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ARTS AND INDUSTRY

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TALL TOWERS SPROUT IN GOOD WEATHER: Word of the 2000-ft. TV tower being sought by WHAS-TV, Louisville (Vol. 10:26) prompted us to explore progress being made generally in the "big stick" field -- which booms in summer's good construction weather.

Checking FCC files and information from stations themselves, we find 18 stations operating with structures 1000-ft. or more above ground, 16 more with CPs for such heights, 49 applications pending for towers 1000-ft. or more. The 49 applications represent considerably fewer than that many towers, since many of them are in competitive hearings; for example, 6 are seeking one channel in Toledo.

In the perpetual "I'm-bigger-than-you-are" race, Oklahoma City's now building 1572-ft. tower of KWTW (to be shared with educational KETA) still holds the lead among those with FCC authorization to build.

Close up is CP for unique 1521-ft. "candelabra" tower to support antennas of KRLD-TV & WFAA-TV, Dallas (Vol. 10:14). Then come the 1465-ft. stations on Empire State Bldg., New York, the 1326-ft. CP of WLWA, Atlanta, and the 1282-ft. grant of WWTW, Cadillac, Mich. This week, WWTW reported construction started.

For list of structures 1000-ft. or more now operating, holding FCC permits or applied for, see compilation on p. 8.

SUDDEN & RADICAL ACTION ON UHF UNLIKELY: Senators probing uhf problems deliberated in closed session June 29 on some 2400 pages of testimony and nearly 2000 additional pages of exhibits, written statements, etc. As a group, the Commerce communications subcommittee has reached no specific conclusions, says Chairman Potter (R-Mich.).

Real crux of matter is FCC's allocation plan. Vhf spokesmen and the FCC commissioners (except Comr. Hennock) think it's the best that can be had. Most of the uhf witnesses recommended changes -- principal ones being non-intermixture, an all-uhf allocation and reduction of power & height to curtail vhf stations' coverage.

It's plain by now that the subcommittee isn't going to take it upon itself to demand a specific reallocation or an immediate freeze, as some witnesses wanted it to do. The Senators have no intention of setting themselves up as a "super FCC." Best bet still is that the subcommittee will order extensive study by FCC, and possibly others representing all segments of the industry, to determine the potential effects of the various reallocation proposals on TV as a whole, and on the public.

The Senators know an allocation can't be set up by legislative fiat -- it requires plenty of study, engineering, legal rule-making, etc. What the Senators do believe they can do, as we see it, is to set wheels in motion to determine whether the various reallocation proposals are feasible, practicable and desirable.

Whatever happens on the allocation front -- and chances are still against any sharp change in the status quo -- it's going to take time.

After completion of allocation studies by FCC and any other individuals or groups working with it, subcommittee conceivably could make strong recommendation

that FCC adopt a new plan or modify the present one. First step paving way for an intensive study will come July 8, when subcommittee meets again in executive session -- this time with members of FCC.

The Senators haven't requested commissioners to come armed with any specific information -- "we just want to pick their brains," as Sen. Potter put it to us. Nevertheless, FCC held unusual Friday meeting with staff July 2, to arm itself with data on its own allocation plan and preliminary studies of proposals aimed at ending intermixture and at moving all TV to uhf.

One change expected by observers on both sides of dispute, as result of the Senate hearings, is the introduction of more flexibility by FCC into application of its own rules and allocations -- in such matters as substituting vhf channels for uhf wherever it can be done, permitting stations to continue telecasting on one channel while applying for another, and such other individual relief as can readily be granted on a case-by-case basis.

Whatever subcommittee recommends or doesn't recommend, uhf stations and permittees are expected to turn their guns on Commission now, redouble their efforts to get help on an individual basis -- through FCC and through the courts.

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Punctuating subcommittee's uhf deliberation was decision of the 15th uhf to quit the air -- Houston's KNUZ-TV (see p. 3) -- third to give up since the hearings began May 19. Other uhf stations in mixed markets are known to be waiting with fingers crossed for some Congressional action before deciding whether to give up the ghost. An official of KNUZ-TV, Leon Green, had told subcommittee at hearing:

"There are approximately 40 uhf stations which are experiencing economic difficulties. Most of these stations are holding on by the skin of their teeth -- just waiting to see what will be the result of these Senate hearings."

* * * *

Sen. Johnson's proposal to remove excise tax from all-channel sets did not come before Senate Finance Committee this week. Committee staffers say it may be squeezed in next week, but is more likely to come up week of July 12.

TV set makers this week protested 2 proposals made to subcommittee on final day of hearings last week (Vol. 10:26). In letter to Sen. Potter, RETMA pres. Glen McDaniel rejected as improper and undesirable Comr. Hennock's plan to ban interstate shipment of vhf-only sets and vhf counsel Ted Pierson's suggestion that the receiver manufacturers consider voluntary agreements to make all-wave sets only.

MERGER OF THE SALES PROMOTION GROUPS: Those semi-annual sets-in-use figures now at long last in sight, plus obvious foolhardiness of separate sales promotion agencies for TV, turned the tide this week in favor of one big Television Advertising Bureau like radio's BAB and ANPA's Bureau of Advertising -- and it will be launched under NARTB auspices, as anticipated after last week's NARTB board meetings (Vol. 10:26).

Television Advertising Bureau may or may not be the name -- probably will -- but this week the embryonic TvAB and NARTB got together on a unified plan, set up a 10-man all-industry committee to make the project a reality by autumn. Organization doubtless will get going before the set census, for which NARTB has authorized pre-testing by Alfred Politz Inc. Pilot sampling should be completed by year's end.

New steering committee grew out of hastily-arranged meeting of NARTB & TvAB prime movers in Washington June 30, only a day after TvAB executive committee met in New York to advance the much-publicized and well-backed plans which prodded slower-moving NARTB into action. TvAB chairman Richard A. Moore, KTTV, Los Angeles, phoned NARTB pres. Harold A. Fellows, and huddle resulted in the new committee.

Members are Clair McCollough, WGAL-TV, chairman of TV board of NARTB; Kenneth Carter, WAAM; Campbell Arnoux, WTAR-TV; W.D. (Dub) Rogers, KDUB-TV; Merle Jones, CBS; Roger Clipp, WFIL-TV; Lawrence Rogers, WSAZ-TV; H.W. Slavick, WMCT; George B. Storer Jr.; and Mr. Moore, who formally dissolved TvAB and said dues already collected would be refunded. TvAB staff probably won't be retained.

Meeting was entirely amicable, though Moore first expressed fears that NARTB bureau might be too "paternalistic". He was soon persuaded by Fellows, then agreed

to joint setup. Joint statement was issued, saying concept of new organization is "an autonomous bureau which will be independently financed and operated...a combination of the principals of the respective organizational structures set forth by both."

In role of "peacemaker", the ebullient Dub Rogers, who sat on both boards, was the honest broker who brought the divergent groups together after they couldn't or wouldn't during and after NARTB convention. Main objections to NARTB's "one big tent" idea seemed to be (1) fear that the bureau might become a tool of the reps as against networks, rather than a sell-TV-as-a-whole project, and (2) the apparent lethargy of NARTB -- until it was prodded by the enthusiastic reaction to the TvAB meeting in Chicago (Vol.10:17-22), with its 105 immediate signatures.

DECATUR & MISSOULA OPEN NEW TV MARKETS: Two new commercial stations & educational TV's 7th outlet took to the air with test patterns this week as one more uhf quit -- and we also had assurances from 2 others, both vhf, that they definitely would start next week. This week's new ones are a uhf in Decatur, Ala., vhf in Missoula, Mont. Educational starter is uhf in Cincinnati. The uhf quitting is in Houston.

There are thus 389 stations now on the air, 127 of them uhf. Actually, 51 new stations started in first half of this year, 18 quit in same period. Week's starters:

WMSL-TV, Decatur, Ala. (Ch. 23) gives Muscle Shoals area first outlet with June 29 test debut, July 14 programming. Nearest other stations are in Chattanooga and Rome, Ga., each more than 100 mi. away. WMSL-TV uses 1-kw RCA transmitter with 380-ft. tower on downtown building. Owner-mgr. is Frank Whisenant; Bill Guy, station mgr.; Garland Sandlin, chief engineer. Base hour rate is \$150. Rep is Walker.

KGVO-TV, Missoula, Mont. (Ch.13) began tests & programming same day, July 1, is using films and kines from all networks. It's 91 mi. from Butte, 134 from Great Falls, nearest other cities with stations. With 5-kw GE transmitter, 200-ft. Ideco tower, 12-bay antenna on nearby mountain site, it claims extraordinarily good signal over western Montana. A.J. Mosby is owner-mgr.; Jack Harrington, operations mgr.; Dick Conn, program mgr. Base rate is \$200. Rep is Gill-Perna.

WCET, Cincinnati (Ch. 48, educational), privately financed, began tests June 29, first uhf in 3-vhf city, plans some summer programs but major schedule of 15-20 hours weekly in fall. It uses 1-kw RCA transmitter with antenna mounted 350-ft. up WLWT tower. Foundation runs project, with supt. of schools Dr. Claude V. Courter as chairman, Catholic supt. of schools Rt. Rev. Msgr. Carl Ryan vice chairman. Gen. mgr. is Umberto T. Neely; Robert Huber, program mgr.; James R. Leonard, chief engineer.

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The 2 definitely due on air next week are WLAC-TV, Nashville (Ch. 5), which starts tests July 7 and CBS schedule Aug. 6, and WTHI-TV, Terre Haute, Ind. (Ch.10) which is due to start July 12. (There are others imminent, too; see Vol. 10:26.)

KNUZ-TV, Houston (Ch.39), the uhf that's quitting the air, is 15th uhf to do so. It went off at 11 p.m. June 25 but retains CP. It started last Oct. 10, only uhf in area which now has 3 vhf (one educational) and one upcoming. In letter to FCC, pres. Max H. Jacobs said station had continually operated at deficit, was unable to get network programs or national advertisers, had too much vhf competition. Upcoming in Houston is KTLJ (Ch. 13), to be owned by Houston Chronicle (Jesse Jones), Mayor Roy Hofheinz, et al, with no target date.

TWO CPs GRANTED, NEWSPAPER PROTEST DENIED: FCC awarded 2 CPs this week and breathed life into a third which had been blocked by protest. It also received one application, a rather rare document in recent weeks, dismissed 2 for lack of prosecution.

This week's grants: Dothan, Ala., Ala-Fla-Ga TV Inc., Ch. 9; Henderson, Nev. Southwestern Pub. Co., Ch. 2. The CP made effective immediately is Feb. 17 grant of WBLK-TV, Clarksburg, W.Va. (Ch. 12), which has been in limbo because of protest by Clarksburg Exponent & Telegram that WBLK-TV's owners -- the Stubblefield & Ogden families -- dominate TV-radio-newspaper media of the area (Vol. 10:13).

In denying the protest, FCC stated that although WBLK-TV principals hold "widespread interests" in communications media in the area, "we are unable to conclude that [the grant] would result in an unlawful concentration of control or in a monopoly of the media...We reach this conclusion especially since the [WBLK-TV] in-

terests do not publish newspapers in Clarksburg itself where the protestant owns the only daily newspapers."

Commission also said that Grade B overlap with WTRF-TV, Wheeling, 34% owned by WBLK-TV principals, isn't duopoly. And it had this to say about fact that 2 community antenna systems in Clarksburg pick up WTRF-TV:

"Community antenna systems are private business activities that may be varied or discontinued at will, and this Commission has exercised no jurisdiction over them; and [WBLK-TV] has no interest [in the systems]. The service afforded by such systems, in our view, is not pertinent to multiple ownership considerations."

Another protest denied was that of WAIM-TV, Anderson, S.C. (Ch. 40) against FCC's grant of Paris Mt. site to WSPA-TV, Spartanburg (Ch. 7), stating that WAIM-TV had failed to show itself "party in interest" qualified to protest. Comrs. Hennock and Bartley dissented. WAIM-TV has court appeal pending in the matter.

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Application for Ch. 10, Scottsbluff, Neb., filed by KFBC-TV, Cheyenne, Wyo. (Ch. 5) is as close to satellite as any yet requested. Station plans to have staff of 4 pick up KFBC-TV off-air, start off with film equipment only, with local programs to comprise film shot in area. Estimated plant cost is \$67,000, first year's operation \$48,000. Power is 12.3-kw, antenna 117-ft. above ground.

The applications dismissed for lack of prosecution were 2 seeking Ch. 34 in Los Angeles -- Lawrence A. Harvey and Spanish International TV Inc. Dropouts leave Harry Maizlish's KFWB free for grant on the channel.

Changes in allocations sought this week were: (1) Petition of Michigan State College's WKAR-TV, E. Lansing (Ch. 60), asking that newly-assigned Ch. 10 in Parma-Onondaga be designated educational, and stating that "uhf is not equal to the task." (2) Petition of WNAO-TV, Raleigh (Ch. 28), requesting that Ch. 5 in Raleigh and Ch. 11 in Durham be designated educational, shifting asterisks from uhf channels.

SATELLITE-BOOSTER OPERATION BY MILITARY: Private interests aren't yet permitted by FCC to operate boosters or satellites -- but first regularly operated satellite went into service July 1, and a 6-channel booster has been in regular scheduled operation for nearly a year, both run by military, both relaying commercial TV programs.

These are in addition to low-powered TV station at Limestone Air Force Base, Maine (Vol. 9:52 & 10:19), which has been in operation for 6 months and was to be dedicated July 4. It's prototype for string of overseas stations to be operated by Office of Armed Forces Information & Education when Congress gets around to passing the required enabling legislation (see p. 8). The booster and satellite operations, however, use homemade equipment, were set up without hoopla by troops on the bases.

New satellite serves 3000 military and civilian personnel at Army's White Sands Proving Ground, N.M., rebroadcasts programs from KROD-TV, El Paso (Ch. 4) on uhf Ch. 44, with 8-watt transmitter built on the base. Though El Paso is less than 70 mi. from White Sands, mountains effectively blot out all TV signals.

Army carried on negotiations with FCC for more than 6 months on possibility of building relay installation at White Sands. It first requested vhf channel, but none could be moved into the area without violating channel-spacing regulations. Uhf Ch. 44 was decided on as only practical way to bring TV to the post.

FCC agreed to satellite operation on these conditions: (1) Programs will consist only of rebroadcasts from authorized stations. (2) There shall be no interference to any non-Govt. station. (3) Operation will be discontinued immediately when any authorized TV station provides satisfactory signal in the area. This is the FCC attitude toward all military TV requests -- except that condition No. 1 is waived when there is no nearby station to pick up, as in case of Limestone.

The booster operation, now rounding out successful year, serves China Lake Naval Ordnance Depot near Inyokern, Cal. With about 30,000 personnel, the Depot is located in deep valley about 110 mi. northeast of Los Angeles.

Signals from 6 Los Angeles stations are picked up by 6 honorably discharged parabolic radar antennas atop Laurel Mt., 12 mi. south of Depot, then amplified and

beamed down into valley on their original channels. Booster power is less than 5 watts. Installation was built at very small cost, since residents of 3 small valley towns near Depot pitched in with labor and equipment in the interest of bringing TV to the sailors -- and, incidentally, to their own homes. Extra channels were added as surplus radar antennas became available.

AM STATIONS RISE TO 2697 AT MIDYEAR: In first 6 months of this year, 53 more radio stations were added to U.S. roster -- July 1 count for our annual AM-FM Directory (which is kept current with weekly Addenda on FCC grants, etc.) showing 2697 AMs as against 2644 last Jan. 1. Of these, 2583 are licensed and on the air, 114 still in CP status. Total compares with 2543 July 1, 1953, which means an increase of 154 over the last 12 months. In late 1945, when end of wartime freeze started radio-building boom, total number of AM stations in U.S. & possessions was exactly 1056.

These figures would seem to negate TV's impact, much talked about lately, for it can be assumed new AM enterprisers aren't getting CPs and building just for fun. Fact is, there's been a consistent jump in the number of radio stations ever since 1945, viz.: end of 1946, 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644.

Only 5 AM licenses were turned in, only 8 CPs dropped during last 6 months. Applications pending for new AMs totaled 184 July 1, down from 207 Jan. 1.

As for FM, "shrinkage" best describes the trend. There were 575 FM stations authorized as of July 1 (549 on the air) as against 602 last Jan. 1 (550 on air) and 625 at mid-1953 (561 on air). Thus 50 quit in year. During last 6 months, 20 FM licenses were relinquished, one CP dropped. At end of 1952, there were 648 FMs authorized, at end of 1951 there were 654.

Personal Notes: Edward T. Stodola, appointed FCC chief examiner Feb. 11, returns to old job of CAB examiner, his physician recommending less strenuous duties . . . Wm. S. Paley, CBS chairman, elected to board of N. Y. *Herald Tribune* Fresh Air Fund . . . Wm. H. Fineshriber Jr., v.p. in charge of NBC radio network, named chairman of TV-radio committee of American Jewish Tercentenary in connection with 300th anniversary of Jewish settlement in U. S. . . . Richard Schlegel, operations mgr. of WCAU-TV, Philadelphia, named CBS-TV production consultant in station administration . . . Edward G. Smith has resigned as gen. mgr. of WTCN-TV & WTCN, Minneapolis; no successor yet named . . . James E. Blake Jr. promoted to asst. national sales mgr. of KSTP-TV & KSTP, St. Paul, under Karl Plain . . . James Brown, onetime WBKB, Chicago, appointed national sales mgr. of KBTV, Denver . . . George E. Probst, since 1944 director of *U of Chicago Round Table*, named asst. gen. mgr. & program director of upcoming WGBH-TV, Boston (Ch. 2), due on air in fall; he reports July 30 to gen. mgr. Parker Wheatley, who directs Lowell Institute Cooperative Broadcasting Council . . . Jack Rayel, producer of NBC-TV's *Home* show, appointed gen. programming executive, in charge of coordinating network's upcoming color "spectaculars"; George McGarrett, exec. producer of *Show of Shows*, promoted to gen. mgr. of NBC-TV daytime programs . . . Sandy Cummings, veteran TV-radio-movie producer, joins ABC-TV as coordinator of upcoming *Disneyland* series . . . Joseph M. Baisch, ex-gen. mgr. of Gran Enterprises, Milwaukee, becomes gen. mgr. of WREX-TV, Rockford, Ill., succeeding Soren H. Munkof, who joins Ch. 12 CP holder Milwaukee Area Telecasting Corp. . . . Ernie Greup, 1953 Stanford U graduate who this June got first Master of Arts in TV awarded by that university, joins upcoming WTDV, Durham, N. C.; he formerly worked for KPIX & KRON-TV, San Francisco . . . Gordon Waltz promoted to production mgr., WLWT, Cincinnati . . . Robert Z. Morrison Jr., ex-NBC N. Y. sales office, of new WKBT, La Crosse, Wis. (Ch. 8) . . . John R. Overall, for 18 years with MBS, leaves July 6 to become eastern sales mgr. of

CBS Radio network . . . Luke Roberts, public service director, KOIN-TV & KOIN, Portland, Ore., elected pres. of Portland City Club . . . Stuart Griffiths promoted to CBC-TV special programs development officer under Jean Marie Beaudet, director of program planning & production; Robert Allen succeeds him as program director of CBLT, Toronto . . . James D. Russell, KKTU & KVOR, Colorado Springs, elected pres. of Colorado Broadcasters Assn. . . . Christy Walsh Jr., ex-NBC Hollywood, joins TV-radio production dept. of Ted Bates & Co., Hollywood . . . John S. McSheehy promoted to promotion mgr., WWOR-TV, Worcester . . . Ann Williams, ex-WROW-TV, Albany, joins WTRI, Schenectady, as continuity and women's editor, replacing Jane Ann Diekman . . . James A. Mahoney, Lennen & Newell account executive and director of station relations, has resigned, will announce future plans later . . . R. Earl Cobb, ex-Fuller & Smith & Ross, named TV-radio copy supervisor, Hicks & Greist . . . George W. Campbell Jr., ex-Washington news representative of People's Broadcasting Corp., subsidiary of Farm Bureau Insurance Co., named mgr. of radio & TV of the insurance company—operators of radio WGAR, Cleveland; WTTM, Trenton; WMMN, Fairmont, W. Va.; WRFD, Worthington, O. . . . Robert Schlinkert, onetime WWJ-TV, promoted to gen. sales mgr. of WKRC-TV, Cincinnati.

