Advertising Age*. Control of shows by "the talent moguls," says the editorial, is exercised through complete ownership of all ingredients in a package, control of the star who controls package, control of key personnel, or control of selling of a package . . . "The danger is that they will price many sound, long-range advertisers out of TV and back into print," *Advertising Age* warns. "There is no question but what sponsors, ad agencies and networks have become lazy and careless about relinquishing control of TV programs to talent agencies" . . . To help minimize price-setting power of the "talent peddlers," editorial advises sponsors and agencies to: (1) Maintain control of show via the agency, insofar as possible. (2) "Resist buying a package—rather, buy ingredients on the open market and from several sources of supply." (3) "Avoid the star system—TV has proved that stars can be made." (4) Engage drama & mystery show writers & producers direct or through "minor representation." (5) "Consider financing a smaller talent or package agency venture that shows promise in exchange for long-term price control and a return on your investment out of profits in re-runs" . . . Merger of sales forces of Gross-Krasne's United Television Productions into MCA-TV Ltd. was formally effected this week, exactly along lines previously reported (Vol. 10:50)—with Wynn Nathan heading up sales structure (see adjoining column). With 22 shows, 19 U. S. offices and branches abroad, MCA-TV claims to be biggest entity in film syndication . . . New TV Inc., 9 E. 75th St., N. Y., station-owned, headed by Gene O'Fallon, KFEL-TV, Denver, for smaller-market stations only, claims 40 signed up for its projected group film-buying operation, out of goal of 100. Its gen. mgr. is Herbert Jacobs, directors Ed Craney, KXLF-TV, Butte; Joe Floyd, KELO-TV, Sioux Falls, S. D.; Tom Bostic, KIMA-TV, Yakima, Wash.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Gene DeYoung, KERO-TV, Bakersfield, Cal. . . . End of network talent-raiding is predicted by *Variety's* George Rosen Dec. 22 as hopeful sign for new year. He

recounts that RCA-NBC Chairman Sarnoff is reported to have "passed along the word [that] there is to be no recurrence of the recent jack-up-the-price-and-get-him-at-any-cost incident which resulted in Ed Sullivan practically tripling his income from CBS." Rosen sees this as tip-off that talent raids—with their resultant spiraling costs—are at an end, that both networks now intend to "develop" their own personalities and stars . . . New profit for movies from TV: 20th Century-Fox to offer all of its big-picture premieres for commercial sponsorship on TV, following success of Dec. 16 Nash-sponsored opening-night telecast on WPIX from N. Y. Roxy Theatre ballyhooing *There's No Business Like Show Business* . . . Awards for outstanding commercials—similar to those now presented to top shows, stars, etc.—are proposed by syndicated newspaper TV columnist Eve Starr ("Inside TV") as method of focusing public attention on exceptional commercials and minimizing criticism of commercials generally.

Music Corp. of America's newly revamped MCA-TV film syndication div., with ex-UTP v.p. Wynn Nathan as v.p. & gen. sales mgr., reporting to v.p. David V. Sutton, will have these other major executives: Aaron Beckwith, v.p. & sales mgr., N. Y. office; Tom McManus, eastern sales mgr.; John Rohrs, v.p. & midwest sales mgr., Chicago; Robert Greenberg, v.p. & western sales mgr., Los Angeles; Ray Wilde, southwestern sales mgr., Dallas. Named field supervisors: Frank Brill, N. Y. territory; Darv Barton, Cleveland; Karl Von Shallern, Chicago; Layton Bailey, Dallas; Ed Simmel, New Orleans. Also announced were new program sales div. under Lou Friedland and merchandising div. under Frank Mincola. With 22 shows on list, MCA-TV claims to be biggest in film syndicate field.

Fourteen new Vitapix-Guild film syndicate affiliates were signed this week, bringing total to 44. New ones are WDAK-TV, Columbus, Ga.; WFMV-TV, Greensboro, N. C.; WGR-TV, Buffalo; WILK-TV, Wilkes-Barre; WKRC-TV, Cincinnati; WMBV-TV, Marinette, Wis.; WMT-TV, Cedar Rapids, Ia.; WPTZ, Philadelphia; WRDW-TV, Augusta, Ga.; WSLS-TV, Roanoke, Va.; KDUB-TV, Lubbock, Tex.; KTVH, Hutchinson, Kan.; KWK-TV, St. Louis; WFBM-TV, Indianapolis.

Annual "Mike" awards to women in TV-radio by *McCall's Magazine*: top award, Angela McDermott, Mohawk-Hudson Council on Educational TV, for series *TV School-time* on WRGB, Schenectady; executive service to community, Dorothy Daniel, campaign director of educational WQED, Pittsburgh, for work in getting station on air; executive service to women, Bee Baxter, KSTP-TV, St. Paul-Minneapolis, for nursing series *Operation Tender Loving Care*; executive service to youth, Josephine Wetzler, WLS, Chicago, for good health poster-slogan contest on *School Time*; broadcaster service to community, Marian Young Taylor, the "Martha Deane" of WOR, N. Y., for series on juvenile delinquency; broadcaster service to women, Mary Jones, WFIL, Philadelphia, for establishing "Mary Jones Hearth" for homeless young women; broadcaster service to youth, Marian Koehler Rowe, KPIX, San Francisco, for series *Adventure School*.

KTVQ, Oklahoma City (Ch. 25) has filed petition for reorganization under Chapter X in Federal District Court there, and since Dec. 1 has been operated by court-appointed trustees Duke Duvall & John Esau.