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Bob Perez, sales coordinator of KNXT, Los Angeles, is also one of nation's top tennis players, competing in Hotel del Coronado tournament June 27, beating Japanese Davis Cup champion Kusi Komo in singles, then joining Bill Crosby to defeat U. S. Davis Cup player Tom Brown and Chilean champion Luis Ayala in doubles.

H. Quenton Cox, who recently resigned as pres. of KGW Inc., Portland, Ore., is leading candidate for new post of exec. asst. to NARTB pres. Harold Fellows.

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Vincent Travers, 46, ex-musical director of WCAU, Philadelphia, and conductor of Eddie Cantor and Milton Berle shows, died June 25 in a N. Y. hospital.

Telecasting Notes: Biggest rate jumps in TV history are believed to be those CBS ordered into effect July 1 for its WBBM-TV, Chicago, and KNXT, Hollywood. WBBM-TV Class A hour (6:30-10 p.m.) goes from \$2000 to \$3000, half hour from \$1200 to \$1800, minute from \$500 to \$625. KNXT Class A hour (7:30-10 p.m.) goes from \$1750 to \$2700, half hour from \$1050 to \$1620, min. from \$450 to \$550. Both have published Rate Card No. 3, with other commensurate changes . . . Other Chicago stations' base Class A rates, varying time segments, are WNBQ \$2500 (with AA half hour at \$1800), WBKB \$1650, WGN-TV \$1320 . . . Other Los Angeles stations' Class A rates: KNBH \$1215 A (\$2000 AA), KABC \$1500, KTTV \$1400, KTLA \$1250, KHJ-TV \$1000, KCOP \$900 . . . Highest rates of all prevail in New York City—led by WCBS-TV's recent hike to \$6000 (Vol. 10:18) and WNBT's AA to \$6200 (Vol. 10:22) . . . There's better pay for top movie stars in TV films, proportionately, than in Hollywood features in which they have no ownership interest, says July 3 *Billboard*, which notes that Westinghouse's *Best of Broadway* on CBS-TV next fall is paying Frederic March & Claudette Colbert \$7500 each, Helen Hayes \$6000, Diana Lynn & Charles Coburn \$2000 each for their parts in *Royal Family* alone; that Leland Hayward's \$200,000 budget for each of NBC-TV's "spectaculars" next fall may include \$25,000 for one name; that GE is said to be "waving its folding money madly around the streets of Hollywood [with] about \$50,000 available per 30-minute show"—has approached 11 big stars, even asking the "biggest fish of them all, Cecil B. DeMille," to serve as director . . . TV film producers never had it so good so far as obtaining investment money is concerned, repeats *Billboard*—noting that "not only are American banks opening their coffers more readily than ever before [Vol. 10:25] but overseas sources, who are vying with each other to attract American TV film production to their shores, are using their pocketbooks as welcome mats more and more." Writer Jack Singer goes on to say this availability of foreign capital is due to (1) desire of foreign studios to put their sound stages and technical personnel to use during slack periods; (2) desire for U. S. dollars; (3) feeling that American TV films are good financial investments; (4)

idea that showing of native locales promotes tourism . . . British lifted quota system to make possible Official Films' *Colonel March of Scotland Yard* as well as *Douglas Fairbanks Presents* to be shown in theatres there as well as on TV in U. S.; Dutch are said to have helped studios where Official Films' *Secret File, U.S.A.* is being shot . . . Among others being produced abroad: *Paris Precinct* and *Sherlock Holmes*, for MPTV, in France; *Paris Detective* and *Capt. Gallant of the Foreign Legion*, for TPA, in North Africa; *Monte Carlo*, for Flamingo Films, in England; *Fabian of Scotland Yard*, for Telefilms Enterprises, in England; animated children's series for General Tele-radio, in England . . . Spate of new foreign activity was started by success of such prior foreign-produced shows as *Foreign Intrigue*, *Flash Gordon*, *China Smith*, *Vitapix Feature Theatre*, *Orient Express*, *International Police*, *Amazing Tales of Hans Christian Andersen* . . . "Just another instance of someone else minding our business," said RKO pres. James Granger to *Film Daily* in response to recurring report its old films are about to be released to TV. "There are no deals under consideration or pending. Nor is such disposition intended" . . . "Vidpix" have become great new "Tin Pan Klondike" for pop music publishers—now are most important source of revenue after disks, reports June 30 *Variety*. Fees for use of songs range from \$50 to \$1000, though Shapiro-Bernstein got \$1200 for permitting "Wagon Wheels" to be used in series of TV westerns . . . "Opera in English" plans of NBC-TV *Opera Theatre* for 1954-55 season embrace 8 or 9 productions, including one which Philadelphia composer Stanley Hollingsworth has been commissioned to write, based on Balzac's *La Grande Breteche*, another original by Lucas Foss, based on German folk legend—and, again at Christmas time, Gian Carlo Menotti's now-classic *Amahl & the Night Visitors* . . . Nielsen reports morning TV usage is on upgrade—9.1% of TV homes using their sets during average hour from 7 a.m. to noon during April as against 8.7% in same period last year . . . Vhf-uhf cooperation: DuMont's vhf WDTV, Pittsburgh, supplying crew to pick up Pittsburgh Pirates baseball games from Forbes Field, telecast over uhf WENS.

Station Accounts: B. & B. Enterprises Inc., Chicago (TV Time Popcorn) has signed time-&-talent deal involving about \$2,000,000 with CBS-TV Film Sales for syndication of *Annie Oakley* films for 2 years from next Oct. They will be placed in up to 100 markets, probably on alt. week basis. Canada Dry's present sponsorship in 70 markets expires in Dec., may be renewed as alt. with B. & B., whose agency is M. M. Fisher Assoc., Chicago . . . Phillips Petroleum has purchased next 52-week Ziv series, *I Led Three Lives*, for 23 markets, Golden State Dairy for 8; Ziv reports new series sold to sponsors in 65 markets . . . Toy Guidance Council Inc. buying local half-hour shows in 40 markets for Sept.-thru-Xmas campaign, thru Friend, Reiss & McGlone (Edward Ratner, TV-radio director) . . . Hoover Co.'s fall ad theme, using TV-radio spots, will be, "Now when mother buys her Hoover, daughter gets a play one free," referring to giveaway of toy replica of the cleaner; agency is Leo Burnett . . . Among other advertisers reported using or preparing to use TV: Time Inc., N. Y. (new *Sports Illustrated Magazine*), thru Young & Rubicam, N. Y.; Ex Lax Inc., Brooklyn (laxative), thru Warwick & Legler, N. Y.; Tailor-D Clothing Inc., Tacoma, Wash. (men's & boys' clothes, industrial uniforms), thru Gardner Jacobson Inc., Tacoma; Wilson & Co., Chicago (Pan Pac canned meat pie), thru Needham, Louis & Brorby, Chicago; A. Schilling & Co., div. of McCormick & Co., San Francisco (salts & spices), thru Beaumont & Hohman, San Francisco; Rogers & Gallet, N. Y.

(toilet articles & soap), thru Hicks & Greist, N. Y.; Motor Products Corp., Detroit (auto accessories), thru Betteridge & Co., Detroit; Sloane-Delaware Floor Products, div. of Congoleum-Nairn Inc., Trenton, N. J. (Duralin enameled surface floor coverings), thru E. T. Howard Co., N. Y.; Seldon-Watts Seed Co., St. Paul, Minn. (Smoothgreen, Fastgreen & Shadigreen brand lawn seeds), thru Oakes Miller & Assoc., St. Paul; Santa Fe Railway, Chicago, thru Leo Burnett Co., Chicago; Burton-Dixie Corp., Chicago (Slumberon and Vanity Fair mattresses), thru Robert Wesley & Assoc., Chicago; Fishery Products Inc., Cleveland (Blue Water Frozen Fresh Fillets & Fish Sticks), thru Blaine-Thompson Co., N. Y.; Panama City Chamber of Commerce, Panama City, Fla. ("industry, tourism & agriculture"), thru Bacon-Hartman-Vollbrecht, St. Augustine, Fla.

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Educational TV's first big program hit, U of So. California's Dr. Frank C. Baxter lecturing on *Shakespeare on TV*, introduced on Los Angeles' uhf KTHE, now carried via kine on WCBS-TV, New York, will be carried live on CBS-TV from its KNXT, Hollywood, starting Aug. 1, Sun. 6-6:30 p.m.: New title: *Now and Then*.

Two perennial bills were re-introduced this week by Rep. Sheppard (D-Cal.): HR-9700, to give FCC authority to regulate networks; HR-9701, prohibiting rebroadcast of TV-radio programs without consent of sponsor, person paying for program, or originating station.

Network Accounts: ABC-TV reports \$15,820,000 of new business signed during June, including following 9 sponsors buying for first time on ABC-TV: Firestone (*Voice of Firestone*); Minute Maid Corp. (*Super Circus*); Florida Citrus Commission (*Twenty Questions*); A. E. Staley Co. (*Breakfast Club*); Lehn & Fink (*Ray Bolger Show*); American Dairy Assn. & American Motors (*Disneyland*); Elgin Watch Co. (*Elgin Hour*); Van Camp Sea Food Co. (*Name's the Same*) . . . Toni and Frigidaire to sponsor *Red Skelton Revue* on CBS-TV starting July 21, Wed. 8-9 p.m., former thru Weiss & Geller, latter thru Foote, Cone & Belding . . . Amoco to sponsor Washington Redskins' football schedule on ABC-TV southeastern regional hookup this fall, starting Sept. 26, thru Joseph Katz Co., Baltimore . . . Geritol (drugs) buys *Two in Love* on CBS-TV starting in fall, Sat. 10:30-11 p.m., thru Edward Kletter Assoc. . . Mutual of Omaha to sponsor *Great Moments in Sports* film on NBC-TV starting July 30, Fri. 10:30-10:45 p.m., thru Bozell & Jacobs . . . Lehn & Fink (Etiquet deodorant & Dorothy Gray cosmetics) sponsors *Ray Bolger Show* on ABC-TV starting Sept. 17, Fri. 8:30-9 p.m., thru Lennen & Newell . . . NBC-TV reportedly has 4 unidentified clients willing to sponsor a 4th color "spectacular" every 4th Sat. 7:30-9 p.m. if show can be arranged; 3 "spectaculars" are definitely lined up for fall . . . CBS-TV buys *Aldrich Family*, longtime NBC Radio favorite, for fall origination from Hollywood, to be produced by Harry Kronman . . . NBC-TV daytime program changes, effective July 5 (all Mon.-thru-Fri.): *Hawkins Falls*, shifts to 4-4:15; *Bride and Groom*, to 4:15-4:30; *Betty White Show*, to 4:30-5. New *Bob Smith Show*, sustainer, moves into 12-12:30 p.m., with 12:30-1 going to local programming . . . Electric Auto-Lite Co. drops *Suspense* on CBS-TV after Aug. 17, Tue. 9:30-10 p.m., after being notified it would have to relinquish that period in fall realignment of Tue. schedules.

"No one's awfully happy about a rate cut," was comment of one leading radio broadcaster after NBC radio affiliates' all-day meeting in New York June 28. But he also said no real protests developed against NBC's announced purpose of following CBS in again reducing network radio rates (Vol. 10:22, 25-26). NBC pres. Pat Weaver was applauded by the station executives as he outlined NBC's plans to build up radio program structure, on which progress reports were made by Wm. H. Finshriber Jr., v.p. in charge of the radio network, and Ted Cott, operating v.p. Permanent executive committee to guide NBC's efforts on behalf of radio was constituted as follows: Robt. D. Swezey, WDSU, New Orleans; Robt. Hanna, WGY, Schenectady and E. R. Vadeboncoeur, WSYR, Syracuse, vice chairman; Harold Essex, WSJS, Winston-Salem, secy.-treas.; Paul W. Morency, WTIC, Hartford; George Norton, WAVE, Louisville; Milton Greenebaum, WSAM, Saginaw, Mich.; Richard H. Mason, WPTF, Raleigh.

CBS and Zenith will submit their affirmative cases in writing on Sept. 15, in start of fight over Chicago's Ch. 2, and cross-examination of witnesses is due to begin Oct. 4. Zenith said it would rely on these points: local ownership, ownership-management integration, diversification of media ownership, superior program proposals and reliability in carrying them out, superior key staff members, record of promoting color and other advances in TV, reduction of monopoly in broadcasting. CBS said it will press these points of reliance: background & experience, public service record, greater knowledge of Chicago's needs, benefits of assured network service that Zenith doesn't have, superior programs, color TV activity, superior staff, reliability in carrying out program proposals, benefits of continuing existing WBBM-TV service.

THE TOP 100 national advertisers of 1953, as tabulated by *Advertising Age* June 28 from ANPA Bureau of Advertising & PIB sources, include 22 that used network TV and 5 that used network radio chiefly. ANPA supplied the newspaper & supplements figure, on basis of one-time rates, and PIB provided the general & farm magazines, the network TV and the network radio figures, also based on one-time rates. We'll publish the tabulation in full in our forthcoming *TV Factbook*, due off the presses in mid-July, but in the meantime here are the top TV network users with their rankings as to total expenditures on the 4 major media, and amounts they also spent on radio; also, the top 5 that used radio as their main medium:

Rank	Network TV	Network Radio	1953 Total
2. Procter & Gamble Co.	\$14,790,061	\$14,341,931	\$44,016,318
8. R. J. Reynolds Tobacco Co. ...	9,053,338	3,256,276	18,852,851
10. American Tobacco Co.	7,289,961	2,437,267	18,358,585
11. General Mills Inc.	5,547,473	4,627,955	16,079,831
13. Gillette Co.	6,604,508	5,803,114	15,649,199
14. Liggett & Myers Tobacco Co. ...	6,209,244	4,374,014	14,310,360
15. P. Lorillard Co.	5,041,047	2,952,387	12,552,457
17. National Dairy Prod. Corp. ...	3,789,949	997,382	11,216,157
20. Philip Morris & Co.	4,288,794	1,939,738	10,432,952
26. Kellogg Co.	3,393,926	1,378,215	8,678,583
29. Westinghouse Electric Corp. ...	4,459,306	—	8,257,357
32. Pillsbury Mills Inc.	3,369,913	2,247,316	7,595,355
36. S. C. Johnson & Son	2,308,955	2,111,234	6,277,732
55. Jos. Schlitz Brewing Co.	1,380,228	—	3,733,430
62. Block Drug Co.	1,650,530	171,280	3,427,074
63. Pet Milk Co.	1,459,056	1,184,729	3,397,162
67. Carter Products Inc.	2,204,577	774,907	3,254,532
68. Pabst Brewing Co.	2,309,896	17,000	3,122,668
80. Serutan Co.	2,109,909	254,795	2,725,667
81. Electric Auto-Lite Co.	1,180,623	698,747	2,716,565
82. Gulf Oil Corp.	1,249,422	302,231	2,664,588
91. Hazel Bishop Inc.	2,302,532	44,774	2,588,084

Rankings of the 5 Using Radio as Chief Medium

19. Sterling Drug Inc.	\$ 525,120	\$5,955,302	\$11,010,939
21. American Home Prod. Corp.	3,176,110	4,393,477	10,351,763
23. Swift & Co.	695,482	3,390,442	10,278,674
25. Miles Laboratories Inc.	—	7,450,604	8,804,696
66. Manhattan Soap Co.	—	2,560,657	3,285,922

Proposed sale of KVVG, Tulare, Cal. (Ch. 27), which was started last Nov. 16 as KCOK-TV, was reported to FCC this week by owner-manager Sheldon Anderson, who recently sold out his remaining holdings in KBAK-TV, Bakersfield (Ch. 29) along with radio KAFY (Vol. 9:47, 50). Radio KCOK (1-kw on 1270 kc, MBS) is included in Tulare sale price of \$175,000 plus assumption of indebtedness not to be in excess of \$478,000. Sierra Broadcasting System is proposed buyer, with 60,000 shares of preferred, 60,000 shares of common stock, \$25 par value. Officers are Byron J. Walters, Los Angeles municipal judge, chairman, whose net worth is stated as \$178,200; Cordel W. Fray, Hollywood film producer, pres., net worth \$48,399; Milton M. Stewart, secy.-treas., Los Angeles builder, net worth \$15,041; J. B. Hicks, Lynwood, Cal., director; Donald R. Luckham, Burbank, Cal., director. Walters and Fray each subscribes to 600 shares of common, 200 preferred, each will get 4400 shares of common as promotional stock; Stewart subscribes to 225 preferred, 75 common. New corporation has 82 preferred and 65 common stock subscribers. Stations' balance sheet as of Feb. 28 shows \$613,629 total assets, of which \$575,772 are fixed; liabilities include bank overdraft of \$17,155, accounts payable \$102,970, deferred adv. time sales \$67,656, accrued payroll taxes & sales commissions \$14,115, current liabilities \$142,880, term liabilities due beyond one year \$275,999. Anderson gives as reason for sale that he "desires to sell broadcast interests in Tulare because of financial burdens involved in uhf television operation."

McClatchy Broadcasting Co., in applying for higher power for its KMJ-TV, Fresno (Ch. 24), reported to FCC that its 5 radio stations and one TV showed operating loss of \$79,660 in first quarter 1954, lost \$127,374 in all of 1953 (KMJ-TV started May 23), earned \$50,460 after Federal taxes in 1952.

KTVT are new call letters of pre-freeze KDYL TV, now owned by Time Inc., effective July 1; radio KDYL call letters remain same.

ARMED FORCES' first TV station—the powerful little 8-watter at remote Limestone Air Force Base, Maine (Vol. 9:52 & 10:19)—gets its official dedication July 4, though it's been in operation since last Xmas. Ch. 8 station is prototype for other armed forces stations, to be built at overseas bases and operated by Office of Armed Forces Information & Education (AFIE), as soon as Congress passes enabling legislation. Station was built by RCA at cost of \$34,000, broadcasts 10 hours daily of kinescope network programs—supplied free, but with commercials deleted—plus live news, weather, religious and safety programs using vidicon camera.

At pre-dedication press preview June 30, Col. Bertram C. Harrison, commander, 42nd Bombardment Wing, estimated there were already more than 1000 TV sets-in-use on the 15,000-man Air Force installation. And perhaps with an eye to NARTB's objections to current armed forces TV-radio legislation (Vol. 10:26), he stated Air Force policy on operation of morale TV stations:

"We will operate TV stations only where it is not possible to receive TV programs from commercial outlets. We do not intend to compete with private industry. Our sole purpose is to provide TV entertainment to our people when it is not available from privately owned stations."

Meanwhile, Senate-passed bill to permit armed forces to establish network of TV stations similar to 11-year-old Armed Forces Radio Service (Vol. 10:19, 23, 26), was held up in House Armed Services subcommittee while it considers amendments suggested by NARTB pres. Harold Fellows. In letter to subcommittee chairman Rep. Leroy Johnson (R-Cal.), Fellows said bill as presently written might "unintentionally establish authority for the operation of govt.-owned broadcasting facilities in competition with those operated by private citizens." He suggested 3 safeguards which should be written into bill:

(1) The phrase "isolated posts, camps and stations in the U. S.," used in bill, should be spelled out so that authority is limited to areas where no commercial TV-radio service is now available. (2) Bill should limit service area to immediate area of post which station is intended to serve. (3) Measure should guard against "broadcast of commercial continuity in competition with privately-owned media."

AFIE spokesmen say their immediate plans are for stations at overseas posts, and no additional stations in U. S. are now in planning stage. In many cases, boosters, satellites or community antennas can do the trick at posts in continental U. S.—in fact, one satellite and one booster are already in operation at an Army and a Navy base (see p. 4).

"A terribly dangerous lack of practicable liaison exists between the CAA which governs aviation and the FCC, the radio & TV licensing body," writes TV producer Bill Deming, of Film Craft Productions, Los Angeles, who also holds commercial pilot's license with 27 years' flight experience, in *May Aviation Age*. In addition to pointing out need for better TV tower lighting & marking, he says that there are "no periodic danger warnings published" by CAA or any other govt. body to indicate where and when new TV towers will be erected. "No safety recommendations could stand without emphasizing the urgency of providing every pilot who flies with *current* dangerous obstruction markings," he writes. "That this service is not provided to the airlines today is negligent, to say the least."