Power increases: WATE, Knoxville, Tenn. (Ch. 6), Dec. 17 to 100-kw ERP; CBut, Vancouver, B. C. (Ch. 2), Dec. 18 to 97.5-kw.

All Westinghouse stations join NARTB Jan. 1, bringing NARTB's TV membership to 236, out of 423 stations on air.

Unauthorized TV showing of theatrical film is charged in \$51,500 suit filed in Los Angeles superior court by Eagle Lion Classics against Benedict Bogeaus Productions, Quality Films and Benedict Bogeaus & Charles Weintraub, heads of the 2 firms. Eagle Lion alleges that Bogeaus gave print of *My Outlaw Brother* to Quality, and that film was shown by KFEL-TV, Denver, resulting in cancellation of \$1500 in theatre bookings. Another \$50,000 is asked for "depreciated value" of the picture.

KOMO-TV, Seattle, this week applied to separate TV operations from radio KOMO and filed joint balance sheet dated Oct. 31, listing \$877,289 paid-in & earned surplus under liabilities. Out of total \$1,782,797 assets, it lists \$1,417,715 real estate, \$205,571 accounts receivable, \$63,585 cash & investments. Application is for modification of CP to change name of TV operator to Fisher's TV Co., radio entity remaining Fisher's Blend Station Inc.

Donald G. Roper is resigning from *Peoria Star-Journal's* WTVH-TV to study for the Presbyterian ministry at McCormick Theological Seminary, Chicago, at same time serving in a student pastorate in Yorkville, Ill. He is succeeded as production mgr. by Robert G. Holben.

Fourth uhf station to become NBC basic affiliate is WBRE-TV, Wilkes-Barre, Pa., which goes on network's "Must buy" list Jan. 1. Other uhf NBC basics: Portland's KPVT, Norfolk's WVEC-TV, Youngstown's WFMJ-TV.

**BATTLE OF THE MEGAWATT** isn't over yet in Wilkes-Barre (Vol. 10:50-51). It's still anybody's race as 2 competing stations and 2 competing equipment manufacturers strive to be first on the air with full 1000-kw ERP uhf power. [Editor's note: Though all concerned vehemently deny there's any "race" involved, we have a sneaking suspicion that the element of competition enters the picture somewhere.]

WBRE-TV (Ch. 28), using RCA equipment, lost most of its temporary advantage due to 4 days of sub-zero weather and an icy tower. At week's end, antenna was all ready to be hoisted to top of tower after Xmas holidays, all other equipment in place. Power boost could come by Dec. 28 or 29. WILK-TV (Ch. 34) sticks to Jan. 1 target date, but might possibly get on a day or 2 before that. It has antenna up, all its GE equipment except rectifier, still must hook up its amplifier.

RCA shipped 12½-kw amplifier to Ft. Lauderdale for Storer's newly acquired WGBS-TV (Ch. 23), which will begin by using physical plant of WFTL-TV (Vol. 10:47, 51). RCA also shipped 10-kw transmitter Dec. 20 to KRCG, Jefferson City, Mo. (Ch. 13), which has early 1955 target. DuMont reports order for 25-kw visual transmitter from KUTV, Salt Lake City (Ch. 2) for delivery about Jan. 1.

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In our continuing survey of upcoming TV stations, these are latest reports received from principals:

WTTW, Chicago (Ch. 11, educational) now plans test patterns next Aug.-Sept., late Sept. programming, reports exec. director John W. Taylor, ex-deputy director general of UNESCO. Equipment hasn't been ordered yet, but 3-year lease was signed recently for 13,000 sq. ft. in east wing of Chicago Museum of Science & Industry. It plans two 60x40-ft. studios, also will have access to west wing theatre. Chicago Educational TV Assn. reports it's only \$300,000 short of \$1,100,000 goal needed to build and operate station for 2 years.

WTLC, Urbana, Ill. (Ch. 12, educational), which had tentative fall target, didn't get 12-bay GE antenna in Nov. as expected, now hasn't target, reports director Frank E. Schooley. It has demonstrator 5-kw transmitter donated by GE, plans to begin with antenna atop U of Illinois stadium in Champaign. Later TV antenna may be moved to its Blaw-Knox FM tower, near Monticello, Ill.

WOSU-TV, Columbus, O. (Ch. 34, educational), hasn't completed negotiations for equipment, now has tentative Oct. 1 target, reports director Robert C. Higgy. It has foundation ready for 75x105-ft. studio-transmitter building scheduled for completion by next July 1. Ideco 550-ft. tower & RCA pylon antenna have been ready since summer.

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CKX-TV, Brandon, Man. (Ch. 5), about 125 mi. west of Winnipeg, plans Jan. 15 test patterns, Jan. 21 programming, according to pres.-gen. mgr. J. B. Craig. It already has 5-kw GE transmitter and 4-bay antenna has been installed on 304-ft. tower. Archie Olson will be sales mgr.; Douglas A. Lee, program director. Base rate will be \$150. Reps will be Weed & All-Canada.

"Spiral scanning," being considered for industrial TV in France, was among the many methods of scanning considered by first NTSC in setting up standards for TV before the war. Scanning starts at center of picture, spirals out to edges.

WNBT, old call letters of NBC's New York TV flagship (now WRCA-TV), have been assigned by FCC to AM grantee in Wellsboro, Pa.—Farm & Home Broadcasting Co.

C. E. Hooper Inc. will continue unchanged despite death last week of its owner-founder while hunting on Great Salt Lake (Vol. 10:51). James Knipe is gen. mgr.

**Color Trends & Briefs:** "Very excellent" dealer reaction to recent showing of 21-in. color sets is reported by Hoffman Electronics pres. H. L. Hoffman. "It is the first time," he says, "that I have really seen dealers very interested in color. I think that one of the dealers made a very pertinent remark when he stated that color would start going when the dealers decided to sell it themselves, and as far as he was concerned he thought that 1955 would see him ready to sell color." Commenting on potential of projection color (Vol. 10:49, 51), Hoffman states: "The cost of the projection apparatus from American Optical is obviously too high to consider this approach at the present time."

Paramount Pictures pres. Barney Balaban summarized views on color as follows, in his annual report: "It is now clear that the public will not purchase color sets in mass quantities until the price has been substantially reduced below present levels. More than ever, we are convinced that the Lawrence tube—either in its 'single gun' or '3 gun' version—is the only color tube that has yet been proposed that can make possible such reduction in the cost of color receivers." As for subscription TV, he said, "We feel that the practical advantages of the Telemeter system [make] it outstanding in the field."

Its first shipment of 3-vidicon color film camera will be made next week by Dage TV div., Thompson Products, reports gen. sales mgr. F. D. Meadows. He also hailed FCC's proposed satellite rule (Vol. 10:51), noting that Dage just shipped complete equipment for Air Force base in Azores, built around 50-watt transmitter. He estimates that 100-watt ERP stations, including one vidicon live camera and one vidicon film chain, can be built for \$50,000, excluding building and tower.

Four papers on color will be delivered Feb. 1, during Jan. 31-Feb. 4 winter meeting of AIEE in Statler Hotel, N. Y.: "Design for Production of Color TV Receivers," by J. P. Verdune, Westinghouse; "Chromacoder," by Peter C. Goldmark & J. F. Bambara, CBS; "Development of RCA 21-in. Metal Envelope Color Kinescope," by H. R. Seelem, H. C. Moodey, D. D. Van Ormer & A. M. Morrell, RCA; "Deflection and Convergence of the RCA 21-in. Color Kinescope," by M. J. Obert, RCA.

A new Russian invention, known as "color TV," has been instituted on an experimental basis by the Moscow TV station, according to a Soviet newspaper article by A. Donotov, mgr. of the Moscow TV center. System works in this novel manner: A disc, divided into red, blue & green segments, revolves in front of the picture tube, synchronized with signals fed field sequentially from station. Russia now claims 500,000-700,000 black-&-white sets.

Consent decree on color film, entered into by Eastman Kodak Co. with Dept. of Justice this week, will have little effect on color TV. Decree will make it possible for consumers to get Kodachrome film developed by labs other than Eastman's, but producers of professional color film—for movies or TV—have already had freedom to use any development lab capable of handling color.

Dec. 27 week's network color schedules: NBC-TV—Dec. 28, *Home* segment, 11:15-11:26 a.m.; Dec. 30, *Home* segment 11:15-11:28 a.m., and *Ford Theatre*, 9:30-10 p.m. Jan. 2, *Max Liebman Presents*, 7:30-9 p.m. CBS-TV—Dec. 30, *The Guiding Light*, 12:45-1 p.m.

Closed-circuit color session on 58 NBC-TV stations has been scheduled for Dec. 29 by Star-Kist Tuna, in connection with its purchase of 162 partic. in *Today, Home & Tonight* starting Jan. 5.

Color film camera shipments: RCA, to KHQ-TV, Spokane; DuMont, to WFMY-TV, Greensboro, N. C. and KTRK-TV, Houston.

**SLIM TV PICKINGS AT UPCOMING MARKETS:** Trade goes to market for 2 weeks starting Jan. 3 at Chicago's American Furniture Mart and Merchandise Mart -- but TV buyers should not expect anything revolutionary in the scattered new models on display. Generally pleased with the good business on current TV lines, manufacturers this season are content simply to fill in gaps in lines rather than reshuffle.

Admiral, Motorola, Philco and RCA -- among the 16 TV-radio exhibitors at the marts -- plan to show drop-in models only. And the supplementary models they show will not be distinguished by any unusual engineering features, which are usually reserved for midyear distributor conventions. At least, the one model introduced by RCA (Vol. 10:50) and Philco's 11 new sets (see p. 10) show no such innovations.

Some new models may carry lower price tags -- at any rate, they won't be any higher, judging from the RCA and Philco "advance guard" releases. RCA's new 21-in. "Highlander" at \$260 is lowest-priced 21-in. console ever offered by company. And Philco's 17-in. ebony metal table at \$160 is the lowest price leader in its history. Ostensibly, these lower prices would seem to run counter to the trend to increased prices of last fall, but apparently feeling in trade is that some post-Xmas bargains must be offered, lasting at least through spring.

These companies will exhibit at the marts: American Furniture Mart -- Admiral, Arvin, Bendix Radio, DuMont, Hallicrafters, Motorola, Philco, RCA, Sperton, Zenith. Merchandise Mart -- Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox and Westinghouse. Other manufacturers are planning to introduce new TV models at Loop hotels during markets. Among them are Olympic, Sentinel and possibly others.

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TV production zoomed over the 7,000,000 mark in week ended Dec. 17, when output totaled 201,396, compared to 220,895 units in preceding week and 224,727 in the week ended Dec. 3. It was year's 50th week and brought production for year to date to 7,155,000 by preliminary RETMA estimates.

TV output for year likely will fall somewhere between the 7,214,787 of 1953 and 1950's record 7,463,800. With 2 holiday weeks yet to be reported, it's still possible to break the 1950 record -- but this is regarded as unlikely as many set makers are giving their employees one day off during those weeks.