Footnote on the "aging" TV: It was just 13 years ago, July 1, 1941, that NBC began telecasting from atop Empire State Bldg.

New FCC amateur rules allow amateur clubs to give Novice and Technician class examinations.

STATIONS with antennas 1000-ft. or more above ground (see p. 1), now operating, are the following according to FCC files (height above ground in parentheses): WABC-TV, WABD, WCBS-TV, WNBT & WPIX (all 1465-ft.), plus WOR-TV (1240) and WATV (1200)—all on Empire State Bldg., N. Y.; WHIO-TV, Dayton (1096); KXJB-TV, Valley City, N. D. (1085); WHBQ-TV, Memphis (1073); WSB-TV, Atlanta (1059); WJBK-TV, Detroit (1057); WBEN-TV, Buffalo (1057); WKAR-TV, E. Lansing (1034); WHUM-TV, Reading (1034); WTMJ-TV, Milwaukee (1032); WTAR-TV, Norfolk (1029); WFMJ-TV, Youngstown (1015).

These hold FCC grants to build structures in excess of 1000-ft.: KWTW & KETA, Oklahoma City (1572); WFAA-TV & KRLD-TV, Dallas (1521); WLWA, Atlanta (1326); WWTW, Cadillac, Mich. (1282); WLAC-TV, Nashville (1179); WBAP-TV, Ft. Worth (1113); KTVO, Kirksville, Mo. (1101); WMCT, Memphis (1088); KARK-TV, Little Rock (1084); WWJ-TV, Detroit (1063); KOTV, Tulsa (1060); WUOM-TV, Ann Arbor, Mich. (1047); KMBC-TV, Kansas City (1023); KCKT, Great Bend, Kan. (1000).

Applications for 1000-ft.-plus towers, by states: WSLA, Selma, Ala. (1864); Arkansas TV, Little Rock (1175); WTSP (1067) & Tampa Bay Area (1044), St. Petersburg; WFLA, Tampa (1054); WIBC (1005); Midwest TV (1014) & Crosley (1016), Indianapolis; KFH (1057), KANS (1064), Wichita TV (1071) & KAKE-TV (1079), Wichita; KTBS (1151), KWKH (1138) & Shreveport TV (1200), Shreveport; DuMont (1037), WCOP (1085), WHDH (1249), Greater Boston TV (1005), WEEL (1133), Boston; Booth Radio & TV (1075) & WKHM (1026), Parma-Onondaga, Mich.; KMOX, St. Louis (1018); KFAB, Omaha (1050); Great Lakes TV (1323) & WWOL (1078), Buffalo; WSOC (1073) & Piedmont Electronics (1049), Charlotte; WPTV (1189) & WRAL (1170), Raleigh; Toledo Blade (1036), WTOL (1034); WTOD (1039), Citizens Bestg. (1043), Maumee Valley Bestg. (1055) & Anthony Wayne TV (1039), Toledo; KVOO (1051), KOTV (1133) & Okla. Ed. (1133), Tulsa; WREC (1050), WMPS (1049) & WMCT (1088), Memphis; Ft. Worth TV (1079) & KFJZ (1074), Ft. Worth; KGUL-TV, Galveston (1199); Beachview Bestg., Norfolk (1029); WAVY, Portsmouth, Va. (1026); Independent TV (1046), WISN (1046) & WMIL (1066), Milwaukee-Whitefish Bay.

New rules covering 72-76 mc band, involving fixed communications services of various sorts, were finalized by FCC this week, Commission adopting strong policy of safeguarding TV reception on adjacent Channels 4 & 5. FCC concluded: "Reception on Channels 4 & 5 must be protected from interference from fixed operations on 72-76 mc irrespective as to where the particular TV receivers may be located with respect to the Channel 4 or 5 station . . . By this action we do not wish to minimize the importance of these fixed operations, but in certain sections of the country the so-called 'fringe area' reception is the only TV service many persons can enjoy." FCC rejected suggestions that it carve another TV channel out of the band, saying some 1200 fixed stations in safety & special services would have to be moved—requiring "forced obsolescence" of equipment and extensive reallocation. It also noted that "the new TV channel could not be created without seriously dislocating operations in Channels 5 & 6, or on Channels 2, 3 & 4." New rules are Public Notice 54-814, Doc. 10315, available at FCC, or we'll get you copy.

Experimental uhf booster for Waterbury, Conn. was granted this week to Adler Communications Labs which has been operating one at New Rochelle labs. Station will have 40-w ERP, 100-ft. antenna, rebroadcast signal of WATR-TV, Waterbury (Ch. 53).

TWO UHF STATIONS which quit the air last spring have had their transmitters and other equipment sold by GE to other operators. They're WIFE, Dayton (Ch. 22) whose 12-kw transmitter was shipped this week to WBUF-TV, Buffalo (Ch. 17) to replace its 1-kw; and WKLO-TV, Louisville (Ch. 21), whose 12-kw has been purchased by upcoming WCMB-TV, Harrisburg, (Ch. 27), due on air in mid-Aug. Dayton station quit March 13, its CP expiring Aug. 4 (Vol. 10:11). Louisville station quit April 20, CP expiring Aug. 1 (Vol. 10:17).

GE's only shipment reported this week was 4-bay antenna that went to WMTV, Montpelier, Vt. (Ch. 3), transmitter to follow later. GE plant shut down this week end for annual summer vacation, plans no shipment for 2 weeks.

DuMont ships 25-kw transmitter in mid-July to KTIV, Sioux City, Ia. (Ch. 4), which is aiming to get it on air by Aug. 10; station is affiliated with radio KCOM, two-thirds owned by veteran broadcaster Dietrich Dirks. DuMont also reports order for 50-kw amplifier from KDUB-TV, Lubbock, Tex. (Ch. 13), now using DuMont 5-kw.

RCA shipped 50-kw transmitter July 1 to WTOP-TV, Washington (Ch. 9), and a 25-kw amplifier June 30 to KDAL-TV, Duluth, Minn. (Ch. 3). It also reports new directional antenna shipped to WMGT, Adams, Mass. (Ch. 74).

Note: Two more operators dispute WTAR-TV's Campbell Arnoux in claim his station is only one with complete standby transmitter plant (Vol. 10:25). Besides that of WTMJ-TV's Walter Damm, we have statement this week by P. A. Sugg, WKY-TV, Oklahoma City, that it also has standby transmitter completely equipped for color. And General Teleradio's chief engineer, Earl M. Johnson, writes: "I think we outdo them all here at WOR-TV. As you may be aware, we are still maintaining a complete auxiliary installation at our North Bergen site, consisting of a GE 5-kw transmitter, 760-ft. tower and GE antenna. In addition, we also have a 500-ft. standby unit at Empire State."

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

WEDM, Mt. Cheaha, Ala. (Ch. 7), educational station near Anniston, to be operated by Alabama Educational Television Commission, Birmingham, has ordered 50-kw GE transmitter and 12-bay antenna, expects to be on air Sept. 1, reports consultant Thad Holt, onetime co-owner of WABT, Birmingham (Ch. 13), sold last year to *Birmingham News* principals (9:15, 23). It will use 500-ft. tower on Mt. Cheaha, where work has begun on building for transmitter and film studio. Auxiliary studios will be in Birmingham, Tuscaloosa & Auburn.

WCHS-TV, Charleston, W. Va. (Ch. 8), has 50-kw RCA transmitter on hand, now plans July 26 test patterns, Aug. 1 programming, reports pres. Lewis C. Tierney. It will use 576-ft. Ideco tower with 12-bay 73-ft. RCA antenna. It will be primary non-interconnected CBS affiliate, will also carry DuMont programs. Base rate will be \$500. Rep will be Branham.

WTHI-TV, Terre Haute, Ind. (Ch. 10) now has July 12 test pattern target, with formal opening as primary CBS outlet on July 20, reports gen. mgr. Joe Higgins. It will use 50-kw RCA transmitter and 475-ft. Beasley tower with 12-bay RCA antenna. Base hour will be \$400. Bolling will be rep.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15), with offices in Lincoln Tower, Ft. Wayne, won't get going until Sept., reports pres. R. Morris Pierce, who also operates radio WDOK, Cleveland. GE 12-kw transmitter & 5-bay antenna are being installed at site 16 mi. north of Ft. Wayne where 800-ft. Stainless tower is ready. Rep not yet chosen.

KTLJ, Houston, Tex. (Ch. 13), hasn't set target dates, plans to ask for approval of new site southwest of Houston, near Almeda, reports pres. John T. Jones Jr., nephew of Jesse Jones & pres. of *Houston Chronicle* (KTRH). It has ordered 50-kw RCA transmitter for Aug. 2 delivery, and Ideco tower and RCA 12-bay superturnstile antenna for early Aug. Plans for transmitter house are ready and contracts will be let when change to new site is approved. Board members include Wright Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KTHT; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Rep not yet chosen.

WGTH-TV, Hartford, Conn. (Ch. 18), now installing 12-kw GE transmitter, expects to meet July 12 test pattern target, plans regular program operation Aug. 15, reports gen. mgr. Fred W. Wagenvoord. Lehigh 400-ft. tower with 4-bay GE helical antenna is ready. Co-owners are General Teleradio (Thos. F. O'Neil) and *Hartford Times*. It expects to be primary ABC, will be second station in area—WKNB-TV (Ch. 30), having begun in Feb. 1953. Base rate will be \$350. Rep will be H-R Television.

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CKCK-TV, Regina, Sask. (Ch. 2), now plans July 25 test patterns, Aug. 1 programming, reports gen. mgr. H. A. Crittenden. Stainless 600-ft. tower with GE 4-bay antenna is scheduled to be ready July 1 when installation of 5-kw GE transmitter begins. Owner is *Regina Leader Post*, Clifford Sifton pres. Mr. Sifton also owns part of CHCH-TV, Hamilton, Ont. (Ch. 11), which began last June 6, and operates radio CKRC as subsidiary of *Winnipeg Free Press*; he also publishes *Saskatoon Star-Phoenix*. Base rate will be \$160. Reps will be Weed (for U. S.) and All-Canada Television.

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KCCC-TV, Sacramento, Cal. (Ch. 40) would be owned in equal parts by gen. mgr. Ashley L. Robison (now 37½%) and pres. Harry McCart (25%) under deal whereby they propose to buy out interest of Frank E. Hurd for approximately \$80,000, for which they filed transfer papers with FCC this week. Outlet, first in uhf-only Sacramento, was started Aug. 30, 1953 by Robison and Hurd, N. Y. food importer-distributor. Robison is a nephew of late Harold A. Lafount, of old Federal Radio Commission.

James J. Conroy group, holding CP for KTVO, Kirksville, Mo. (Ch. 3), this week asked FCC for authority to sell 250-watt WLCX, La Crosse, Wis., to Phillippe family of Ottumwa, Ia., manufacturer of metal burial vaults. Sale price is \$30,000. Sellers say they want to devote more time & effort to TV. They also own 250-watters KBIZ, Ottumwa, and WBIZ, Eau Claire, Wis.

The \$150,000 purchase of KYOS, Merced, Cal. (Vol. 10:20) from Mrs. Hugh McClung was approved this week by FCC. Buyers are Charles O. Chatterton, owner of KWLK, Longview, Wash., in association with Glenn E. McCormick. Mrs. McClung retains KHSL-TV & KHSL, Chico, Cal., and KVCV, Redding, Cal.

FCC has amended application Form 301 (new stations or changes), Form 303 (renewals), Form 314 (assignment of CP or license) and Form 315 (transfer of control)—effective 30 days after publication in *Federal Register*. Forms 301 and 315 will be available in "near future," 303 and 314 "first of 1955."

Anti-gambling bill, introduced by Chairman Bricker (R-Ohio), was approved June 28 by Senate Commerce Committee. Administration-backed measure (S-3542) would prohibit TV-radio and other interstate media from transmitting gambling information on horse and dog racing (Vol. 10:23).

MIDYEAR TRADE FIGURES WELL BALANCED: Reasonably favorable "balance of trade" -- statistically -- is evident at various levels of the TV business as it enters second half of year. Except for depressed price and profit factors, it's better than many were willing to predict last fall. The statistics actually reflect a better balance than at mid-1953 -- year that was second only to 1950 in production and sales.

Production in first 6 months of 1954 is estimated at about 2,800,000 (which compares with 3,800,000 during first half of 1953). But whereas last year's factory sales for first 6 months were 3,300,000, or 500,000 less than production, this year they're 2,700,000, only 100,000 under production.

Distributor sales were 2,700,000 for first 6 months, also only 100,000 under production; last year at this time they were 3,100,000, or 700,000 below.

Retail sales were 2,800,000 -- equal to production -- whereas last year at this time, while sales were also 2,800,000, they ran 1,000,000 under production. All of which led to serious inventory problem at midyear 1953, as at start of year.

Inventories have risen considerably lately as result of new models, are now estimated about 2,050,000 -- composed of 550,000 at factory, 500,000 at distributor levels, 1,000,000 at retail. Though somewhat swollen from March's 1,600,000 sets (Vol. 10:15), they compare with 2,300,000 on June 30, 1953 and about 1,900,000 last Jan. 1. Current figures aren't considered out of line for this time of year.

Thus industry is "producing for the market" currently -- and has been so far this year -- as contrasted with its "folly of overproduction" during most of 1953.

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TV trade's high unit sales are part of general consumer durable goods pattern -- but nobody can say for certain how well either TV or other durables will hold up. The economic experts by and large seem quite optimistic in their traditional midyear prognostications. For example, July Fortune Magazine looks for increase of 3%, or \$10 billion, in the gross national product during next 12 months and a rise of 5% in industrial output. It foresees an increase of 2% in rate of consumer purchases during that period, mainly in new automobiles.

Cheery view is also taken by U.S. News & World Report, which says business will stay good simply because more customers keep demanding more things. Longer range outlook is summarized thus: "Business in the U.S. will go on booming in the years ahead. It's hard to see how things can go sour for very long at a time. The Americans like comforts, will pay for them. There is a growing market for new goods in a growing population. It's the urge for a better life that has raised the living standards 40% since 1929. And 1929 was called a boom year."

It uses TV as illustration of how new products hypo a nation's economy. It notes that in 1940, TV wasn't on the commercial market. Today it's in 61% of homes in U.S., it reports. As examples of "future growth" products, article cites air conditioners, now in only 3% of homes, and clothes driers, now in 5% of homes.

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TV production is still going up, totaled 117,840 week ended June 25, first full week of Philco production after 45-day strike. It compared with 104,192 units preceding week and 98,179 week ended June 11. It was year's 25th week and brought production for year to date to about 2,680,000 vs. 3,700,000 in same period of 1953. TV output was 103,629 (4804 private label) in corresponding week year ago.

Radio production went down to 149,760 (48,909 auto) from the 199,787 in week ended June 18 and 169,942 week before. For 25 weeks, output was 4,700,000, compared to about 6,900,000 in corresponding period of 1953. Radio production was 214,777 in same week of 1953, which was lowest for any week since start of year.

WHY NOT A "TV RADIO"? TV-radio editor Jack Gould asks that question in provocative column in June 27 *New York Times* devoted to thesis that most TV is good radio—and he knows whereof he speaks, having fiddled for more than a year with a portable set which picks up the sound of New York's 7 TV stations. It's an old 4-tube National 110 super-regenerative communications receiver, 4 tubes, which operates on battery or AC.

He poses this question: Why doesn't some enterprising manufacturer put out an inexpensive portable "TV radio"—one which will bring TV audio to TV fans on the beach, in the car, or even in the home? He thinks someone's missing a bet. And apparently his column struck home, for at least one good-sized manufacturer is said to be planning to bring out such a set. But some other manufacturers take an extremely dim view of the practicability and marketability of such a device.

Gould says "a rather astonishing amount" of TV fare is good without the picture—including virtually all daytime programming, discussion programs, quiz shows, some situation comedies, and of course the McCarthy hearings which weren't carried live on radio. And he adds:

"The merit of 'TV radio' is to be found in the contrast it offers to standard radio and, most especially, the light it sheds on what has happened to standard radio. The great thing that 'TV radio' has—and what standard radio doesn't—is that intangible sense of excitement. Stars and luminaries can be heard almost around the clock over the video channels while on radio, especially at night, the programming often seems a little drab and a little tired. TV is attracting the cash and the interest and is making the news."

Trade Personals: S. W. Gross, sales v.p., promoted to asst. to Emerson pres. Benjamin Abrams; Michael Kory boosted to sales director, Arnold Henderson to director of sales administration, Leo Hahn to TV-radio sales mgr., Israel Levine to distribution mgr. . . . James O. Burke, Standard Coil treas., elected exec. v.p.; Jere H. Cavanaugh, ex-McCord Corp. (refrigeration products) named financial administrator . . . E. R. Glauber, ex-Emerson director of distributors, elected pres. of Wormser Hat Stores Inc. . . . Ben Farmer resigns as sales mgr. of Rauland Corp., Zenith picture tube subsidiary . . . Stanley H. Manson named Stromberg-Carlson public relations director . . . Gordon G. Hoit, Stromberg-Carlson exec. v.p., elected finance div. v.p., American Management Assn. . . . Edward F. Morgan, ex-CBS-Columbia, named Magnavox N. Y. service mgr., replacing R. J. Guilfoyle, now Harrisburg, Pa. district sales mgr.; Vernon L. Brown Jr. appointed Chicago district service mgr., succeeding R. J. Weber, now sales training mgr. . . . Eli Saltz promoted by Philharmonic Radio to manufacturing v.p., Mike J. Morris to engineering v.p. . . . Ira Lavin, CBS-Columbia Chicago regional mgr., named Minneapolis mgr., replacing Leo Dunn, resigned; Anthony Dillon, midwest zone mgr., replaces Lavin . . . J. H. Stickle, ex-Philco & Westinghouse adv. executive, now v.p. of Marthens, Galloway & Sims, Chicago agency . . . Neal J. McAuliffe elected secy. and a director of Radio Industries Inc., Chicago . . . Albert Brand, RMS secy.-treas. and one of company's founders, named sales mgr., succeeding Martin Bettan who takes over RMS line for metropolitan N. Y. . . . George L. McKenna appointed mgr. of theatre & industrial marketing, RCA engineering products div. . . . Truett Kimzey, Ft. Worth dealer, elected pres. of Texas Electronics Assn., succeeding Leonard Smith; group holds annual electronic fair & clinic at Dallas Aug. 27-29 . . . G. Leonard Werner, ex-Mark Simpson Mfg. Co., now gen. sales mgr., Astatic Corp. . . . Frank W. Edmonds, ex-Langevin Mfg. Corp., named pres. of new Pacific Div., Burnell & Co., So. Pasadena, Cal.

We sounded out the top engineering brains of 3 major TV set manufacturers—and an independent engineer with long TV-radio experience—on the "TV-radio" idea. The engineering v.p. of one of the larger TV makers said he thought "it might be a good idea for somebody, but I'd hate to try it myself." To revive the super-regenerative receiver with its radiation, its lack of noise suppression and its difficulty of tuning, would be unthinkable, he added, and putting FM circuits in a portable would bring the price up too high. He said the idea has been discussed from time to time. "It sounds good, but when you try to sell it, that's something else again."

Another manufacturer also took a skeptical view, thought it might be all right if somebody could make a good set—"but that would cost a lot of money, as much as a good second-hand TV set." A third set-making engineer was intrigued with the idea, said he'd never given it any thought before, and opined that current engineering methods should make possible a good and relatively inexpensive portable that might be saleable.

We also talked to an independent engineer—who also is a ham—and it turned out he'd been listening to TV audio, too. He thought such a set might sell, and that a portable with TV & FM bands could be turned out for \$25-\$50 using ratio detector or some other simplified FM circuit. "It might even bring FM back," he added.

Two years ago the Guild for the Jewish Blind, in New York, announced it was sponsoring the manufacture of "blind TV sets" that covered TV & FM bands so that blind persons could "watch" TV programs. It had planned to market them at \$50-\$60 (Vol. 8:34), but we don't know if those plans ever got off the ground.

Distributor Notes: Olson & Co., Inc., Philadelphia, headed by Victor E. Olson, onetime DuMont sales mgr., relinquishes DuMont line "by mutual agreement," reportedly will take on Capehart-Farnsworth line, replacing Trilling & Montague . . . DuMont appoints Ray Distributing Co., 2517 Bull St., Savannah (Fred A. Ray, owner) . . . CBS-Columbia appoints Standard Electric Supply Co., Milwaukee (Leonard Siegel, v.p.-gen. mgr.), replacing Graybar; Standard Electric appoints Erwin J. Merar, ex-Samson chain, as TV-appliance sales mgr. . . . Capehart-Farnsworth appoints Tom Holloway Distributing Co., Memphis . . . Moore-Handley Hardware Co., Chattanooga (Motorola) appoints E. B. Copeland branch mgr., replacing J. E. Harden, resigned . . . Ray Thomas Co., Los Angeles (CBS-Columbia) announces resignation of gen. mgr. Louis R. Swenson . . . Graybar transfers T. E. Mehan from Columbus, O. to Louisville as branch mgr., succeeding C. H. Brown, retired; M. P. Jones promoted to Columbus branch mgr.

Japanese TV manufacturing industry, enjoying boomlet, has turned out about 15,000 sets to date, its 35 factories currently producing total of about 2000 a month, planning on 1,000,000 over next 5 years. Ministry of International Trade & Industry has also permitted imports of about 16,000 sets. Most are 17-in., used mainly in bars and public places because of high price of 150,000 yen (\$417). RCA has set up service lab in Tokyo, directed by Edward W. Wilby.

Edward C. Tudor, pres. of Industrial Development Engineering Assoc., Indianapolis, named chairman of RETMA credit committee, succeeding H. A. Pope, National Union Electric Corp.; Thomas B. Judge, International Resistance Co., named eastern vice-chairman, Jack Krutek, Drake Mfg. Co., Chicago, western vice-chairman.

Frederick H. Corregan, 64, RCA Victor finance v.p. from 1929-44, lately treas. of Horizons Inc., Princeton research firm, died June 30 in Morristown, N. J.

Topics & Trends of TV Trade: Anti-trust consent judgment was entered this week in San Francisco Federal Court against National Electronic Distributors Assn. and 6 of its members charged with restraint of trade in sale of electronic parts in northern California between 1946 & 1951 (Vol. 8:14).

In California complaint, filed by Govt. May 26, 1952, defendants were charged with "conspiring, through the association (NEDA) to prevent other wholesale distributors not members of the association and not recognized as 'legitimate' wholesalers by the defendants, from engaging in the wholesale distribution of radio and electronic parts and equipment. In furtherance of the conspiracy, the defendants agreed to boycott those manufacturers who sold such parts and equipment to wholesale distributors not approved by them."

Consent judgment enjoins defendants from entering into any agreement to boycott any manufacturer or to induce any manufacturer to refrain from selling to any legitimate wholesaler. NEDA was also ordered to admit to membership "any bona fide wholesaler making written application therefor" and to distribute to its members a copy of the consent judgment.

In addition to NEDA, defendants were Associated Radio Distributors, Kaemper & Barrett Dealers Supply Co., Tilton Industries Inc. (doing business as Pacific Wholesale Co.) and Zack Radio Supply Co., all of San Francisco; Frank Quement Inc., San Jose; Louise N. Miller, associated with Miller's Radio & Television Supply, Oakland.

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"Sympathy strike" halted production for 3 days last week at Westinghouse TV-radio plant, Metuchen, N. J. Some 1750 production workers, members of IUE Local 401, walked out for 3 days, reportedly as protest against disciplinary furlough of 65 co-workers who refused to work overtime. It was second "sympathy strike" at Westinghouse in 2 weeks for same reason, work having halted for one day in preceding week. Westinghouse is currently conducting negotiations with union on new labor contract.

Tele King Corp. has filed amended Chapter XI plan with Referee Herbert Loewenthal, proposing to pay 35% instead of the 100% in the annual 10% installments offered in original petition. Creditors will meet July 14 to consider proposed terms—2% on confirmation, 9 monthly 1% payments, 9 bi-monthly 1% payments, 15% out of earnings from fiscal year starting Aug. 1, 1957.

Sentinel's new line of 20 basic models, introduced to distributors this week at Chicago's Sheraton Hotel, starts at \$140 for vertical-chassis 17-in. walnut masonite table model, goes up to \$390 for 21-in. full-door korina console. Also shown was \$1000 color set; 6 new radios (plus 2 carryovers); 4 high-fidelity phonographs; one tape recorder.

DuMont's 30-in "Royal Sovereign" console is being offered to some 4000 golf and country clubs at special discounts, promotional mailings citing its advantage for club-room viewing of sports events, with tie-in possibilities of boosting income from food & beverage sales. Set list price is \$1795 vhf-only, \$1895 all-channel.

Admiral's second price increase since new line was introduced 4 weeks ago (Vol. 10:23) raises 21-in. full-door mahogany console from \$350 to \$390, blonde from \$370 to \$410, and 21-in. mahogany combination from \$500 to \$550, blonde from \$525 to \$575.

Shipments of radios to dealers, excluding auto radios, totaled 1,369,157 in first 4 months of 1954, according to RETMA state-by-state and county-by-county tables available on request. During April, 384,390 radios were shipped, compared to 418,997 in March.

Electronics Reports: New tube of radically different design—smaller and more compact than conventional tubes, said to have high degree of stability under temperature extremes, shock and vibration, and capable of automatic production—is now being produced by Sylvania in limited quantities.

The "stacked tube," resulting from Sylvania Research Labs study, and developed under Navy contract, features ceramic envelope or cap instead of glass bulb, and the various parts are "stacked" one atop the other in assembly process. Tube uses ceramic spacers, instead of mica, permitting it to be assembled and operated at extremely high temperatures and eliminating dependence on foreign-produced high quality mica. The various stacked parts are electrically riveted by method easily adaptable to automatic production techniques, Sylvania engineers say.

Sylvania pres. Ward Zimmer says first application of new-type tubes will be military, "but it goes almost without saying that they will eventually become available for other applications."

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Tiny transistorized transmitter, designed to replace cumbersome mike boom on TV shows, was demonstrated July 1 by NBC in New York. The 8-transistor transmitter can be concealed in male performer's pocket or in folds of woman's costume, with microphone hidden in top of costume. NBC expects new "wireless microphone" to be especially useful in large production numbers featuring a singing dancer. In such numbers it's often necessary to pre-record the song because mike boom can't keep up with dancers' movements.

On heels of "solar battery" announced by Bell Labs (Vol. 10:18), a similar device has been developed by engineers at Wright Air Development Center, Dayton. It employs cadmium sulfide crystal, whereas Bell used silicon strips. In Wright development, 1/8-sq. in. area produced 1/3 volt. Bell estimates that "battery" size of average home's roof would supply residence's power needs; Wright inventors figure that 4x15-ft. device of their type would be adequate.

Command of Signal Corps' Ft. Monmouth will be assumed July 5 by Col. Robert W. Raynsford, succeeding Brig. Gen. Wesley T. Guest who has been acting commanding general since Maj. Gen. K. B. Lawton was placed on sick list last May. Brig. Gen. Victor A. Conrad, Asst. Chief Signal Officer, becomes Commandant of the Signal School.

Love that magic word! Electronic Towel Corp. is name of N. Y. maker of mechanical driers.

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Another big plug for 45rpm records came this week from RCA pres. Frank Folsom—even as differences between record companies and radio stations waxed hotter over issue of switching free promotional distribution of records to disc jockeys from 78rpm to 45. Folsom said 45s now account for 50% of record industry's \$225,000,000 annual sales volume, predicted increase to 75% within 5 years. He called 45rpm "the greatest advance in 50 years of recorded music," said it has won recognition "from every quarter, even from those who were its severest critics." RCA Victor, like other major record companies, starts free shipment of 45rpm records to some 2000 radio stations next month, replacing 78s as standard for disc jockeys, despite protests of NARTB and many stations which must buy new turntables or convert old ones. Several New York radio executives, after informal meeting June 25, declared they would prefer to buy 78s rather than take 45s free. Switch to 45s by all major record companies illustrates their increased output of that speed. Also, they contend 45s are cheaper to produce, provide better fidelity, decrease space needed for storage.

Financial & Trade Notes: Raytheon declared 10% stock dividend payable July 27 to holders July 13, first dividend on common since Sept. 1945 when 5% stock dividend was paid. This week, too, it issued preliminary report for fiscal year ended May 31, showing \$177,099,790 sales, \$3,523,316 profit after taxes (\$1.53 a share on 2,176,942 outstanding), which compares with \$179,179,379 sales and \$3,859,672 profit (\$1.68) for preceding year.

Emerson Radio sales in first 5 months of its fiscal year, which started Nov. 1, 1953, were 31% above like period of fiscal 1953. Pres. Benjamin Abrams tells *Wall Street Journal* this contrasts with an industry decline of 11-12% over same period. Nevertheless, he estimates Emerson's earnings for the 12 months ending next Oct. 30 will probably be lower by one-third than preceding year due to higher labor costs and increases in components, notably tubes. In 1953 fiscal year, Emerson sales were \$75,926,546 and earnings \$2,988,432 (\$1.54 a common share). The Abrams family owns about 25% of the 1,935,187 shares outstanding.

Sentinel earnings for fiscal year ended March 31 were \$151,301 (40¢ a share) on sales of \$13,541,962, down from \$404,246 (\$1.06) on sales of \$15,152,005 in preceding fiscal year. Working capital was \$2,636,538 at year's end. Pres. Ernest Alschuler noted that, while TV-radio unit sales were actually higher than preceding year, profits declined as result of "drastic, industry-wide price cutting." But he saw "very bright future" for TV-radio because excessive inventories have been largely liquidated and "the public now has a better understanding of the problems that lie in the path of the transition to color TV."

Daystrom Inc., manufacturer of electronics products, furniture and printing equipment, has authorized a \$950,000 increase in capital stock—to \$1,200,000, which may include 200,000 shares of new preferred—in order to purchase interest in Weston Electrical Instrument Corp. It has already acquired 44%. Daystrom's electronics div. is at Archbald, N. Y. It's parent company of American Type Founders Inc. (its original name) and of Daystrom Electric Corp., Poughkeepsie, N. Y. (tape recorders, etc.).

Avco Mfg. Co. reports net sales for 6 months ended May 31 were \$189,024,624, net income \$2,827,894 (30¢ a share) vs. \$219,455,797 & \$3,315,897 (35¢) for corresponding 1953 period.

Universal Pictures reports net earnings of \$1,721,000 (\$1.57 a share) for 26 weeks ended May 1 vs. \$1,346,000 (\$1.27) for corresponding period last year.

KGUL-TV, Galveston, Tex. (Ch. 11), the CBS outlet for Galveston-Houston area, which began operating in March 1953, lost \$112,988 from the time it was first projected in July 1952 to end of its first fiscal year June 30, 1953—during which its net income from times sales was \$15,204 and its selling administrative & general expenses were \$174,273. But in ensuing 11 months it hit the black, figures for June 30, 1953 to May 31, 1954 being: gross sales \$1,119,581, of which \$387,520 was network, \$371,837 national spot, \$353,222 "Texas spots and programs"; net income from sales after all commissions, etc., \$870,334; total expenses, \$773,622 (engineering dept., \$160,624, production & film dept., \$172,776, sales dept., \$235,067, administrative \$205,153); net profit, \$96,885. For the month of May 1954 alone, KGUL-TV's gross sales were \$124,557, of which \$37,873 came from network, \$42,133 from national spot, \$44,466 from "Texas spots and programs"; net income from sales, \$99,694; expenses \$81,427, of which engineering represented \$27,060, production & film \$15,471, sales \$17,024, administrative \$21,871; net profit, \$18,267. Foregoing figures are from statement filed with FCC this week in connection with application for higher power and changed facilities.

Color Trends & Briefs: RCA is still mum on details of new 19-in. color tube (Vol. 10:22), giving only barest hints. Consumer products exec. v.p. Joseph Elliott had this much to say about it in talk to Advertising Assn. of the West in Salt Lake City June 28:

"Word may already have got to you about the new line of 19-in. receivers which we expect to bring out this fall. These sets will have bigger and brighter tri-color tube, the result of continued efforts of our research men and engineers. The new tube will have a picture area of approximately 205 sq. in. Furthermore, the tube does not require any change whatsoever in the circuitry of the color TV receiver."

CBS-Hytron, aiming to capture larger chunk of picture tube business in color than Hytron enjoyed in black-&-white, will unveil its 205-sq.-in. 19-in. tube to press at Danvers, Mass. plant on July 7.

DuMont continues work toward introducing its 19-in. tube this fall (Vol. 10:18), demonstrating it to receiver manufacturers in New York Tele-Centre June 28.

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Novel color converter employing rotating disc, developed by Airtronics Research Inc., Bethesda, Md. (Vol. 10:6), has been licensed to unidentified manufacturer who aims to market it for \$100-\$125. Announcement by the manufacturer is expected shortly. Following details are reported: (1) Any set can be converted, regardless of bandwidth—some 10-15 makes having been tried. (2) A 16-in. color picture is obtainable with 30-in. disc containing 6 segments and driven at 600rpm by 1/70hp motor. (3) Conversion requires only \$5-\$7 service call, no alignment needed. (4) Brightness has been improved but flicker remains.

Chromatic TV Labs has signed agreement giving rights to make Lawrence color tube to N. V. Philips of Eindhoven, Holland, covering all markets except U. S. and Canada. Big Philips company has picture tube plants in Netherlands, Great Britain, France & Germany. Ten-year agreement specifies straight royalty payment for tubes made by Philips. Philips is Chromatic's third licensee, others being Crosley and Thomas Electronics.

Many were disappointed July 1 when NBC-TV's first regularly-scheduled nighttime color program *The Marriage*, 10-10:30, starring Hume Cronyn and Jessica Tandy, wasn't consummated—Miss Tandy being hospitalized for minor surgery. Black-&-white film was carried instead. Participants of many "color TV parties" were deflated, wondered why NBC-TV couldn't have substituted color film. *The Marriage* is rescheduled for July 8.

Network color schedules: NBC-TV—July 8-9, segments of 11-noon *Home* from mobile unit at Karamu Settlement House, Cleveland; July 5-9, WNBT, New York only, *Here's Looking at You*, 1:30-2 p.m. WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m. CBS has discontinued Fri. 5-5:30 *New Review*.

Color film tests will be conducted on closed-circuit July 12 by Film Producer's Assn. of New York and NBC-TV at Colonial Theatre, using various processes on both 35mm & 16mm. Some 50 commercial products are subject matter of the films.

Color slides were telecast July 1 by KING-TV, Seattle, using new GE scanner (Vol. 10:25), the first west coast color origination by any station other than network-owned outlets. Color bars were telecast May 18. Film transmissions are scheduled for early fall.

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Dividends: RCA 25¢ payable Aug. 2 to stockholders of record Aug. 20; Aircraft Radio, 10¢ Aug. 13 to holders July 23; Indiana Steel Products, 37½¢ Sept. 10 to holders Aug. 25; Weston Electrical Instruments, 25¢ Sept. 10 to holders Aug. 26.

WESTINGHOUSE acquires KPIX, San Francisco (Ch. 5) in an exchange-of-stock deal which FCC approved July 2—and delay of some 4½ months since Feb. 15 closing date of deal has given the selling principals a gain of nearly \$1,800,000 in the market value of their Westinghouse stock. Original sale price was \$6,000,000 payable in Westinghouse stock on basis of market value last Feb. 15. FCC reported “stock and cash transaction has total value of about \$7,664,141,” which was as of June 2, but computation of value of stock as July 2 market’s closing shows it had enhanced by then to \$7,787,280.

Westinghouse takes over shortly, retaining Philip G. Lasky as gen. mgr. FCC decision charges it with 4 TV stations, although it actually has only 3—others being WBZ-TV, Boston, which it founded; WPTZ, Philadelphia, which it purchased for \$8,500,000 from Philco last year. FCC held that Westinghouse director John Hall’s disposition of his radio interests (he’s a director of Herald Traveler Corp., Boston, licensee of WHDH and TV applicant) and director John Schiff’s 15% non-voting preferred stock of Transcontinental Properties (whose subsidiary owns several TVs) should not be counted (Vol. 10:3).

But it did count director Dillon Anderson’s 8% interest in recent grantee KTLJ, Houston (Ch. 13). Westinghouse’s only other TV interests are in application for Ch. 8 in Portland, in which it had adverse examiner’s report last week (Vol. 10:26) and for Ch. 11 in Pittsburgh, not yet heard. FCC is waiving rules to permit it to prosecute both until April 1, 1955.

Under terms of the tax-free sale, which does not include acquisition of KPIX’s companion KSFO, Associated Broadcasters Inc., solely owned by Wesley I. Dumm, receives 81,775 shares of Westinghouse stock worth \$5,990,018 on basis of 73¼ closing price July 2; Philip G. Lasky gets 11,845 shares (worth \$867,646) plus \$209,994 in cash; R. C. D. Bell gets 8461 shares (worth \$619,768) plus \$149,980 cash; Franklin Dumm gets 2538 shares (worth \$185,908) plus \$45,010 cash; George Hughes gets 1692 shares (worth \$123,939) plus \$30,006 cash.



New and complete allocation plan, which “trys to eliminate intermixture,” was submitted to FCC this week by Jay Millard, of Brookhaven, Ga. It offers city-by-city allocation table with 1581 assignments, of which 618 are vhf, 963 uhf. Included are 206 educational channels, or 13% of total. Also listed are existing stations and CPs which would be required to shift channels. FCC staffers said plan appeared to adhere to the engineering taboos, such as mileage separations, etc. Each city is either vhf-only or uhf-only. Covering letter confides: “I will have made many mistakes, but I hope you may correct them. The things which helped me make this was 2 black lead pencils, one red lead pencil, a writing pad, and a small but efficient road atlas . . . I hope you think this is satisfactory, but if you don’t, I take defeat gracefully . . . My age is 13.”

WHBQ-TV, Memphis (Ch. 13), along with its radio WHBQ (5-kw day, 1-kw night on 560 kc, MBS), are acquired by General Teleradio Inc. under 15-year leasehold from Harding College as result of FCC decision this week authorizing transfer (Vol. 10:11, 14). At same time, General Teleradio disposes of radio KGB, San Diego, Cal. (1-kw on 1360 kc, MBS) under leasing arrangement to gen. mgr. Marion R. Harris whereby he pays \$27,500 a year until Dec. 31, 1960. General Teleradio lease of Memphis stations gives it option to re-lease at annual rental of \$12,000, or to purchase for fair market value or \$50,000, whichever is greater. Subsidiary of General Tire & Rubber Co., the Thomas F. O’Neil company now has limit of 5 TVs, 7 radios—the other TVs being in New York, Boston, Los Angeles, Hartford (due on air soon); the other radios in Boston, Worcester, Providence, Hartford, Los Angeles, San Francisco.

Compromise to Bryson and Langer bills, which would ban all interstate advertising of alcoholic beverages (Vol. 10:26), was proposed in bill (HR-9774) by Rep. Pelly (R-Wash.) to ban beer, wine and liquor from advertising on TV & radio between 5-7 p.m. “so parents can allow their children to watch TV or listen to the radio without any fear that they will be subjected to harmful or objectionable advertising.” Like the Bryson and Langer bills, Pelly’s measure has virtually no chance of adoption in last few weeks before Congress adjourns.

Confirmation of FCC Comr. John C. Doerfer to 7-year term ending June 30, 1961, breezed through Senate Commerce Committee and Senate as expected (Vol. 10:26). He was approved unanimously by the 11 (out of 15) committee members present June 28, then endorsed on Senate floor with no dissenting vote. By time he took oath privately in his office July 1, rumors he would be named chairman were rampant again—but there was no word from White House to that effect.

Sen. Earle C. Clements (D-Ky.) who filled vacancy on Senate Interstate & Foreign Commerce Committee created by death of Sen. Hunt (D-Wyo.), was named this week to Hunt’s former post on 5-member communications subcommittee, headed by Sen Potter (R-Mich.).