Radio production totaled 297,638 (115,829 auto) in week ended Dec. 17, down from 318,465 in week ended Dec. 10 and 303,759 week before. Radio output for 50 weeks was about 10,000,000 -- indicating year's output will be about 10,500,000.

Stewart-Warner Electric definitely is quitting the TV-radio & phonograph business, giving 30-day termination notices to its distributors as of Jan. 27. Hoffman Radio will assume its warranty & service agreements and will cooperate in "preparing a program for those distributors whom Hoffman considers can be helpful in Hoffman's national distribution." Stewart-Warner Canadian subsidiary remains in TV-radio & phonograph business and in export market. Says statement from Stewart-Warner: "This decision has been influenced greatly by the heavy load of electronic development and production work which we have undertaken for the U. S. Govt. since such work requires the complete utilization of all of our physical facilities and technical personnel. We also have been influenced by our intention to emphasize the development of new electronics products for commercial and industrial applications."

New uhf tuner, designed to limit radiation "well within the 500 uv/m limits set by the FCC," was shown this week by General Instrument Corp. Said to use new shielding techniques, tuner is now available to set makers.

As aftermath of Philco anti-trust suit (Vol. 10:51), Admiral and Philco were sued this week by retailers on charges of price discrimination and restraint of trade. Both suits were filed in U. S. District Court in N. Y. In Philco suit, treble damages of \$222,750 were sought by Jersey Tire Co., which operates 4 N. Y.-N. J. appliance stores, and Brick Church Appliance Co. In case of Admiral, treble damages of \$111,000 are sought by Brick Church Appliance and Baim & Blank. Philco spokesman said more such actions could be expected by dealers "anxious to ride in on coat-tails of the Justice Department."

Shaw Television Corp., which manufactured TV receivers and cabinets at 195 Front St., Brooklyn, was adjudged bankrupt this week after voluntarily abandoning its Chapter XI plan to pay creditors 25% in installments over 2 years.

Excise tax collections from TV-radio-phono manufacturers totaled \$135,535,000 in fiscal year ended June 30, compared to \$159,383,000 in preceding fiscal year, reports Internal Revenue Service.

**AMPLIFYING LIGHT—TOWARD NEW ERA IN TV?** Just 50 years ago, man developed a device which could amplify electrical impulses -- Lee DeForest's 3-element electron tube -- and on this device the TV-radio-electronics industry was founded.

Scientists since that time have searched for a method of amplifying light in the same manner as the electron tube amplifies electrical signals. General Electric this week demonstrated for first time that the "light amplifier" is on the way.

The implications are fascinating -- not only for TV, but for such fields as X-ray fluoroscopy, photography, interior & exterior lighting, devices to "see in the dark," and, no doubt, new fields scarcely dreamed of.

This week's demonstration in New York was mere prelude. GE engineers stress that the principle is still in primitive stage, that far more development is necessary before any practical applications can be considered.

Actually, this is what GE showed: a device which amplifies light directly, without use of electron tubes. It's based on development credited to GE scientist D.A. Cusano -- a phosphor cell composed of zinc and manganese through which an electrical current is passed. Ultra-violet energy falling upon the phosphor screen activates the amplifier, increasing picture brightness. GE says amplification of more than 10 times has been achieved in the laboratory, using this method.

Demonstration unit consisted of small screen, round, about 4-in. in diameter. An ordinary slide projector was used as light source, projecting a regular black-&-white photo slide. Brightness of projected picture was increased by increasing the voltage applied to the screen. Amplification was proportional, contrast remaining virtually the same while brightness was increased.

RCA has announced that it achieved amplification of light "experimentally in ratios of more than 20-1," but has released no details. Chairman David Sarnoff said last week: "When that figure reaches 100-1, a practical amplifier of light will mark a significant step forward in the science of illumination and TV."

Its significance to TV is that it will free the picture from the confines and limitations of the cathode ray tube, making possible what GE calls "picture-on-the-wall TV" and what RCA calls "mural TV" -- at same time eliminating greatest drawback of projection TV, insufficient brightness.

**Electronics Reports:** "Electronics and its associated fields may show the greatest growth of any major technology in the next decade," according to David L. Babson & Co., Boston investment counsel. As against less than \$500,000,000 in 1940, the industry will have produced \$8.8 billion worth of equipment in 1954, Babson states, and that's double the volume of 2 years ago. By comparison, here's the 1953 size of other major U. S. industries (in billions):

Value of motor vehicles produced .....	\$11.1
Value of steel ingots produced .....	10.0
Electric utility revenues .....	6.8
Value of crude oil produced .....	6.3
Telephone revenues .....	5.0
Electric appliance sales .....	4.0
Natural gas revenues .....	2.3
Wholesale drug sales .....	1.8

RCA chairman David Sarnoff last week (Vol. 10:51) guesstimated 1954 electronic sales at \$10 billion, predicting 10% increase in 1955. Apparently, it all depends on what's included as electronics--and even within big RCA there's no definite agreement, for RCA pres. Frank Folsom has predicted a \$9.5 billion electronics industry in 1955, \$10.9 in 1956, \$11.8 in 1957.

Babson tops even those figures, asserting "longer-range projections indicate a volume of \$20 billion by 1970." The mainstays of electronics this year, as in the past, are military items and TV.