Interconnected to AT&T network circuits last week end: KCBD-TV & KDUB-TV, Lubbock, Tex.; WDBO-TV, Orlando, Fla.; WISH-TV, Indianapolis. Scheduled for July 6 hookup is KZTV, Reno; for July 15, WTHI-TV, Terre Haute, Ind.

Power increases: WAAM, Baltimore (Ch. 13), from 22.5-kw to 316-kw ERP, July 1; WJIM-TV, Lansing, Mich. (Ch. 6), from 31-kw to 100-kw, July 2. WNCT, Greenville, N. C. (Ch. 9) began telecasting from new 878-ft. tower June 30.

Last of the 30 pre-freeze stations to shift channels in accordance with FCC allocation plan, WHAM-TV, Rochester, moves from Ch. 6 to Ch. 5 July 18, at same time hiking power from 23.4 to 100-kw.

NEXT TV FACTBOOK—PRE-PRINT ORDERS: Fall 1954 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 July 20—the 19th 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 tabulations of CPs outstanding and applications pending for new stations with details on principals involved, facilities, etc. The *Factbook’s* new features include color rules & regulations, latest sets-in-use count, directories of phonograph & record manufacturers, tables showing top advertiser expenditures in TV, radio & other major media. Other 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, 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 July 14, cost \$1.50 each; single copies, \$4.00.

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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21 STATIONS HAVE QUIT AIR, 18 WERE UHF: We've had several requests for a list of TV stations that have left the air -- and, because the mortality factor is so important currently, we've decided to print it in full on p. 14 of this issue. Including two that will go off shortly in Duluth, Minn. and Princeton, Ind. (see p. 4), you will count 23 on the list, plus one Mexican border casualty. But 2 really shouldn't be counted as quitting for they were simply mergers of time-sharers. So altogether, 21 U.S. stations have gone off the air for various reasons, 18 of them uhf. Most call it merely "suspension" and are retaining their CPs, without FCC objection -- but nearly all are obviously off for good. Besides giving dates of starting & quitting, reference is made in each case to issue of The Digest reporting occasion and reason for leaving the air. Note: Besides this list, Fall Edition of our upcoming TV Fact-book will among other things carry lists of pre-freeze and post-freeze CPs granted but relinquished (19 & 82, respectively); CPs for new stations outstanding (216 to date); lists of new-station applications pending (213 to date) -- with details as to principals, facilities granted or requested, counsel, engineers, etc.

CBS's BID FOR COLOR TUBE LEADERSHIP: The tough and expensive game called "color TV" moved into another inning this week, and the score is still unknown. The situation:

(1) The 15-in. \$1000 color set was a flop, is dead as a dodo.

(2) RCA announced a 19-in. tube, abandoned it, reported a new one in the works -- and has said almost nothing more about it since (Vol. 10:22).

(3) CBS-Hytron has settled on a 19-in. design, is now producing it at rate of 150-200 daily, says it will step up to 10,000 monthly by Sept. if demand warrants. The price to set makers is \$175, and it has at least one strong customer, Motorola, which says it will make 25,000 sets this year, using CBS tube. Price: \$895 & \$995.

(4) DuMont has fixed on a 19-in. similar to CBS's, aims for modest production starting this fall (Vol. 10:18).

(5) Lawrence tube has gained no strong support, so far as we can learn, in spite of strong Paramount backing and buildup; its Chromatic TV Labs has thus far signed license agreements with Crosley, Thomas Electronics, Philips of Holland -- but that's all. No TV maker has yet said he's putting Lawrence tube into set. And Crosley no longer makes even black-&-white tubes, having discontinued production at its Batavia, Ill. plant (Vol. 10:25).

(6) No other tube manufacturer claims to have anything new.

RCA is the big question mark, of course. CBS officials like to speculate that RCA's abandonment of its previous 19-in. design means that it will adopt the CBS approach. RCA will say nothing.

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This was CBS's week -- and its pitch was "mass production." Taking group of newsmen to Danvers, Mass. receiving tube plant where color tube was demonstrated and to Newburyport, Mass. plant where the tube is being made, CBS officials constantly

stressed that they could have shown tube months ago but held off until they were in position to back their promises with regular production.

CBS is serious about its commitment, no doubt of it. Its tremendous investment in equipment is there to be seen. "It's not merely serious," CBS pres. Frank Stanton said, "it's grim -- when I look at the bills for some of this machinery." His thoughts about color programming are just as serious (see p. 8).

CBS is aiming for at least temporary leadership in terms of quantity of tube production. Charles Stromeyer, pres. of tube-making subsidiary CBS-Hytron, predicted 50-60,000 output of 19-in. this year and asserted that CBS-Hytron will make 80% of them. He said, however, "We have no foolish ideas about monopoly, and we're actively negotiating with others to make the tube."

He said Patent Office has allowed "broad claims on basic principles" and negotiations for licenses are now underway with other tube makers.

First official figures on color set production, incidentally, were announced by RETMA this week. It reported 7713 made first 5 months of this year, 2982 of them in May. These don't include production of non-member Admiral, which reports 500.

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CBS tube is called "CBS-Colortron 205", figure referring to square inches of viewing surface. Emphasis is placed on area because RCA's old 19-in. had 162 sq. in. and DuMont's 19-in. has 185.

The "205" label was coined by Stanton, who says he found 19-in. variations too confusing. Incidentally, it was he who pinned the "360" tag on Columbia's phonograph, considers it highly successful.

As demonstrated to press, tube had good resolution, convergence and brightness. For some reason, however, the reds were deficient. This produced yellow and green where there should have been orange and yellow. Presumably, simple receiver adjustment could have cleared this up. We've seen DuMont's very similar tube with superb color fidelity (Vol. 10:18).

Demonstration was closed-circuit, signals fed from slide scanner to a 19-in. set and a 15-in. set; latter had better color fidelity. Engineers said the 19-in. brightness was about 25-ft. lamberts, as set up for average of the slides, but could be much brighter for different subject matter. No film or live matter was shown.

Some technical details of tube: 17½x13⅞-in. picture with rounded sides and 4x3 aspect ratio, 26 7/16-in. long, 900,000 dots, 31 lbs., 25,000 volts, 62-degree deflection, electromagnetic convergence, aluminized.

Principal difference from RCA tube is that phosphor dots are placed directly on face of tube, as phosphors are located in black-&-white tubes, and shadow-mask is curved in conformance with curvature of tube face. RCA's had dots on a flat glass plate, associated with flat shadow-mask, both affixed to heavy frame mounted some distance back from tube face. CBS says RCA tube is 12 lbs. heavier.

Top-secret key to CBS tube is photographic method of fixing dots on the tube face. Asked what chemical is used, Stromeyer joked: "If you gave us a million dollars, then I would tell you."

Regular production has been going less than a month. Rate of 225 daily is expected shortly, growing to possible 10,000 monthly by September.

Much of production is still by hand but is gradually being mechanized. New \$6,000,000 Kalamazoo plant, just started on black-&-white tubes, is designed for ease of conversion to color. It has a capacity of 5000 black-&-white daily; color potential wasn't disclosed. CBS officials left impression that if demand exceeded 10,000 monthly, considerably higher rate could be achieved.

Percentage of rejected tubes, termed "shrinkage", is still quite large, but CBS officials are confident that production experience will reduce rejects to satisfactory level. And they said that the price is certain to go way down from \$175 as greater production is achieved and shrinkage is reduced.

Asked about 21-in. rectangular color tube, Stromeyer said he believes 19-in. is large enough to give color good start and that the 21-in. shouldn't be expected until well into next year. He insisted that bottleneck on 21-in. is "bottles", or

glass blanks -- and that glass-makers aren't yet able to make them satisfactorily.

As for confusion about types and sizes, Stromeyer said he feels sure that standardization will begin to emerge soon.

In addition to its own CBS-Columbia, CBS listed the following set makers as having chosen the tube for "an important part of their 1954 production": Motorola, Westinghouse, Capehart-Farnsworth and Sears Roebuck suppliers Pacific Mercury and Warwick Mfg. Motorola seems to be all-out for tube. Westinghouse says it has ordered some, will look over CBS-Hytron facilities before buying more. Stromeyer said CBS-Hytron has "substantial orders" and deliveries are being made now. Everyone except RCA has been shipped samples. Stanton said RCA isn't considered "a customer."

If Motorola takes 25,000 this year, CBS-Columbia will undoubtedly take sizeable chunk, leaving very few for anyone else.

Motorola's sets are an \$895 consolette with detachable brass legs, and two consoles at \$995. These compare with \$1000 tag which was generally placed on 15-in. Announcing plans, Motorola pres. Paul Galvin stated:

"We have a color picture the same size or larger than the one you now enjoy in your living room. Picture quality is excellent, and the tuning is simple. The price is within reach of millions of families. Color programming every evening of the week is fast becoming a fact."

Set has a horizontal chassis, to back of which is attached at right angles another chassis containing most of the color circuits. Among features claimed is a circuit containing "self-regulator" tube to control the 25,000 volts. This "Chroma discharge tube" was developed with help of Victoreen Instrument Co., Cleveland, O.

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There's little use speculating about RCA's plans. About the only clues it has given is that its new 19-in. will be "bigger, better and cheaper" than the old 19-in. (Vol. 10:22) and that it will have about 205 sq. in. (Vol. 10:27).

Not to be forgotten, though, is the "focus-mask" tube RCA demonstrated only once, in April 1953 (Vol. 9:16) and mentioned occasionally since. This was a 3-gun grid-type tube of exceptional brightness -- about 60 ft. lamberts. But whether it's impractical or very much alive -- RCA won't say.

If CBS has indeed pulled a coup, it's worth noting that mere 2 years or so ago it wooed famed color tube expert Dr. Russell R. Law from RCA; as head of CBS-Hytron research & development, he had major hand in fashioning new tube. Another ex-RCA tube specialist with CBS-Hytron is Norman F. Fyler, who worked at Princeton Labs next to Harold B. Law, also a tube "great" (no kin to Russell Law).

ST. LOUIS, NASHVILLE & ENID, OKLA.: Three new vhf operations got going this week, 2 in major markets and one opening up another new TV city in Oklahoma. With 2 more uhf dropping (see p. 4), this brings total now on the air to 390, of which 125 are uhf. Thus far this year, 54 new stations have started, 18 have quit. Latest starters:

KWK-TV, St. Louis, Mo. (Ch. 4), city's first vhf since Post-Dispatch's pre-freeze KSD-TV (Ch. 5) began in Feb. 1947, turned on unannounced test signals toward midnight July 7, continued them next day when it went on program schedule of 7 p.m.-to-midnight for rest of week. It goes to 5-to-midnight next week, until daylight time ends Sept. 27 when it starts full 7 a.m.-midnight schedule. RCA transmitter, 480-ft. tower surmounted by 42-ft. 6-bay antenna are all at downtown Globe-Democrat Bldg., 12th & Cole Sts. Station is result of merger of 4 applicants (Vol. 10:15), whereby it's owned 28% by Robt. T. Convey and associates, 23% by Globe-Democrat, 23% by KXOK Inc. (Elzey Roberts), 23% by KSTP Inc. (Stanley Hubbard), 3% by other stockholders. Executives are Mr. Convey, pres.; Ray E. Dady, v.p. & station director; V.E. Carmichael, sales v.p.; J.E. Goldsmith, TV sales mgr.; John W. Tinnea, executive program director; Nicholas J. Zehr, chief engineer. KWK-TV will affiliate with CBS-TV & ABC-TV, though former's programs now on uhf WTVI will be continued. Base rate is \$1000, network rate \$1500. Rep is Katz.

WLAC-TV, Nashville, Tenn. (Ch. 5), city's third vhf, began test patterns July 9, goes commercial Aug. 6 as basic CBS outlet. It has RCA 10-kw transmitter with 12-bay antenna on 1000-ft. Ideco tower. When it joins CBS, with which the 50-kw WLAC

radio is affiliated, network will quit WSIX-TV (Draughon), reported soon to be sold. WLAC-TV owners are Casualty Insurance Co. (Paul Mountcastle, Guilford Dudley Jr.), 50%; T.B. Baker, exec. v.p. & gen. mgr., 25%; A.G. Beaman, secy.-treas., 25%. Latter 2 sold their 250-watt WKDA, Nashville, for \$312,000 recently in order to get merger grant (Vol. 10:19); they also sold their interests in WCOP, Boston, to financier-publisher John Fox (Boston Post), now TV applicant. WLAC-TV chief engineer is Ralph Hucaby. Its base rate is \$550. Rep is Katz.

KGEO-TV, Enid, Okla. (Ch. 5), 67 mi. northwest of Oklahoma City, began first test patterns July 6 with 10-kw RCA transmitter and 12-bay antenna on 650-ft. Emsco tower. It interconnects with ABC-TV. Grantee is Streets Electronics Inc., appliance dealer. Owners include P.R. Banta, paving contractor, pres., 21.3%; George Streets, secy. & gen. mgr., 21.3%; L.D. Banta, 21.3%. Radio KCRC (Enid News and Eagle) have option to buy 20%. Tom Belcher is commercial mgr.; Marilyn Ellis, program mgr.; Wm. Teitzel, chief engineer. Base rate is \$225. Rep is Pearson.

MORE UHF's LEAVING AIR AS SENATORS PONDER: Two more uhf stations decided to suspend for economic reasons this week -- even as Sen. Potter's Commerce subcommittee on communications was quizzing FCC commissioners on what to do about uhf problem.

Curiously, uhf set circulation wasn't the big problem for either of the two stations requesting FCC permission to go off the air. WFTV, Duluth (Ch. 38), asked to suspend operations for 90 days, effective as soon as Commission gives its OK. It has been on air 13 months, having started as first TV in Duluth-Superior area, where it had 8-month head start before 2 vhf competitors went on air.

WFTV had programs from all 4 networks until the 2 vhf opened up last Feb. -- thereafter it got nothing from the top networks, and national spot fell off correspondingly, even though all sets in area were uhf-equipped from start and area's uhf reception reportedly was very good. WFTV's principal owners are Herbert Scheftel & Alfred Burger, who hold majority interest in Telenews as well as one-third of the reputedly successful uhf WICS, Springfield, Ill., and principal ownership in uhf CPs for Little Rock, Ark. and Sioux City, Ia.

WRAY-TV, Princeton, Ind. (Ch. 52) says it's shutting down July 15-Sept. 11 "pending financial reorganization." Owned by farm & hatchery operator M.R. Lankford, it's been on air 7 months in virtually uhf-only territory, the nearest vhf being in Louisville, 100 mi. away. In this case, competition was mainly uhf -- 2 stations in nearby Evansville-Henderson area having major network affiliations, while Princeton station listed no affiliation at all.

Facts seem to indicate that neither the Duluth-Superior nor the Evansville-Henderson-Princeton market could readily support 3 TV stations, uhf or vhf, at present. We know of other uhf stations grappling with problem of whether to quit now.

One such uhf operator summed up his problems to us thus: "When the local vhf station came on the air, we lost our good network programs. Even that wouldn't have been a fatal blow if we could have sold some local time -- we have about 50% conversion and there's nothing wrong with our signal. In many cases, though, we'll have a local distributor sold on the idea, but he can't get the OK from the manufacturer of the products he sells -- so many big companies have a flat 'no uhf' rule. So we're losing \$15-18,000 a month, with no prospects of things getting any better."

Senate communications subcommittee and FCC got together behind closed doors for nearly 4 hours July 8 to review every proposal made during the public hearings on uhf. All subcommittee members -- plus Sen. Edwin Johnson (D-Colo.) -- attended session, as did all commissioners except Sterling, who is on vacation.

Commissioners were grilled individually on the suggestions made by witnesses at hearings, and it was indicated that the views they expressed were substantially the same as their responses to questions by the Senators during public hearings. Subcommittee probably will now ask commissioners to sum up in writing -- for inclusion in hearing record -- their views on how best to help uhf.

Subcommittee's next step will be executive session within next 2 weeks, when it may come up with some recommendations. As of now, subcommittee as a whole has reached no decisions on the problem.

Expressing continued faith in uhf, meanwhile, big RCA is now soliciting orders for forthcoming 60-kw transmitter, capable of delivering maximum uhf ERP of 1000-kw. It's promising first deliveries in "early third quarter of 1955."

Details of transmitter are carefully guarded, but it's known that it will be driven by the new RCA 12½-kw transmitter -- first of which is now being installed at WBRE-TV, Wilkes-Barre. RCA is quoting these prices, subject to 10% leeway in either direction: 60-kw amplifier, for use with 12½-kw transmitter, including tubes, filterplexer, etc., \$194,500; complete 60-kw transmitter, \$329,000. "Orders are coming in at a remarkable rate," says an RCA spokesman.

GE is also accepting orders for 60-kw uhf transmitter on contingent basis, to establish priority, as reported earlier (Vol. 10:18), but prices and delivery dates haven't been announced.

ONLY 26 SEEKING UHF; 2 MORE VHF's GRANTED: FCC's CP activity was exclusively vhf again this week, comprising 2 CPs and 2 initial decisions. Uhf applications have dwindled to mere 26, vs. 187 vhf. Coming via final decisions after dropouts, the 2 CPs were:

Daytona Beach, Fla., WMFJ, Ch. 2; Tulsa, Okla., Central Plains Enterprises, Ch. 2. Initial decisions favored WAPO over WDOD for Ch. 3 in Chattanooga, Tenn. and WVMI over WLOX for Ch. 13 in Biloxi, Miss.

Tulsa grant is 52.5% owned by oilman Wm. Skelly (KVOO) and 35.88% by Sen. Robert S. Kerr (D-Okla.) and family who also control uhf WEEK-TV, Peoria, Ill. The Daytona grantee principal is veteran broadcaster W. Wright Esch.

Examiner J.D. Bond's choice of WAPO over WDOD was based mainly on his belief WAPO proposed superior programs, was more likely to carry out proposals. He also said WAPO's operating principals have superior radio experience, will engage in "meaningful operating participation." Owners are R.G. Patterson & Will Cummings.

Examiner Harold L. Schilz picked WVMI over WLOX because of greater integration of ownership and management, greater previous experience of gen. mgr. (Odes E. Robinson), superior "conduct and demeanor" of its principals during hearing, more extensive plans for "public service" programs. He also noted that J.S. Love Jr., 44.6% owner of WLOX, was involved in "the sale of intoxicants against the plain intentment of the Mississippi statutes" in his Hotel Buena Vista.

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FCC also disposed of the granddaddy of all protests by denying the one filed by WGRD, Grand Rapids, against grant of Ch. 35 in Muskegon, to Leonard A. Versluis, who had built then sold pre-freeze WLAV-TV there (now WOOD-TV). Grant was made Dec. 23, 1952, and protest was filed shortly thereafter, staying construction.

Commission turned protest down on all counts. A major complaint of WGRD was that Versluis picked site 22.9 mi. from Muskegon, 12.5 mi. from Grand Rapids. FCC ruled that he would serve Muskegon with signal of proper strength and that there was no evidence he would slight Muskegon in programming or any other way.

FCC also rejected WGRD's complaint that Versluis had falsified his balance sheets, trafficked in licenses. Unless WGRD appeals successfully to the courts, Versluis is now free to build on Ch. 35 -- if he desires.

For other actions on protests, in courts and at FCC, see below.

It was "protest" week in courts and FCC, producing these actions: (1) Courts of Appeals stayed construction of WSPA-TV, Spartanburg, S. C. (Ch. 7), probably for months, on appeal of WAIM-TV, Anderson, S. C. (Ch. 40). Court hearing on merits must be scheduled, decision rendered. (2) Court of Appeals permitted KWK-TV, St. Louis (Ch. 4) to get on air this week under STA (see p. 3), but told FCC not to give it "regular license" until appeal of WTVI, Belleville-St. Louis (Ch. 54) has been settled. (3) FCC dismissed protest against grant of CP to Tulsa Bcstg. Co., Muskogee (Ch. 3), filed by KOTV (Ch. 6), KCEB (Ch. 23) and grantee KSPG (Ch. 17), saying that Tulsa Bcstg. had gone through hearing and was immune from protest. (4) Commission rejected pro-

test of grantee WPRO-TV, Providence (Ch. 12) against STA permitting WNET (Ch. 16) to go on air, reiterating previous ruling that WPRO-TV hadn't proved itself "party in interest" by showing conclusively it would be injured.