Indicative of the movements within the industry, marked by advent of many companies not hitherto immediately identified with electronics (Vol. 10:20), is report in

Dec. 17 *N. Y. Journal of Commerce* that General Precision Equipment Co., once identified primarily as a supplier of theatre equipment, is now to be classified as a major factor in electronics as well as the precision instrumentation field. Theatre volume is expected to account for only 22% of its total shipments this year as against 67% in 1950. Net income this year of more than \$6,000,000 will be equal to more than \$6 on each of the company's 933,000 shares outstanding. GPE is now composed of 18 active subsidiaries, including Kearfott Inc., Link Aviation Inc. and Librascope Inc. in the electronics fields, as well as General Precision Laboratories Inc. in the TV-radio station equipment field.

Wrist watch radio receiver, operating on broadcast band and using 3 transistors and printed circuits, is described in detail in report issued this week by Commerce Dept. Tiny AM set is tunable from 1000-1600 kc, has 45-mi. range, uses hearing aid speaker. Antenna 1-ft. long can be built into watch strap, but isn't needed in city areas. It's powered by tiny 1/2x3/8-in. battery. Signal Corps, which developed it, says slight modifications can cut power requirements sufficiently to make radio only half size of current model. Details are in report PB111461, available for 25¢ from Office of Technical Services, Commerce Dept., Washington 25.

Arvin Industries Inc. has formed electronics products div. to specialize in subcontract work on military and industrial electronic projects, with Leo Burns as sales mgr.

Gramer Yarbrough, American Microphone, Pasadena, Cal., elected chairman of West Coast Electronic Mfrs. Assn.

**Topics & Trends of TV Trade:** Old merchandising trick of placing chassis of name-brand low-priced receiver into a custom cabinet is enjoying such a profitable revival among N. Y. retailers that DuMont is preparing a new low-priced line of models in its "Signature" series with custom cabinets designed specifically for N. Y. market. Philip Geth, pres. of DuMont N. Y. factory branch, said new series will be introduced shortly in limited quantities. The receivers will be offered in wood cabinets of modern, traditional, Provincial and contemporary styling.

Practice of transferring chassis was first disclosed last week by *Retailing Daily's* Martin P. Rosenblum, who said a dealer simply buys a low-priced set, removes chassis and discards cabinet, then transplants chassis with nameplate into custom cabinets bought directly from cabinet manufacturers. Sold as custom receivers, they reportedly range from \$350 to \$600.

L. M. Barnett, mgr. of home furnishings dept. of N. Y. Better Business Bureau, wrote letter to editor of *Retailing Daily* saying BBB has "no objection to any offering of such an assembled set, provided it is properly represented," but he cautioned:

"We hope the practice has not reached and will not reach the point where any retailer will place small chassis in a cabinet large enough to lead the purchasing public to believe a much more powerful set is being offered than is in fact the case; or put a 10-inch chassis in a large cabinet, with the addition of a 21-inch tube; or place a manufacturer's label, either from the chassis or from the original cabinet, on the new cabinet which has not been made by the original manufacturer; or use any label or any representation implying that the chassis or cabinet or the assembled set as a whole has been made by any manufacturer other than is actually the case."

\* \* \* \*

Philco added 11 new 21-in. models to its TV line this week, making total of 35 sets in spring line. Line now starts with 21-in. ebony metal table model at \$160—lower by \$20 than the leader in line introduced last Aug. (Vol. 10:32). All new models have Philco's "finger-tip tuning." Carried over are four 21-in. and one 24-in. table models, nineteen 21-in. and four 24-in. consoles, a TV-phono combination at \$400 and a 3-way combination at \$1000. New models: 21-in. ebony metal table \$160; 21-in. mahogany table \$180, blonde \$190; 21-in. mahogany table \$200, blonde \$220; 21-in. open-face mahogany console \$230; 21-in. open-face mahogany console \$250, blonde \$270; 21-in. open-face mahogany console \$270, blonde \$290; 21-in. full-door mahogany console \$1000. Also added were 2 new table radios at \$23 and \$25, and 2 clock radios at \$24 and \$28.

TV shipments to dealers totaled 5,372,756 in first 10 months, when production was 5,654,791, according to RETMA state-by-state tables released this week (county-by-county tables available from RETMA to members on request). Total compared with shipments of 5,342,756, production of 6,208,803 in first 10 months of 1953. New York led in shipments, with 508,351; California second, 384,029; Pennsylvania third, 354,774. Oct. shipments were 903,160, compared to 1,005,725 in 5-week Sept. and 698,594 in Oct. 1953. [State-by-state, year-by-year tabulation of shipments to dealers, 1950 through first 10 months of 1954, will be included in upcoming spring 1955 *TV Factbook*, due off presses in mid-Jan.]

IT&T's sale of Coolerator div. was announced this week, but an official spokesman stated emphatically that "there's absolutely nothing whatsoever" to reports it's also going to sell out Capehart-Farnsworth. McGraw Electric Co., Chicago, purchased assets of Coolerator, not including real estate, and took option to buy 2 plants in Duluth, Minn. Stanley Luke, Coolerator pres., remains with IT&T.

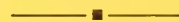
**MORE TRADE** predictions for 1955 came thick and fast this week, with GE's Dr. W. R. G. Baker, CBS-Columbia's Seymour Mintz, DuMont's Wm. H. Kelley and Westinghouse's Richard T. Orth all forecasting business equal to or exceeding 1954 levels. Their forecasts generally followed last week's optimistic year-end statements of RCA's David Sarnoff, Admiral's Ross Siragusa & Motorola's Paul V. Galvin (Vol. 10:51).

Dr. Baker predicted retail sales of about 5,800,000 black-&-white and 200,000 color sets. Though total will be somewhat below 1954's estimated 7,000,000 units, dollar volume will be about same, thanks to high-priced color receivers. He foresaw first quantity production of general purpose transistors next year, along with quadrupling of business in germanium rectifiers and increased use of electronic tubes for defense.