In Edward Lamb case, involving allegations he falsely testified he never had any Communist affiliations (Vol. 10:26), Senate Commerce Committee has voted unanimously to ask FCC to furnish Lamb with "bill of particulars" regarding the allegations, prior to hearing now scheduled to start July 28, without making details public. Hearing is likely to be delayed because of Lamb's court appeal asking that whole thing be called off.

Licensed TV receivers in Britain totaled 3,300,838 as of May 1, increase of 51,946 during April.

Personal Notes: Arthur Scheiner, chief of FCC rules & standards div., resigned July 5 to join former FCC gen. counsel Benedict Cottone in private practice, firm to be named Cottone & Scheiner . . . Robert K. Richards, NARTB administrative v.p., underwent kidney operation July 7 at Emergency Hospital, Washington; he's due to return to desk about July 26 . . . Harry C. Butcher owner of KIST & part owner of KEYT, Santa Barbara, and Robert Mullen, exec. director of National Citizens Committee for Educational TV, were among guests at White House stag dinner July 7 . . . Theodore F. Streibert, director of U. S. Information Agency, off on month's flying trip to Europe to review his agency's operations . . . Harold Fellows, NARTB pres., named to media advisory committee of President's Action Committee for Traffic Safety . . . Howard E. Stark, station broker, back from European business trip . . . Milton L. Greenebaum, v.p. of WNEM-TV, Bay City-Saginaw, and chief owner of radio WSAM, Saginaw, was married July 3 to Miss Atilla Severo at Ft. Wayne, Ind.; they are honeymooning in Alaska . . . John I. Hyatt, v.p., gen. sales mgr. & director of WTVI, Belleville-St. Louis, has resigned as of Aug. 5; John D. Scheuer Jr., ex-WFIL-TV, recently was named executive v.p. & gen. mgr. . . . Ted Liss, ex-CBS Chicago, named production mgr., new KWK-TV, St. Louis . . . Edwin L. Dennis promoted to local sales mgr. of KMBC-TV, Kansas City . . . Harold Storm, promotion mgr. of KMBC-TV, Kansas City, elected "Editor of the Year" by Kansas City Industrial Editors Assn. for quality of house organ, *Heart Beats* . . . Dan F. Durniak, ex-WTOV-TV, Norfolk, and KFAZ-TV, Monroe, La., named production director, WJNO-TV, Palm Beach, Fla.; Frank Struzzi, ex-WKBN-TV, New Britain, Conn., film director . . . Richard B. Barnhill, ex-WMAL-TV, Washington, named production mgr. of U of North Carolina's upcoming educational WUNC-TV, Chapel Hill . . . Frank Young, ex-NBC press, appointed press mgr., Screen Gems, TV subsidiary of Columbia Pictures . . . Herbert Jaffe, sales director, Official Films Inc., once with MCA and eastern sales mgr. of MPTV, elected v.p. and member of board . . . George C. Vaughan, ex-director of sponsorship, Advertising Council, joins N. Y. staff of MCA-TV Ltd. . . . Wm. Berech, account executive on RCA account, elected Kenyon & Eckhardt v.p. and will head its new Philadelphia office in Lincoln Liberty Bldg. . . . Larry DuPont named TV-radio director, Tracy-Locke Co., Dallas, succeeding Phil McHugh, now with Campbell-Ewald, Detroit . . . Howard Fisher named TV-radio director, Rogers & Smith, Dallas . . . Grant Atkinson named TV-radio director, Campbell-Mithun, Chicago . . . David Glickman, Hollywood mgr. for *Broadcasting Magazine*, recently transferred to Washington to handle Yearbook and other special issues, was guest of honor of 150 TV-radio people at farewell reception last week sponsored by So. California Broadcasters Association.

Some 15 ad agencies were briefed July 9 by Air Force officials on filing of bids for \$1,200,000 contract for recruitment advertising in fiscal year which began July 1. Brig. Gen. Norris Harbold, director of personnel procurement & training, indicated Air Force would continue 1952 policy of paying TV-radio production costs, but not for network or station time. Questionnaires in hands of agencies must be returned by July 20 to Headquarters Air Materiel Command, Wright-Patterson Air Base, Dayton, O. Meanwhile, Army Recruiting Service renewed its \$500,000 annual recruitment contract with Dancer-Fitzgerald-Sample through June 30, 1956.

Hole-in-one was scored by Orville Sather, CBS-TV mgr. of technical operations, during intra-company tournament at Plandome Golf Club, Port Washington, L. I.

RUNOFF of 2 Oklahoma ex-governors for Democratic nomination for U. S. Senator, required July 27 as result of indecisive vote in July 6 primary, pits Sen. Robert S. Kerr against Roy J. Turner. Besides being oil millionaires, both have interests in TV—Sen. Kerr and family controlling WEEK-TV, Peoria, Ill. (uhf) and Mr. Turner being president and 12½% stockholder in Oklahoma City's CBS-TV outlet KWTW. Sen. Kerr and family are also substantial stockholders in new Ch. 2 grant to Tulsa this week (p. 5).

Politicos and ex-officeholders aren't nearly so prominent in ownership of TV as of radio stations, presumably because TV is so relatively new and there are so many more radio stations. But study of the records reveals the wife of the Senate minority leader, Lyndon Johnson, as owner of pre-freeze KTBC-TV, Austin, Tex.; the Knowland family (*Oakland Tribune*), to which Senate majority leader Wm. F. Knowland belongs, as small stockholders in Ch. 2 application for San Francisco bay area; the Ohio Taft family, whose David Ingalls (now publisher of *Cincinnati Enquirer*) was once Secy. of the Navy, owner of WKRC-TV, Cincinnati, and WTVN, Columbus. The Cox newspaper family, whose venerable James M. Cox once was Democratic nominee for president of the U. S., owner of WHIO-TV, Dayton, and WSB-TV, Atlanta, and co-applicant for a new station in Miami.

Ex-Sen. Gordon Gray, former Secretary of the Army, who is president of the University of North Carolina, controls WSJS-TV, Winston-Salem, his minority stockholders including Mary Pickford and her husband Buddy Rogers. Rep. Alvin Bentley (R-Mich.), wounded seriously in the recent Puerto Rican shooting in Congress, owns one-third of WKNX-TV, Saginaw; Rep. Alvin O'Konski (R-Wis.) holds CP for uhf WOSA-TV, Wausau; Rep. R. W. Hoffman (R-Ill.) owns CP for uhf WHFC-TV, Chicago.

Ex-Gov. Horace A. Hildreth, of Maine, controls WABI-TV, Bangor, and owns a large interest in new Mt. Washington WMTW, Poland, Me.; he's now Ambassador to Pakistan. Ex-Gov. Francis P. Murphy, of New Hampshire, owns WMUR-TV, Manchester. Ex-Lt. Gov. James A. Noe, of Louisiana, owns KNOE-TV, Monroe. Ex-Ambassador to Cuba and Australia Robert Butler controls WTCN-TV, Minneapolis.

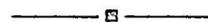
The former Democratic national committeeman Frank E. McKinney is part owner of new WISH-TV, Indianapolis. Ex-Federal economic stabilizer Roger L. Putnam heads WWLP, Springfield, Mass. Ex-Mayor Quigg Newton is a stockholder in KOA-TV, Denver.

Note: Ownerships and stockholdings in all TV stations are spelled out in Directory of TV Stations that forms major part of our semi-annual *TV Factbook* (No. 19), due off the presses in about 2 weeks.

Unified TV sales promotion bureau under auspices of NARTB, authorized last week when embryonic Television Advertising Bureau joined forces with NARTB (Vol. 10:26-27), moves step closer Aug. 5 when 10-man all-industry committee charged with setting up new promotion organization meets at Washington's Mayflower Hotel. Purposes of meeting, according to one NARTB official, are to "mesh" plans of dissolved TvAB and NARTB on who should be represented and to determine unique problems of selling TV, which would set new organization apart from radio's BAB and newspaper industry's Bureau of Advertising. Indicative of speed with which NARTB is moving on project, special meeting of NARTB's TV board is being considered for latter Aug. to act on committee's recommendations. Barring unforeseen snags, it's quite possible new organization, as yet unnamed, will be operating by fall — even before actual county-by-county sets-in-use census starts. Alfred Politz Inc., N.Y. research firm, has yet to begin pre-testing for methods to be used in census.

Telecasting Notes: Even with a full TV network, even with his show watched by every TV home, an advertiser still misses 17,100,000 non-TV homes, or 37% of U. S. total of 47,560,000 homes. That's main pitch in *Memo to a Television Advertiser*, promotional booklet issued this week by NBC network radio to urge national advertisers to complement network TV with network radio for full national coverage . . . Networks may emphasize their "live" productions—but, illustrative of growth of TV film use, NBC Film Div. reports it's now providing 736 weekly half hours of local programming compared to 235 year ago; Carl Stanton, v.p. in charge, reports film library now has 30,000,000 ft., having been augmented by 10,000,000 ft. from *March of Time* . . . Employment of screen directors and asst. directors in Hollywood is at all-time high, thanks to TV; so said Screen Directors Guild pres. George Sidney in progress report marking 3rd year since his election to office. Some 78% of SDG's members are now working, as opposed to 37% three years ago . . . Endless search for TV story material is illustrated by *Film Daily* interview with Theo Frederick, head of Doubleday's TV section, who says big publishing firm's TV business is at least 10 times greater than last year . . . And the movies turn more and more to TV for ideas, *Hollywood Daily Variety* reporting big studios interested in 5 shows of the U. S. Steel and Motorola drama series on ABC-TV . . . Small or medium TV stations provide best training ground for TV writers, v.p. Fred A Niles, Kling Studios, told recent Chicago meeting of National Federation of Press Women. He called shortage of competent experienced TV writers "the most serious problem facing the producer in TV today" . . . Exhibitors raising Ned in Minneapolis because *Tribune* and *Star*, both owned by Cowles, allegedly devote more free space to TV-radio than

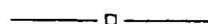
to theatres—even though latter advertise at premium rates and Cowles family has no stations in Minneapolis; theatremen especially don't like *Star's* daily previews and recommendations of TV shows . . . Crosley's WLWD, Dayton, has made swap deal with 3 RKO theatres whereby they show a WLWD trailer after each feature film throughout day, in return for which station carries plugs for current movies . . . Sales drive has started for fall TV film debut of *Meet Corliss Archer*, for which Ziv TV reports it paid \$4,000,000 for rights; Ann Baker will play title teenager role of F. Hugh Herbert story that began as Broadway hit *Kiss and Tell*, then had radio and film runs . . . Schwerin survey, asking mothers to what extent children under 12 should be allowed to watch TV, found 55% of 764 women questioned in N. Y. area said one or 2 hours, 26% said 3-4 hours, 13% as long as they like, 3% only 3 hours, 3% "not at all" . . . Bonded TV Film Service's sales chief Don McClure reports it has already signed 35 stations for its cheaper & speedier film shipping service (Vol. 10:25) . . . Dizzy Dean signed by Wm. Grady Sr., ex-MGM casting director, and producer Wm. Grady Jr. to do series of character-type comedies for TV films . . . More rate increases: KCCC-TV, Sacramento, raises base hour from \$300 to \$400, min. \$60 to \$80; KEYT, Santa Barbara, \$300 to \$400 & \$60 to \$80; WITV, Fort Lauderdale, \$250 to \$300 & \$50 to \$60; KCBD-TV, Lubbock, Tex., \$250 to \$300 & \$30 to \$50; KDUB-TV, Lubbock, \$250 to \$300 & \$35 to \$50.



Leading ad agency executives ranked TV third, radio fourth as their source of information about Army-McCarthy hearings in *Tide Magazine* poll; they put newspapers first, news magazines second. Gallup Poll few weeks ago also placed newspapers first, radio second, TV third (Vol. 10:24).

Network Accounts: Automobile manufacturers will be biggest single category of network sponsors this fall, having contracted for whopping \$41,850,000 in time & talent costs so far, reports July 10 *Billboard*. It notes that about \$11,700,000 of total is being spent on network TV for first time. Purchases range from one-min. partic. to multi-million-dollar color "spectaculars." Top spenders are listed as Chrysler (\$16,750,000), General Motors (\$10,400,000) and Ford (\$9,200,000). Only Kaiser-Willys among auto manufacturers isn't advertising on network TV this fall . . . Trend to shared sponsorships is noted in July 3 *Tide Magazine*, reporting 61 advertisers have found ways to share network programs and costs, up 25% from a year ago, heaviest alt.-sponsor being American Tobacco Co., sharing *Robert Montgomery Presents* and *Your Hit Parade*, in addition to full sponsorship of *Jack Benny Show* . . . Johnson's Wax to sponsor *Life With Father* on CBS-TV starting in fall, Tue. 10-10:30 p.m., thru Needham, Louis & Brorby; *Danger*, sponsored by Block Drug & Kelvinator, shifts to 9:30-10 p.m. position vacated by dropping of Electric Auto-Lite's *Suspense* . . . Philip Morris sponsors *Telltale Clue* on CBS-TV starting July 8, Thu. 10-10:30 p.m., thru Biow . . . Brillo (soap pads) buys Sammy Kaye's *So You Want to Lead a Band* on ABC-TV starting Aug. 5, Thu. 9-9:30 p.m., thru J. Walter Thompson . . . Campbell Soup Co. to sponsor *Dear Phoebe* on NBC-TV in fall, Fri. 9:30-10 p.m., thru BBDO . . . Norcross Inc. (greeting cards) buys partic. sponsorship of *Omnibus* on CBS-TV starting Oct. 17, Sun. 5-6:30 p.m., thru Abbott Kimball Co., N. Y.; other sponsors signed so far are Scott Paper Co. and Aluminum Ltd. of Canada . . . Doeskin Products Inc. (napkins) buys 15 min. Fri. segment of *Robert Q. Lewis Show* on CBS-TV starting July 26, Mon.-thru-Fri. 2-2:30 p.m., thru Grey Adv. . . . Swift & Co. (Pard dog food) to drop *Kukla, Fran & Ollie* on NBC-TV in fall.

Station Accounts: G. H. P. Cigar Co. (El Producto) signs ex-welterweight contender Chuck Davey, Michigan State graduate, for Wed. 9:45-10 p.m. *Chuck Davey's Corner* on WJBK-TV, Detroit, immediately following CBS-TV Pabst Blue Ribbon bouts; show's setting will be locker room, and Davey will comment on sports and interview fight personalities. In latter Aug., he will do nightly show, with Household Finance Corp. already signed to sponsor Tue. & Thu. segments . . . Fitzsimmons Stores Ltd., So. California chain of Thriftmart Markets, buys new *My Big Moment* on KNXT, Los Angeles, Thu. 10:30-11 p.m.; film star Richard Arlen is m.c. of live audience show in which persons describe big moments in their lives for prizes, participants being selected according to letters they write in advance . . . E. & J. Gallo Winery signs for 1300 eight-second IDs to May 29, 1955 on DuMont's WABD, N. Y., thru Carlo Vinti Adv., N. Y. . . . Ford Dealers will place *Ford Theatre* on 50-60 stations in smaller markets, in addition to NBC-TV network . . . Norwegian Cannery Assn. using TV spots to back up newspaper campaign this summer in 4 major markets . . . Among other advertisers reported using or preparing to use TV: Liquinet Corp., Chicago (purse-size Liquinet), thru Ruthrauff & Ryan, Chicago; Charmin Paper Mills, Green Bay, Wis. (Charmin tissues), thru Campbell-Mithun, Chicago; Telechron Dept., GE, Ashland, Mass. (electric clocks), thru N. W. Ayer, N. Y.; Altes Beer, Chicago, thru W. B. Doner & Co., Detroit.



Gold Nugget TV Net is name of regional network formed jointly by KOA-TV, Denver; KCSJ-TV, Pueblo; KRDO-TV, Colorado Springs -linked by microwave. Wm. F. MacCrystall has been named sales mgr., with headquarters at 1625 California St., Denver. National reps of the stations, Petry & Avery-Knodel, will sell national time.

Color Trends & Briefs: CBS pres. Frank Stanton was peppered with great variety of questions during press conference at Danvers, Mass. color tube demonstration (see p. 1), and he responded with some interesting estimates and predictions, as follows:

(1) "Eventually, everything in TV will be in color," except only those subjects, such as historical films, which are available only in black-&-white.

(2) Networks will offer "in excess of 6 color programs weekly," starting in fall. Stanton hopes and believes networks will avoid conflicts in color schedules, so as to give dealers and viewers greatest total color programming. "We're not going to try to fight color with color," he said.

(3) Color film will certainly be carried, but: "One of the great problems in color film will be lack of product."

(4) Will color TV repeat black-&-white TV's impact on movies? "It's my horseback opinion that color won't have the same impact that black-&-white did. The movie industry is now tooled up for TV, and it can switch to color."

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Color TV's effect on trademarks, as discussed by speakers at recent annual meeting of U. S. Trade-Mark Assn. in New York: Lyndon O. Brown, Dancer-Fitzgerald-Sample—"The experimental work that has been done with packages shows that many trademarks are going to suffer greatly in color TV, and they will have to be revised specifically for this new medium. For any new trademark, effectiveness in color presentation must be a No. 1 consideration." Package Designers Council pres. Jim Nash—"On TV, good packages appear better, poor packages are ineffective. The management who may have been loath to make changes in its trademark, sees the package in all its weakness on the screen and quickly wants a change."

Network color schedules: NBC-TV—July 14 & 16, segments of 7-9 a.m. *Today* and 11-noon *Home* from mobile unit at Mount Vernon and Lee Mansion, out of Washington; July 15, *The Marriage*, 10-10:30 p.m.; July 12-16, WNBT, New York only, *Her's Looking at You*, 1:30-2 p.m.; WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m.

First local color program of WTMJ-TV, Milwaukee, which has RCA camera, is scheduled for 2 p.m. July 18; its veteran *Grenadiers* troupe will use circus setting. Station's first commercial color show will be *The Layton Art Story*, 8:30 p.m. July 20, salute to Layton School of Art, sponsored by Blatz Brewing Co.

Color film footage for Oldsmobile commercials—10,000 ft. of it—was shot this week in Atlantic City by Princeton Film Center, Princeton, N. J., for use in next fall's NBC-TV "spectaculars." Film used was Eastman's newly developed 35mm color process stock.

Protest against microwave grant to J. E. Belknap & Assoc., filed by WMCT, Memphis (Vol. 10:19, 23, 26), was denied by FCC which said that "the assertion that Belknap will do a legal injury to WMCT is remote, conjectural and speculative." WMCT had claimed it has property rights which will be "pirated" by Belknap when it feeds signals to community systems in Missouri and Arkansas. Commission also noted that other Memphis station, WHBQ-TV, hasn't said it would object to having its programs microwaved to community systems. Comrs. Bartley & Hennock dissented, former saying he feared people will buy sets, then be unable to get service.

Thirty-one theatres have already signed up for theatre-TV presentation of Metropolitan Opera opening night Nov. 8 (Vol: 10:5), reports Nathan Halpern's Theatre Network TV Inc.

EREGIOUS omissions in our roundup on "tall tower" projects (Vol. 10:27): We inadvertently failed to mention new 1069-ft. tower of WSAZ-TV, Huntington, W. Va., on which construction has already started and which will stand 1253-ft. above average terrain, 2049-ft. above sea level. We also neglected to report 1088-ft. tower of WMCT, Memphis, up since last Dec.

And we really started something, apparently, in this column when we printed claim of WTAR-TV, Norfolk, that it had only complete standby transmitter in full working order (Vol. 10:25). Besides me-too protests from WTMJ-TV, WKY-TV & WOR-TV, duly reported (Vol. 10:26-27), we have another from Scripps-Howard Radio's chief engineer Joe Epperson, who states:

"Emergency facilities at WEWS, Cleveland, include standby aural transmitter, standby visual transmitter, standby antenna and diesel generator emergency power supply. WEWS is probably the only TV station equipped for immediate switching between antennas and/or emergency transmitters [which] may be used as auxiliary drive units at or near full power in case of drive unit failure . . ."