Mintz predicted retail sales of more than 6,000,000 black-&-white, 300,000 color receivers next year. Color, he said, should make great strides, as sampling of color receivers becomes more widespread and programming increases. A big factor contributing to black-&-white market next year will be replacement business, he said, estimating 34% of all sets-in-use now are more than 3 years old. He expects CBS-Columbia to increase its volume by 50% next year over 1954.

Kelley, disclosing DuMont 1954 unit sales broke company record, said 1955 should be even better. He was somewhat less optimistic on color, saying "we refuse to be drawn into excessive production of color receivers until such time as manufacturing costs can be reduced to a point where they are realistically priced."

Orth foresaw picture tube sales next year roughly equivalent to 1954's \$225,000,000, receiving tube sales on par with \$275,000,000 this year. Transistors and color are 2 big developments which, coupled with increasing renewal market, should make 1955 a "very satisfactory" year for tubes, he said.



World's first radio-controlled traffic light system will be manufactured by GE for city of Chicago. Initial installation, costing about \$34,000, will control signals at 13 intersections in heavy traffic area just north of Loop. Chicago traffic engineer Ralph Michel explained that the cost of installing conventional means of controlling traffic signals would have been prohibitive. Transmitter and antenna will be located atop Board of Trade Bldg., highest in Chicago, sending out series of FM signals. Receiver-decoder at intersections will select proper signal, ignore those intended for other intersections. System is scheduled to be operating within 6 months.

Hallcrafters introduced 17 new models to distributors at San Francisco's St. Francis Hotel. All have 41-mc IF circuits, optic filters and 90-degree aluminized tubes. New models: 21-in. mahogany table \$170, blonde \$180; 21-in. walnut table \$180, mahogany \$190, blonde \$200; 21-in. mahogany table \$200, blonde \$210; 21-in. open-face mahogany console \$220, blonde \$230; 21-in. open-face mahogany console \$260, blonde \$270; 24-in. mahogany table \$200, blonde \$210; 24-in. mahogany table \$240, blonde \$250; 24-in. open-face mahogany console \$300, blonde \$310.

Institute of High Fidelity Manufacturers is new non-profit promotion organization formed this week under N. Y. charter, with headquarters at 25 Broad St., N. Y. Organization of 23 charter members elected George Silber, Rek-O-Kut Co., as pres.; Robert Newcomb, Newcomb Audio Products, v.p.; Vinton Ulrich, David Bogen Co., secy-treas. Directors are Mr. Silber and Samuel Baraf, United Transformer Co.; Joseph Benjamin, Pilot Radio; Irving Rossman, Pentron Corp.; Lawrence LeKashman, Electro-Voice Inc.; William Moreland, Conrac Inc.



**Trade Personals:** Wm. H. Kelley, who left Motorola as sales v.p. just year ago to join DuMont as marketing v.p., elected DuMont v.p. & gen. mgr. of manufacturing & sales divs., Wm. C. Scales becoming mgr. of receiver sales div.; reporting to Kelley in new alignment are instrument, CR, communications products, international, govt. contract & receiver divs. . . Robert C. Sprague Jr., Sprague Electric, named chairman of RETMA's new international relations dept.; Harry Houston, DuMont, named chairman of eastern committee; Jack M. Ferren, Zenith, central; W. Gerard Tuttle, Hughes Aircraft, western . . . Willard H. Sahloff, mgr. of GE small appliance div., Bridgeport, Conn., elected v.p. . . Peter J. Reuter, ex-Remington Rand & Polarad Electronics, named to new position of CBS-Columbia mgr. of contract relations for govt. operations, reporting to Robert K. Hartman, govt. operations director . . . Graeme Stewart resigns as Stewart-Warner Electric adv. & sales promotion mgr. to join Campbell-Mithun Adv., Chicago . . . Clifford T. Burgett promoted to Capehart-Farnsworth field service engineer for Charlotte region . . . Philip J. McFarland, Boston, ex-GE and Cambridge Research Center, joins CBS-Hytron as asst. patent counsel under George W. Crowley . . . M. C. Fritsch, ex-Timken Silent-Automatic, named Sparton mgr. of sales administration . . . Joseph Brouillard promoted to mgr. of new tube dept., RCA Victor Co. Ltd., Montreal; Herbert Nixon named mgr. of sales administration, Donald N. Ross product sales mgr., Raymond Jacobus manufacturing mgr. . . H. Sievert promoted to sales mgr. of Canadian Westinghouse's new tube div., Hamilton, Ont. . . Jack R. Feeney named national field sales rep for records, RCA Victor Co. Ltd., Montreal; he's succeeded as Toronto record dept. mgr. by C. E. Bull . . . George Oliver, ex-Westinghouse Electric Supply Co., Los Angeles, joins Leo Burnett Co., Chicago, on Motorola account . . . Elwood Reeves, Magnavox, elected pres. of Electric League of Los Angeles, succeeding Robert D. Williams, Brand Appliances, Glendale . . . John J. O'Keefe appointed Graybar Buffalo divisional mgr. for appliances, succeeding Robert S. Labor, shifted to Minneapolis . . . Kenneth Brock, ex-Ward Products, becomes sales mgr. of Browning Labs, Winchester, Mass. when he's released from Army March 1 . . . Irving P. Wolfe, newly appointed eastern sales mgr. of Walsco Electronics (antennas), opens offices at 19 S. Harrison St., Orange, N. J. . . John Mustico appointed Pa.-Del.-N. J. rep, Sheldon Products Co.

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**DISTRIBUTOR NOTES:** Philco appoints Ben T. Crump Inc., 1314 E. Franklin St., Richmond (Ben T. Crump, pres.) . . . Raytheon: H. W. Sinclair Distributing Corp., Houston (H. W. Sinclair, pres.) . . . Bendix Radio: Vincent Supply Co., 100 N. Second St., Minneapolis (George Jenkins, mgr.) . . . Kaye-Halbert: Kenneth F. Irwin Co., 155 Van Ness St., Fresno . . . GE Supply Co. consolidates N. Y. and Newark branches, under supervision of district mgr. Carl J. Schlaick . . . Raymond Rosen & Co., Philadelphia (RCA) purchases 360,000-sq. ft. plant of Collins & Aikman Corp. at 51st St. & Parkside Ave., as future distribution headquarters, though subsidiary Raymond Rosen Engineering Products Inc. remains at 32nd & Walnut Sts.

Ralph R. Hansen, pres. of Leru Labs, Wayne, N. J., manufacturer of electronic equipment and U. S. distributor for German Siemens radios, was passenger on Syrian Airways plane forced down recently by Israel fighter planes. He was on business trip to Near East and was released shortly thereafter as American citizen.

National Securities & Research Corp., 120 Broadway, N. Y. (Henry J. Simonson Jr., pres.) has formed an atomic energy & electronics div., retaining Nuclear Consultants Inc. as technical advisers.

**Financial & Trade Notes:** Olympic Development Co. is new company formed by Olympic Radio & Television Inc. to acquire its development operations at Stamford, Conn. and Irvington, N. J., including 95%-owned Multra Corp. (automation & automatic machinery). Olympic retains research facilities at Long Island City.

In Dec. 17 letter to stockholders, pres. Morris Sobin said purpose of separation is to relieve Olympic Radio of the "financial drain" caused by operation of its development work. Olympic Radio stockholders will receive one share of Olympic Development stock for each 10 shares of Olympic Radio, payable Jan. 12 to stockholders of record Dec. 27. In addition, Olympic Development stockholders will be offered opportunity to subscribe to new issue of about 300,000 shares of its capital stock at \$1 per share on or about Jan. 12 at rate of 7 new shares for each share owned. Olympic Radio plans to convert to cash about \$460,000 of assets tied up in its development operations. It has already received 5-year guaranteed note for about \$145,000 from sale of its fixed assets.

Sobin also disclosed that Olympic Development, headed by Dr. Bowling Barnes, a director of Olympic Radio and partner of investors Fox, Wells & Co., would merge with Clarksburg TV Cable Corp., operators of community antenna system in Clarksburg, W. Va., in which Fox, Wells also has interest. Dr. Charles J. Burton is v.p.-treas. of Olympic Development, whose other directors are Heywood Fox and James G. Rogers, both of Fox, Wells, and RETMA pres. Glen McDaniel, who is also Fox, Wells counsel.

Note: Sol M. Zweifach, the N. Y. broker who was intermediary in earlier negotiations with Fox, Wells for the purchase of Olympic Radio and its development div. (Vol. 10:30, 32), this week reportedly made offer to buy control of Sentinel Radio from pres. Ernest Alschuler, who said he would not consider it. In Olympic negotiations, it was reported but not verified that Zweifach represented interests of financier Louis Wolfson, with whom he has been associated in other ventures.

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CBS Foundation Inc., agency for making charitable and educational grants on behalf of CBS Inc., this week advanced new idea which it hopes industry may adopt generally to assist fund-raising efforts of privately-endowed educational institutions. Sixteen CBS executives are contributing \$2000 each to 14 schools, colleges or universities from which they were graduated, that sum approximating extra "cost of education" which was borne by their alma maters "over and above the tuition and other fixed charges" they paid while students. Grants are unrestricted as to use. Plan was sparked by Dr. Frank Stanton, CBS pres., Ohio Wesleyan U, which got grant in his name. Others: Hubbell Robinson Jr., Brown; Louis Hausman, Columbia; Henry Untermeyer, Cornell; Harry S. Ackerman & James B. Conkling, Dartmouth; John Hundley, Denison; George Klayer, Duke; Daniel T. O'Shea, Holy Cross; Edward P. Shurick, Kansas City U; J. Kelly Smith, Knox; Norman A. Adler, New York U; Wm. S. Paley & James M. Seward, U of Pennsylvania; Adrian Murphy, Princeton; Harry Ommerle, Wesleyan U.

Packard-Bell Co. for 12 months ended Sept. 30, reports net sales of \$17,744,136 and net income of \$164,296 (24¢ a share), compared with \$32,152,749 & \$1,139,642 (\$1.65) in preceding fiscal year. Company showed operating loss of \$464,024 before refundable Federal income tax of \$628,320. Pres. Robert A. Bell blamed false rumors about "immediate emergence" of color TV, distress dumping by a competitor and bad air conditioning season for abnormally low ratio of profits to sales.

Hoffman Electronics Corp. due to be listed on N. Y. Stock Exchange in Jan.

**A**DVERTISING Research Foundation, 11 West 42nd St., N. Y., this week came up with 22 recommendations for rating services seeking most accurate way to measure audiences. Releasing summary of study of its TV-radio ratings review subcommittee—called “the Kinsey report of the TV industry” by committee chairman E. L. Deckinger of Biow when parts of it “leaked” into print 2 months ago (Vol. 10:42)—ARF said study was “starting point” for improvement of ratings. Study was financed by ARF members and was prepared by subcommittee of Deckinger, G. Maxwell Ule of Kenyon & Eckhardt, and Donald W. Coyle, ABC.