Gene O'Fallon, KFEL-TV, Denver, also reports complete transmitter & antenna standby; in addition to main 25-kw DuMont plant and 6-section RCA antenna, it has 500-watt RCA and 3-section antenna in constant readiness, plus coaxial switching arrangement of either transmitter's video or audio to either antenna. "Then, too, we also have the original home-made antenna which enabled us to go on the air in 1952 as the first post-freeze TV station in the nation," he adds.

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DuMont and GE plants were still shut down for vacation this week. RCA reported shipment July 6 of 10-kw transmitter to KSWM-TV, Joplin, Mo. (Ch. 12), due to begin tests July 6.

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

KTIV, Sioux City, Ia. (Ch. 4), with 25-kw DuMont transmitter ordered for delivery by Aug. 1, plans late Aug. test patterns, Sept. 15 programming as NBC interconnected, reports pres.-gen. mgr. Dietrich Dirks, who operates radio KCOM there. It has transmitter house nearly ready, now is building studios. It will use 633-ft. Win-charger tower with RCA antenna. Base hour rate will be \$250. Hollingbery will be rep.

WJNO-TV, Palm Beach (Ch. 5), moved to 5 Cocoonut Row from West Palm Beach, now plans "infrequent" test patterns beginning Aug. 1, programming Aug. 22, reports gen. mgr. Walter L. Dennis. RCA 10-kw transmitter is ready and 377-ft. Ideco tower is scheduled for July 26 completion, with 12-bay RCA antenna being installed shortly thereafter. It will be primary NBC. Theodore Granik (*American Forum of the Air*) owns 21%. It will be area's second outlet, WIRK-TV (Ch. 21), having started Aug. 31, 1953. Base rate will be \$175. Meeker will be rep.

WPBN-TV, Traverse City, Mich. (Ch. 7), expected to have 6-bay RCA antenna installed on 460-ft. tower last week, now has set July 15 target for test patterns, writes pres. Les Biederman of Paul Bunyan Network, operator of 5 AM locals. It will use 10-kw RCA transmitter, has signed NBC affiliation. Base hour will be \$120. Hal Holman will be rep.

WKBT, La Crosse, Wis. (Ch. 8), which began test patterns last June 21, now plans Aug. 1 programming as NBC primary, also carrying CBS & DuMont, reports gen. mgr. Howard Dahl.

Ala-Fla-Ga Television Inc., last week's grantee for Ch. 9 in Dothan, Ala., hasn't ordered equipment or decided on construction plans, but hopes to get on air by next Dec., reports pres. Charles Woods. Rep not yet chosen.

WDXI-TV, Jackson, Tenn. (Ch. 7), granted change from Ch. 9 this week, hasn't set target dates, reports pres. Aaron B. Robinson, who also publishes *Corinth* (Miss.) *Corinthian* and operates radio WCMA, Corinth, and Tenn. radio stations WDXI, Jackson & WENK, Union City. With transmitter house under construction, 5-kw DuMont transmitter is scheduled for Sept. 1 delivery. It will use 600-ft. Kimco tower and 12-bay RCA antenna. Rep will be Burn-Smith.

WMBV-TV, Marinette, Wis. (Ch. 11), installing 10-kw RCA transmitter, now plans early Aug. test patterns, programming about mid-Aug., reports gen. mgr. Joseph D. Mackin. Stainless 500-ft. tower with 12-bay RCA antenna, only 26 mi. north of Green Bay, are ready. WMBV-TV will be NBC affiliate for Marinette-Green Bay area. Base rate will be \$250. George W. Clark will be rep.

WTTW, Chicago (Ch. 11, educational) hasn't a fixed target, hopes to be on air in spring of 1955. "Until we have completed staff arrangements for the station, we cannot be certain about dates," reports secy. Robert L. Foote. Sufficient money is on hand to build, but drive continues for \$1,100,000 for construction and a 2-year operating fund. WOPT, Chicago (Ch. 44), planning to use WTTW tower, can't proceed until latter builds, according to pres. Egmont Sonderling (Vol. 10:23).

WOSU-TV, Columbus, O. (Ch. 34, educational), expects to have building plans ready in few weeks, after which State will ask for bids. But no target will be set until contract has been awarded, reports director Robert C. Higgy. Ideco 550-ft. tower with RCA pylon antenna is ready and bids on transmitter were received June 2, but order hasn't been placed yet.

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CJBR-TV, Rimouski, Que. (Ch. 3) has 10-kw RCA transmitter ordered for July delivery, plans mid-Sept. programming, reports mgr. Andre Lecomte. Transmitter house and RCA-designed 120-ft. 4-slot wavestack antenna & tower are being built 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 (for U. S.) and H. N. Stovin & Co.

CFQC-TV, Saskatoon, Sask. (Ch. 8), which received nod from CBC to increase power from 35.8-kw to 100-kw visual and antenna from 173.3-ft. to 866-ft. above average terrain, now plans mid-Sept. test patterns and Oct. 1 programming, according to commercial mgr. G. Blair Nelson. It will use 10-kw RCA transmitter, already has RCA 2-kw. Its 650-ft. tower with RCA wavestack antenna will be built by Dominion Bridge Ltd. Base rate will be \$160. Reps will be Adam Young (for U. S.) and Radio Representatives Ltd.

SEVEN ON AIR, 24 CPs granted, 18 applications pending. That's record of educational TV in 27 months since FCC adopted its 6th and *Final Television Allocation Report* of April 14, 1952 setting up 242 channel reservations for non-commercial educational stations. Whether bouquets or brickbats are deserved, depends on where you sit. To many commercial broadcasters, the progress has been demonstrably slow; to educators, "encouraging."

National Citizens Committee for Educational TV, summarizing gains, concluded in its semi-monthly newsletter recently: "In organization, assets and political influence, the evidence is impressive." On the other side, *Broadcasting-Telecasting* editorially blasted the educational "lobby," stating: "One day the FCC must take another look at the Communications Act in relation to these socialistic reservations, pitting govt. against industry."

Though "review" of educational reservations after first 2 years was once indicated, inclination at FCC is to give the educators their head, let them show what they can do for few more years. Actually, any commercial applicant may request rule-making to change educational reservations to commercial—but fact is that most of the commercially desirable channels reserved for education in major cities have been spoken for in one form or another. Moreover, FCC has ruled in favor of educators in the only 2 cases where their allocations were challenged by commercial interests—Hearst's bid to reallocate Milwaukee's Ch. 10 from educational to commercial (Vol. 9:20, 29) and petition of WVEZ Inc., New Orleans, to shift Ch. 8 there to commercial (Vol. 9:35).

To criticism that educators are sitting on valuable commercial channels, NCCET exec. director Robert Mullen points out that in markets over 1,000,000 population, only vhf channels on which educators do not have a station or CP are in Minneapolis and Milwaukee. In markets between 500,000-1,000,000, only unclaimed vhf channels assigned to education are in Miami, Dallas & Portland, Ore.; in markets under 500,000, only unclaimed vhf are in Phoenix, Des Moines, Albuquerque & El Paso.

CP, of course, doesn't necessarily indicate station will be built. Particularly is this true of educational interests, who must frequently depend on legislatures for funds with which to build—witness New York State, where 8 CPs are idle because legislature refuses to appropriate funds.

These educational non-commercial stations are now on the air: KUHT, Houston (Ch. 8); KTHE, Los Angeles (Ch. 28); WKAR-TV, E. Lansing (Ch. 60); WQED, Pittsburgh (Ch. 13); KQED, San Francisco (Ch. 9); WHA-TV, Madison (Ch. 21); WCET, Cincinnati (Ch. 48).

NCCET lists 17 more cities where financial backing for construction and at least one year's operation is assured: WTTW, Chicago (Ch. 11); WGBH-TV, Boston (Ch. 2); KRMA-TV, Denver (Ch. 6); KETA, Oklahoma City (Ch. 13); KUOW-TV, Seattle (Ch. 9); WOSU-TV, Columbus (Ch. 34); WTLC, Champaign-Urbana, Ill. (Ch. 12); WUNC-TV, Chapel Hill, N. C. (Ch. 4); WUOM, Ann Arbor (Ch. 26); KETC, St. Louis (Ch. 9)—and applicants in Philadelphia (Ch. 35), Detroit (Ch. 56), Memphis (Ch. 10), Birmingham (Ch. 10), San Antonio (Ch. 9), Nashville (Ch. 10). Athens, Ga. is also listed, though U of Georgia has yet to apply for that community's assigned Ch. 30, as anticipated.

But future of educational TV is shrouded in doubt, whatever may be assessment of its present. Few of the stations have financing assured beyond first year of operation, which would seem to mean they'll have to be an immediate hit with viewers to convince skeptical backers they're worthy of continued support. Considering the shaky start of Houston's KUHT (Vol. 10:8), the uncertain future of Los Angeles' KTHE (Vol. 10:24), and considering the problems of uhf, this looks like a herculean task.

Whether from self-interest or otherwise, several commercial telecasters have been generous "angels" of educational station projects. It's estimated that altogether they have contributed some \$1,250,000 of equipment and facilities thus far. That includes the transmitter, tower studio and other equipment donated by Mrs. Oveta Culp Hobby's KPRC-TV, Houston, to KUHT (value: \$150,000); transmitter donated by Mrs. Scott Bullitt's KING-TV to upcoming KUOW-TV, Seattle; KPIX's \$80,000 sale of transmitter to KQED, San Francisco, as against original cost of \$250,000.

Educational TV groups also are hopeful that Ford Foundation's generosity (\$6,000,000 in TV grants so far) will continue.

Note: Treasury Undersecretary Marion Folsom is now sole chairman of NCCET, Dr. Milton Eisenhower having resigned as co-chairman due to pressures of other work.

PORTENTS & PREDICTIONS ARE CHEERING: Several midyear economic "straws in the wind" gave new encouragement to TV trade this week. By deeds and words, big manufacturers strengthened a growing belief that TV sales would continue to keep pace with output (Vol. 10:27) and that both would exceed 6,000,000 this year.

At midyear, TV production was about 2,800,000, retail sales about 2,700,000. Radio's midyear position wasn't so encouraging, statistically. Production was about 4,850,000 (vs. 7,000,000 year ago). Retail sales were about 4,000,000, compared to about 6,250,000. Figures include auto radios, which comprise about 40% of total.

RCA pres. Frank Folsom said 1954 should round out as good year for TV-radio industry. RCA had best first-quarter sales in its history and "a healthy trend was maintained" in second quarter, he said. Color would have only limited effect on TV sales this fall but would be an "important factor" starting next year, he declared.

Philco exec. v.p. James H. Carmine saw "real opportunity" for dealers to pass last year's 6,200,000 TV sales because of "the low prices and great values now being offered." He said at least 6,000,000 sets should be manufactured and sold this year even though dollar volume will be lower than year ago. When big-screen color tube is developed, he said, "a whole new vista of expansion will open up."

Motorola pres. Paul V. Galvin, at annual distributors convention, predicted sale of at least 6,000,000 TVs and 10,000,000 radios -- "one of the best years the industry has had." He said Motorola's second-quarter TV unit sales should exceed same period of 1953. Sales of all products should be second highest in Motorola's 25-year history, he declared, but made no mention of profits.

Tube makers support general optimism of set manufacturers. Two of leading CR tube manufacturers told us this week that orders on their books indicate substantial upswing in TV production this fall. One of them said his plant would go on 3-shift basis after vacations. The other wasn't sure of future work schedules.

Further illustrating bigger production plans, GE announced that about 300 workers, laid off few months ago because of "readjustment in production schedules," would return to work July 19 at Syracuse electronics plant to man new black-&-white production line. Also on labor front, Westinghouse and Local 401 of IUE-CIO reached agreement sending 1800 TV-radio workers back to jobs this week after temporary shut-down at Metuchen, N.J. plant resulting from disciplinary furloughs meted to several production workers. No details were available on terms of settlement.

Emerson also reflected the optimism of major set manufacturers, disclosing plans to spend more than \$7,000,000 next 12 months to promote its products, using all media, through Grey Adv. This comes on heels of CBS-Columbia's announced plans to promote line in 45 top areas to get bigger share of TV market (Vol. 10:26).

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Motorola's new line of 17 basic models had leaders at \$130 for 17-in. ebony metal table and \$150 for 21-in. ebony metal table (down from \$150 and \$180). But low prices, undercutting Crosley's "Super V" at \$140 and matched thus far only by Emerson's 17-in. (Vol. 10:26), are said to be "for summer only" -- clearly designed to hypo slow summer market. Price increases by fall are forecast by both Motorola and Emerson. Crosley's Leonard Cramer has also said price hikes are "contemplated".

Lines of Motorola and Hoffman, both introduced this week (see p. 12), played up furniture styling in 21-in. categories. Natural birch woods and tapered detachable legs were features of Motorola line. Hoffman's "Pacifica" series was tied in with national promotion of "Pacifica" furniture line, had black iron bases.

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Reflecting plant vacations, TV production slipped to 99,878 units week ended July 2, the final week of first 6 months by RETMA calculations. This compared with

117,840 preceding week and 104,192 week ended June 18. Production of radios totaled 152,536 (61,339 auto), compared to 149,760 week of June 25 and 199,787 week before.

Official 5-month production was 2,301,005 TVs, 4,048,904 radios, according to another RETMA report released this week. Of total, 537,052 (or 23.3%) had built-in uhf tuners. This is in addition to output of uhf converters, on which no figures are kept officially. May TV production was 396,287, of which 86,790 (22%) were uhf. In April, 25% of all sets were uhf-equipped, 21% in March, 21% in Feb., 29% in Jan. Of 5-month radio production, 1,744,160 were auto sets, 1,086,921 home sets, 701,135 portable, 516,688 clock. May radio production was 722,104 (316,519 auto).

Trade Personals: J. L. Franke promoted to chief engineer of new RCA Victor Radio and "Victrola" div., reporting to gen. mgr. James M. Toney; Alexander D. Burt named mgr. of record changer engineering, Paul R. Bennett mgr. of radio phonograph engineering. Thomas S. Weeks promoted to div. gen. plant mgr., succeeded as Bloomington TV receiver plant mgr. by George L. Leinenweber . . . Ross Siragusa, pres. of Admiral, speaks July 14 on "Admiral Corp. and the TV Industry — Present & Future" before members of Midwest Stock Exchange and Stock Brokers Associates of Chicago . . . David S. Cook promoted to Stromberg-Carlson TV-radio adv. mgr., replacing S. H. Manson, now public relations director . . . Franklin H. Drew named to new post of Westinghouse west coast service mgr., San Francisco . . . Leslie A. Johnson, mgr. of Cornell-Dubilier's new plant at Sanford, N. C., elected v.p. . . . Harold Hennig named market & sales analyst for Raytheon renewal tube sales . . . Jerome R. Meltzer promoted to head distributor sales of Radio Receptor Co.

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Distributor Notes: Emerson appoints Grossman Distributors Inc., 185 Joseph Ave., Rochester, N. Y. (Jacob Grossman, pres.); Peaslee-Gaulbert Corp., 434 E. Bay St., Jacksonville (V. H. Hussey mgr.); Tri-City Radio Supply Inc., 320 E. 4th St., Davenport, Ia. (Max Leity, pres.) . . . Bendix Radio appoints Electric Sales & Service Co., 209 Walton St. NW, Atlanta (A. I. Butts Jr., pres.); Hart Distributing Co., 413 W. Main St., Louisville (Robert N. Hart, pres.); Fordyce Electronic Distributors, 1605 8th St., Miami (R. W. Fordyce, pres.) . . . Westinghouse appoints Edgar Morris Sales Co., 712 13th St. NW, Washington, replacing Westinghouse Electric Supply Co., now concentrating on service and supply . . . GE appoints Commercial Electric Co., 1720 S. Harrison St., Ft. Wayne (Maurice Casey, sales mgr.) . . . Brown-Roberts Co. (Admiral) opens branch at Commerce & Fanning Sts., Shreveport, La. (Francis Bickham, mgr.) . . . Kenrow-Georgia Inc., Atlanta (Motorola) opens Savannah branch (Wm. Logan, mgr.) . . . G. M. Popkey Co., 1201 Howard St., San Francisco, now undergoing reorganization, relinquishes Raytheon line . . . Chemung Appliance Distributors Inc., 103 E. Woodlawn Ave., Elmira, N. Y. (Philco) appoints Gus Blanck district sales mgr. . . . Larson Distributing Co., Denver (Crosley-Bendix) appoints Robert Maxwell sales mgr. . . . Motorola-Philadelphia announces resignation of adv. mgr. Al Bloom.

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Edmund Orgill, pres. of Orgill Brothers Co., Admiral distributor in Memphis-Little Rock-Jackson area, awarded honorary degree of Doctor of Comparative Law by U of the South, Sewanee, Tenn., and cited for helping create and endow the Wm. L. Clayton Center for International Economic Affairs at the Fletcher School of Law & Diplomacy, Medford, Mass.

Lt. Gen. Albert C. Wedemeyer, USA ret., has resigned as Avco v.p. & director to become v.p. & director of Rheem Mfg. Co., Sept. 1.

Next TV Factbook—Pre-Print Orders

FALL 1954 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 July 20—the 19th 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 tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The *Factbook's* new features include color rules & regulations, latest sets-in-use count, directories of phonograph & record manufacturers, tables showing top advertiser expenditures in TV, radio & other major media. Other 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 July 17, cost \$1.50 each; single copies, \$4.00.

First statistics on monthly production and sales of phonographs will come from RETMA in fall, if its plans materialize—and there's every indication they will. This will be particularly welcome news to National Assn. of Music Merchants, holding annual convention July 12-15 in Chicago's Palmer House with some 60 manufacturers exhibiting TVs, radios, phonos, high fidelity equipment, tape recorders, needles, accessories. RETMA has begun canvass of non-members in hope of getting widest possible participation in furnishing statistics, a preliminary step authorized by recent RETMA convention. (Note: Our next semi-annual *TV Factbook*, due in latter July, will carry lists of leading phonograph & record manufacturers, compiled from industry sources.)

Mrs. Leslie F. Muter, wife of pres. of Muter Co. & RETMA treas., and grandmother of 14-month-old boy, piloted single-engine Navion Super 260 from Long Beach, Cal. to Knoxville this week as one of 95 contestants in 8th annual "powder puff derby" for licensed women pilots. She competed for 3rd straight year and finished 35th under rules by which contestant is judged by speed in relation to plane capacity.

Emerson Radio claims its 222-ft. sign, covering entire right field fence of San Francisco Seals stadium in letters 6 ft. high, is largest painted billboard in world.

Topics & Trends of TV Trade: Motorola's new line, in addition to \$895-\$995 color sets (p. 1), comprises 17 basic models starting with a 17-in. table model at \$130. Leading 21-in. series is \$150 table model, with step-ups to a 21-in. console at \$370 and 24-in. consoles at \$350 to \$410. Both leaders are expected to be raised substantially by fall, however. All models except leaders have aluminized picture tubes and tinted safety glass.

New feature in most models is "amplified automatic gain control," which automatically compensates for variations in signal strength resulting from distance from transmitter, interference or channel switching. Full line:

Table Models: 17-in. ebony metal \$130, metal "sand" \$140, mahogany finish \$150; 21-in. ebony metal \$150; metal "sand" \$160, mahogany finish \$170; 21-in. mahogany finish \$200, blonde \$210; 21-in. mahogany finish \$230, blonde \$240.

Consoles: 21-in. mahogany finish \$200, blonde \$210; 21-in. mahogany \$250, blonde \$260; 21-in. mahogany \$280, blonde \$290; 21-in. mahogany \$330, blonde \$340; 24-in. mahogany \$350, blonde \$360; 24-in. mahogany \$400, blonde \$410.

Consolettes: 21-in. mahogany with tapered legs \$300, blonde \$310; 21-in. natural birch on wrought-iron stand \$350; 21-in. mahogany on swivel base \$330, blonde \$340; 21-in. contemporary birch with sliding front panel \$370.

Motorola also made first start in high-fidelity radio-phonograph field with introduction of "Masterpiece" in 2 models—a table model in mahogany or blonde, with 2 matched speakers, at \$180; and a console, also in mahogany or blonde, claiming 30-15,000 cycles per second range, at \$200. Also introduced was a green and white leatherette 3-speed portable phonograph at \$80. A table model plastic radio-phonograph at \$100 was carried over.