Report says unit of measurement should be the household, and measurement should report the number of sets in household, the average instantaneous audience, number of households reached, audience characteristics, audience size for specific segments of program. It says measurement should be based on probability sample, should be reported for each commercially sponsored segment of program, should take in all broadcast hours from 6 a.m. to midnight. Ratings reports should be available within month of last measured broadcast.

“We are confident that the practitioners will continue to develop improvements that will bring us ever closer to the common objective of better knowledge about audience sizes,” report said. “In setting high standards, your committee appreciates that, for the present, there will be a gap between objective and attainment. What is very desirable may, at least at our present level of knowledge, be unattainable at reasonable cost.”

Report studied methods of the 6 leading rating services—American Research Bureau, Videodex, Nielsen, Pulse, Trendex, Hooper. None was termed wholly adequate.

Are “Play Marco” and similar bingo-type programs lotteries? FCC wants to know, has asked KTLA, Los Angeles, which carries “Play Marco,” to explain why it isn’t—while holding up station’s license renewal. Commission has studied other such programs, will direct same kind of questions toward other stations when their licenses come up for renewal. Several stations have asked Commission for advisory opinion on the programs, haven’t received answer yet.

Rare action of FCC, initiated only 2-3 times in its history, was to authorize formal inquiry into sabotage of equipment of KPIX, San Francisco (Vol. 10:51). Commission stated that damage may have been committed by persons holding FCC operator licenses, who are thus liable to suspension of licenses or criminal prosecution. Inquiry involves hearings before FCC examiner, who will be designated later.

Donald W. Reynolds’ Southwestern Publishing Co. is buying CP for KNAC-TV, Fort Smith, Ark. (Ch. 5), paying \$50,000 for expenses incurred by latter, in order to switch uhf KFSA-TV (Ch. 22) there to vhf. Reynolds and KNAC-TV principals (H. S. Nakdimen group & George T. Hearnreich with 50% option) agree market won’t support 2 TVs, gave up plans for merger because neither Reynolds or Ch. 5 CP-holder would give up radio outlets. Reynolds also controls KZTV, Reno and KLRJ-TV, Henderson-Las Vegas, Nev., latter due on air by Jan. 1. He also publishes *Fort Smith Southwest American* and *Times-Record* and other southwest newspapers and operates radios KNAC, Fort Smith & KRBS, Springdale, both Ark., and KHBG, Okmulgee, Okla.

New RCA-NBC executive changes are due to be announced after Jan. 7 board meeting, including probable shifting of Mannie Sacks from RCA staff v.p. & gen. mgr. of RCA Victor Records Div., to a top-ranking position with NBC-TV. Also in works is probable elevation of George Y. Wheeler to RCA corporate representative in Washington. Wheeler is presently asst. to NBC Washington v.p. Frank M. Russell, who will continue in that capacity.

Sale of CP for KQXI, San Jose, Cal. (Ch. 11), approved by FCC this week, leaves pres. A. T. Gilliland sole owner. Purchaser was Sunlite Bakery, owned by Gilliland, which paid KQXI’s 36 stockholders \$50,650 (Vol. 10:41). Also approved this week was \$160,000 sale by KOAT-TV, Albuquerque, of radio KOAT and KRSN, Los Alamos, to Sunshine Bestg. Co., KOAT-TV owners stating desire to concentrate on TV (Vol. 10:50).

Severe earthquake which rocked northern California-southern Oregon this week—centering in Eureka, Cal.—came while KIEM-TV (Ch. 3) was off air. It was able to sign on at usual time thanks to own auxiliary power generator. There was no damage to tower. Radio stations KIEM & KHUM were off air for little more than an hour.

One application this week: WROK, Sunbury, Pa., seeking Ch. 38, proposing to build for \$82,000, buying most of equipment from defunct WCHA-TV, Chambersburg, Pa. (Ch. 46). Applicant (Harry H. Haddon, pres.) also publishes *Sunbury Daily Item*, had previously applied for Ch. 65 but dismissed Feb. 19 of this year.

#### STOP-PRESS BULLETIN

Horace L. Lohnes, 57, partner in Washington law firm of Dow, Lohnes & Albertson and pioneer in practice of TV-radio law, died of coronary thrombosis night of Dec. 23 at Doctors Hospital, Washington. Survivors include his wife, Thelma; a daughter, Roberta Lee; brother, George M. Lohnes, Washington consulting engineer.

### NEXT TV FACTBOOK—PRE-PRINT ORDERS

**S**PRING 1955 edition of our *TV Factbook*, which has become a sort of “World Almanac” of the entire TV-radio industry, will be off the presses week of Jan. 17—the 20th semi-annual volume containing basic data on all U. S. and Canadian stations & networks (including digests of rate cards), lists of TV stations throughout the world, complete allocation tables and tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The *Factbook’s* new features are lists of color-equipped stations, list of Armed Forces TV stations around the world, a directory of British TV-radio & tube manufacturers—and a new and handier Index to Contents. All reference departments are brought up to date—such as

the directories of stations, national sales representatives, advertising agencies, program producers & syndicators, set & tube manufacturers, the FCC, TV-radio attorneys, engineers & consultants, laboratories, etc. Also updated are the various statistical references relating to TV & radio time sales, set & tube production, shipments, inventories, financial status of major electronic manufacturers, etc. There are other features, too, including a revised copy of our 43x29-in. Map of TV Cities and interconnections, in color, suitable for mounting. One copy of the semi-annual *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 10, cost \$1.50 each; single copies, \$4.00.