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Picture tube sales in first 5 months totaled 3,275,301 units, valued at \$69,052,136, down from 3,633,288 at \$84,464,685 sold in first 5 months of 1953, reports RETMA. Some 77% were 19-in. and larger. In May alone, 584,782 picture tubes worth \$12,062,269 were sold, compared to 727,655 at \$14,994,779 in April and 579,332 at \$12,124,090 in May 1953. Receiving tube sales in first 5 months totaled 134,677,745 worth \$99,025,891, down from 187,913,848 at \$111,382,370 in first 5 months year ago. May sales were 28,650,825 at \$20,465,451, compared to 29,640,942 at \$21,697,489 in April and 35,267,762 at \$25,093,037 in May 1953. [Note: Our fall *TV Factbook No. 19*, due in latter July, tabulates picture tube sales by years, 1947-53, and receiving tube sales 1949-53 (plus 5 months of 1954 in both categories), with breakdowns for initial equipment, renewal, export & govt. sales.]

TV's diminishing importance to dept. store sales is reflected in annual survey by National Retail Dry Goods Assn. reporting 19% decline in dollar volume of 1953 TV set sales below 1952—even while William R. Gard, exec. secy. of National Assn. of Music Merchants, noted increase over year ago in number of music merchants carrying TV. NRDGA survey covered 469 dept. stores, each grossing over \$4,000,000 annually. Despite dollar volume decline, number of individual TV transactions remained about same as in 1952 and inventories declined 8%, continuing trend of 1952, when they declined 42% from 1951. Combined TV-radio-phonos-records category declined 8% in dollar volume from 1952, compared to decline of 14% between 1952 & 1951.

Hoffman Radio Corp. has appointed Anderson-McConnell Adv. Agency, Los Angeles, following resignation of Foote, Cone & Belding.

Philco International starts refrigerator production at new TV-radio plant in Chigwell, Essex, England.

HOFFMAN RADIO'S new line, introduced to distributors this week at Pasadena convention, comprises 16 basic models ranging from 17-in. table model at \$160 to 21-in. combination at \$595. All models have wood cabinets. All consoles have casters, and matching bases for table models are optional. Four basic models are in de luxe-styled "Pacifica" series.

Two new chassis—a de luxe and super de luxe series—were presented. Selling points include "Soundarama," newly-developed high-fidelity system for TV, an advancement of Hoffman's "Trio-Phonic" system, featuring 3 speakers and 10-watt audio output and is said to reproduce sound from 20 to 15,000 cycles. Optional all-channel tuners on all models are average 10% extra. Full line:

Table Models: 17-in. mahogany \$160, blonde \$170, cherry \$180; 17-in. mahogany \$180, blonde \$190, cherry \$200; 21-in. mahogany \$190, blonde \$200, cherry \$210; 21-in. mahogany \$200, blonde \$210, cherry \$220; 21-in. mahogany \$230, blonde \$240, cherry \$250; 21-in. mahogany \$250, blonde \$260, cherry \$270; 21-in. mahogany \$280; 21-in. toast \$290; 21-in. light cherry \$290.

Consoles: 21-in. mahogany \$300, blonde \$310, cherry \$320; 21-in. mahogany \$340, blonde \$350, cherry \$360; 21-in. mahogany \$375, blonde \$385, cherry \$395; 21-in. mahogany \$395, blonde \$405, cherry \$415; 21-in. mahogany \$425, blonde \$435, cherry \$445; 24-in. mahogany or cherry \$425; 24-in. limed oak or cherry \$485; 27-in. mahogany \$495, blonde \$505, cherry \$515.

Combination: 21-in. mahogany \$595, blonde \$605, cherry \$615.

Also introduced was "Nugget," portable radio at \$35 in black, sand, red, gray and green; mahogany table radio at \$50, blonde & cherry \$53; plastic table at \$30 & \$33; clock radio at \$40 & \$43.

TV set sales by Canadian factories totaled 158,890 at average price of \$362 in first 5 months of 1954, when production was 179,172, reports Canadian RTMA. Projected production estimate is 97,390 more sets in next 3 months. Inventory at end of May was 89,115, compared to 83,822 at end of April. Quebec led in sales with 55,207; Toronto second, 35,801; British Columbia, 15,961; other Ontario, 14,993; Ottawa & eastern Ontario, 11,255; Hamilton-Niagara, 9152; Windsor, 5883; Maritime Provinces, 5340; Prairies, 5298. In May alone, sales were 21,623, production 26,916.

Bill to remove excise tax from TVs, radios, phonos and parts (HR-9742) was introduced this week by Rep. Simpson (R-Pa.) and referred to House Ways & Means Committee. Also introduced this week, by Sen. Dirksen (R-Ill.), was bill to exempt from excise tax TV tubes "sold for use in the manufacture or production of nontaxable component parts of TV sets or for export" (S-3721). Referred to Finance Committee, it's similar to HR-9351, introduced in House by Rep. Sheehan (R-Ill).

Radio Moscow, announcing TV set production will go up from present 300,000 rate to 700,000 next year (about 5-week U. S. turnout), also reports Soviet color TV experiments will start soon. No claim this time that Russians invented it.

DuMont tube div. sets up west coast sales & service depot temporarily at 1235 E. Olympic Blvd., Los Angeles, pending completion of permanent building at 2456 Yates Ave. George J. Jollie is in charge.

CBS-Columbia got order for the 250 receivers (17-in.) installed in as many rooms of Knott Hotels' New Weston Hotel in N. Y. this week; central antenna system is handled by WABF Inc. (Ira Hirschmann).

Stromberg-Carlson is now listed on N. Y. Stock Exchange, its ticker tape symbol "SCA."

Financial & Trade Notes: If you want a handy thumbnail "financial dossier" on each of the 62 top TV-electronics manufacturers of the U. S., we will have it for you in the forthcoming edition of our semi-annual *TV Factbook* (No. 19), due off the presses in a few weeks. Data on the major manufacturers show their sales, pre-tax earnings, net per share, dividends, total assets, price range for each year from 1950 through first quarter 1954—as compiled for us by Edgar N. Greenebaum Jr., Chicago financial consultant formerly associated with Television-Electronics Fund. The tables show capitalization of each company, including debt and shares outstanding; indicate market on which traded; show bid prices as of June 14, 1954. Factbook will also contain directories of U. S. & Canadian TV set & tube, phonograph & record player, record and transmitting equipment manufacturers, as well as trade associations, etc. The *Factbook* goes to each of our full-service subscribers; extra copies, \$4 each.

* * * *

While stockholders in American corporations generally were more numerous in 1953 than in 1952, the electrical equipment category in *Forbes Magazine's* latest survey (reported July 1) showed varying figures. Among companies with 100,000 or more stockholders, RCA had 177,199 in 1953 compared to 181,605 in 1952, down 2.4% as against plus-2.5% average for 607 corporations as a whole. AT&T leads them all, with 1,265,461 stockholders last year, up 3.7%; GE 246,467, down 1.7%; Westinghouse 111,424, up 2.6%; Avco 65,534, up 1.1%; Sylvania 287,270, up 27.6%; Philco 17,478, up 9.6%; Admiral 5546, down 9.6%; Raytheon 8433, up 3%; Motorola 4606, up 4.4%; General Precision Equipment 5227, up 27.9%; DuMont 13,994, down 7%.

Thompson Products Inc., Cleveland, already heavily in electronics through recent acquisition of Bell Sound Systems and Dage Electronics, announces formation of Pacific Semiconductors Inc., Los Angeles, in which Thompson will have 60% interest. New firm will manufacture transistors and diodes, and will be headed by Harper Q. North as wholly owned subsidiary of Ramo-Wooldridge Corp., Los Angeles electronics research firm affiliated with Thompson Products.

American Electronics Inc., maker of high-frequency drive motors and related products used in electronics and aircraft industries, this week offered 160,000 shares of common at \$4 thru Van Alstyne, Noel & Co. and Crowell, Weedon & Co. Certain stockholders are selling 60,000 shares and 100,000 are new shares being issued to finance repayment of bank loans.

Edward R. Murrow adds annual Freedom Award of Freedom House to his long list of honors this week, plaque being inscribed: "Free men were heartened by his courage in exposing those who would divide us by exploiting our fears." Previous winners: President Eisenhower, Bernard Baruch, Gen. Marshall, Sen. Vandenberg, Gen. Clay, Dean Acheson, Paul Hoffman, Dr. James Conant, Gen. Ridgeway.

Richard C. Patterson Jr., onetime NBC exec. v.p., during Truman Administration Ambassador to Yugoslavia & Guatemala and Minister to Switzerland, sworn in this week as Commissioner of N. Y. Dept. of Commerce & Public Events, making him official city greeter—successor to Grover Whalen.

Dr. Saul Dushman, 71, electronics research pioneer known for the Dushman equation for determining the relationship between the temperature of a filament and its emission of electrons, died July 7 at his home in Scotia, N. Y. He was asst. director of GE research lab in Schenectady from 1928 until retirement in 1948.

Realignment in high Signal Corps posts, announced by Chief Signal Officer Maj. Gen. George I. Back: Brig. Gen. Wesley T. Guest, commandant of Ft. Monmouth Army Signal School becomes Chief Signal Officer of European Command, succeeding Brig. Gen. Edward R. Petzing, who returns to Office of Chief Signal Officer, Washington. Col. Albert F. Cassevant, asst. chief of procurement & distribution div., Office of Chief Signal Officer, becomes Signal Officer for Army Forces, Far East, succeeding Brig. Gen. Elton F. Hammond, who returns to Washington. Brig. Gen. Victor A. Conrad, chief of procurement & distribution div., Office of Chief Signal Officer, succeeds Gen. Guest as commandant of Army Signal School.

Portable radio which can be used as marine direction finder is now being marketed by Raytheon. Set weighing 13 lbs., including batteries, gets standard broadcast stations, as well as "marine" and "beacon" bands. Flat, knob-like antenna on top may be rotated until it points directly at AM radio stations or lightships and danger points marked by govt. beacons. According to Raytheon, set owner may listen to his favorite radio programs, obtain latest weather information on marine frequencies and use set to "make extremely accurate 'fixes'" using commercial radio stations or govt. beacons. Three-band Receiver is priced at \$149.50; broadcast & marine 2-band model \$99.95.

Radar control for traffic lights is in experimental use in Norwalk, Conn., and the manufacturer Eastern Industries Inc., New Haven, plans to go into full-scale production of the intersection-control device. Here's how system works: Small transmitter, receiver and antenna are mounted atop pole at intersection. Aimed at each of the intersecting streets is a microwave beam, which is reflected by passing cars. Unit controls traffic lights to meet actual conditions at the intersection, giving priority to street with heaviest traffic.

Walter H. McDonald, head of public & industry relations section, Signal Corps Office of Technical Liaison, named chief of Office of Technical Liaison, replacing Bruce Quisenberry, now asst. director of publicity, Automatic Electric Co., Chicago.

"Smellovision" has been subject of many a gag, but here come the Swiss with a device called "Scentovision" for theatres, whereby perfumes, coffee smells or such-like can be wafted through the theatre to coincide with appropriate scenes.

Common salt shaker was used to sabotage 1000 capacitors manufactured for Navy radar sets by Hopkins Engineering Co., Pasadena, Cal. Salt had been sprinkled in 2 cartons of capacitors, rendering them inoperative, company officials said, and salt shaker was found on scene.

RCA reports new life record for one of its 8D21 TV transmitter tubes which was retired after 15,646 hours at full-power operation in sound portion of TT-5A transmitter at KRON-TV, San Francisco—having been used since Sept. 12, 1951.

Some 360,000 lbs. of phosphors, worth \$4,700,000, are used annually by picture tube makers, reports *Electronics Magazine*. Each 21-in. tube uses about 8½ grams, some 32¢ worth. Ten companies make the phosphors, led by duPont, Sylvania and U. S. Radium Corp.

DuMont now offering radio equipment covering complete range of emergency service and commercial mobile 2-way radio, with introduction this week of 3rd mobile system covering 144-174 mc band.

Twelve scholarships have been presented by West Coast Electronics Mfrs. Assn. to 11 Western colleges and universities, for use by students entering electronic engineering field.

Post-Freeze

Stations That Have Gone Off Air

As of July 10, 1954

(Does not include stations that quit temporarily but resumed)

- KOY-TV**, Phoenix, Ariz. (Ch. 10)—KOY Bcstg. Co. Began operation Oct. 19, 1953, sharing time with KOOL-TV, but quit air permanently when FCC approved merger with KOOL-TV May 5, 1954 (see *Television Digest*, Vol. 10:19).
- KRTV**, Little Rock, Ark. (Ch. 17)—Little Rock Telecasters Inc. Began operation April 5, 1953, but quit air permanently March 31, 1954 (see *Television Digest*, Vol. 10:13).
- KDZA-TV**, Pueblo, Colo. (Ch. 3)—Pueblo Radio Co. Inc. Began operation March 16, 1953, but quit air on April 21, 1954, reverting to CP status (see *Television Digest*, Vol. 10:20). CP expires Sept. 1, 1954.
- KFXD-TV**, Nampa, Ida. (Ch. 6)—Frank E. Hurt & Sons Inc. Began operation June 18, 1953, but quit air Aug. 12, 1953, reverting to CP status; sold to Idaho Bcstg. & Television Co. Jan 27, 1954, and call letters changed to KTVI (see *Television Digest*, Vol. 9:34 & 10:15). CP expires Nov. 11, 1954.
- WRAY-TV**, Princeton, Ind. (Ch. 52)—Southern Indiana Tele-Casting Inc. Began operation Dec. 6, 1953, but quits air July 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:28). CP expires Sept. 11, 1954.
- WKLO-TV**, Louisville, Ky. (Ch. 21)—Mid-America Bcstg. Corp. Began operation Sept. 7, 1953, but quit air April 20, 1954, reverting to CP status (see *Television Digest*, Vol. 10:17). Has requested extension of CP which expires Aug. 1, 1954.
- KFAZ**, Monroe, La. (Ch. 43)—Delta Television Inc. Began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status pending FCC action on petition to allocate Ch. 13 to Monroe, La. (see *Television Digest*, Vol. 10:19). CP expires Dec. 1, 1954.
- WBKZ-TV**, Battle Creek, Mich. (Ch. 64)—Booth Radio & Television Stations, Inc. Began operation May 15, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for Ch. 10 in Parma, Mich. (see *Television Digest*, Vol. 10:17, 18, 21). Has requested extension of CP which expired June 13, 1954.
- WTAC-TV**, Flint, Mich. (Ch. 16)—Trendle-Campbell Bcstg. Corp. Began operation Oct. 28, 1953, but quit air April 20, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). CP expires Aug. 8, 1954.
- WFTV**, Duluth, Minn. (Ch. 38)—Great Plains Television Properties of Minnesota. Began May 31, 1953, but has asked FCC for permission to quit air and revert to CP status (see *Television Digest*, Vol. 10:28). CP expires Dec. 13, 1954.
- KACY**, St. Louis (Festus), Mo. (Ch. 14)—Ozark Television Corp. Began operation Oct. 31, 1953, but quit air April 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:15). CP expires July 30, 1954.
- KMBC-TV**, Kansas City, Mo. (Ch. 9)—Midland Bcstg. Co. Began operation Aug. 1, 1953, sharing time with WHB-TV, but quit air permanently when FCC approved merger with WHB-TV June 9, 1954; WHB-TV changed name to KMBC Bcstg. Co. and retains KMBC-TV call letters for full-time operation (see *Television Digest*, Vol. 10:17, 24).
- KCTV**, Kansas City, Mo. (Ch. 25)—Allen B. DuMont Laboratories Inc. Began operation June 6, 1953, owned by Empire Coil Co.; on Jan. 1, 1954, was sold to DuMont; on March 1, 1954, quit air permanently (see *Television Digest*, Vol. 10:1, 7).
- KFOR-TV**, Lincoln, Neb. (Ch. 10)—Cornbelt Bcstg. Corp. Began operation May 25, 1953, sold to Fetzer Bcstg. Co. Feb. 1954; went off air permanently March 13, 1954. KOLN-TV (under same ownership) switching from Ch. 12 to 10. (For details, see *Television Digest*, Vol. 10:9, 11.)
- WFPG-TV**, Atlantic City, N.J. (Ch. 46)—Neptune Bcstg. Corp. Began operation Dec. 21, 1952, but quit air May 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). CP expires Dec. 21, 1954.
- WBES-TV**, Buffalo, N.Y. (Ch. 59)—WBES-TV Inc. Began operation Sept. 5, 1953, but quit air permanently Dec. 18, 1953 (see *Television Digest*, Vol. 9:50).
- WECT**, Elmira, N.Y. (Ch. 18)—El-Cor Television Inc. Began operation Sept. 30, 1953, but quit air May 26, 1954, reverting to CP status (see *Television Digest*, Vol. 10:22). CP expires Oct. 25, 1954.
- WIFE**, Dayton, O. (Ch. 22)—Skyland Bcstg. Corp. Began operation Oct. 3, 1953, but quit air March 13, 1954, reverting to CP status (*Television Digest*, Vol. 10:11). CP expires Aug. 4, 1954.
- WKJF-TV**, Pittsburgh, Pa. (Ch. 53)—Agnes J. Reeves Greer. Began operation July 14, 1953, but quit air July 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:26). CP expires Sept. 1, 1954.
- KNUZ-TV**, Houston, Tex. (Ch. 39)—KNUZ Television Co. Began operation Oct. 10, 1953, but quit air June 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:27). CP expires Dec. 29, 1954.
- WACH-TV**, Newport News-Norfolk, Va. (Ch. 33)—Eastern Bcstg. Corp. Began operation Oct. 6, 1953, but quit air March 26, 1954, reverting to CP status (see *Television Digest*, Vol. 10:14). Holds CP without expiration date inasmuch as it complied with FCC requirements concerning program tests.
- WROV-TV**, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. Began operation Feb. 15, 1953, but quit air permanently July 18, 1953 (see *Television Digest*, Vol. 9:29).
- WOSH-TV**, Oshkosh, Wis. (Ch. 48)—Oshkosh Bcstg. Co. Began operation June 27, 1953, but quit air permanently March 22, 1954 (see *Television Digest*, Vol. 10:12).
- YELD-TV**, Matamoros, Mexico (opposite Brownsville, Tex.)—(Ch. 7)—Televisión de Matamoros, S.A. Began operation Sept. 4, 1951, but quit air permanently April 18, 1954 (see *Television Digest*, Vol. 10:18).

Carl Haymond's KMO-TV, Tacoma, Wash. (Ch. 13), was sold this week for \$300,000 to J. Elroy McCaw, also a veteran broadcaster, who recently sold his 20.36% interest in Denver's KLZ-TV & KLZ in deal whereby Time Inc. acquired those properties for \$3,533,760. Mr. McCaw does not take over radio KMO, which Haymond retains, plans to run the TV station as a local. Originally, KMO-TV had NBC but lost it when KOMO-TV took the air, Tacoma's KTNT-TV having CBS-TV and Seattle's KING-TV having ABC-TV (Vol. 10:15). Thereupon Haymond made deal to sell both TV and radio stations to Jessica Longston group, operating radio KAYO, Seattle, for \$350,000—but this was dropped when FCC indicated hearing would be necessary due to overlap of KAYO & KMO (Vol. 10:21). Blackburn-Hamilton handled deal with McCaw, who also owns 25% of TV station KONA, Honolulu, operates 50-kw independent radio WINS, New York, and has interests in various other radio stations.

Pre-freeze WNBC-TV, Binghamton, N. Y. (Ch. 12) with radio WNBC, earned \$87,412 net profit after Federal taxes in 1952, \$70,572 in 1953 and \$75,398 up to April 30, 1954, according to statement filed with FCC this week with application for changed facilities (see *TV Addenda ZZ*). Owned chiefly by adman John C. Clark, founder, its April 30 balance sheet showed total assets of \$1,090,836, of which \$482,238 were fixed, \$583,034 current, \$25,563 deferred. Earned surplus at Dec. 31, 1953 was \$408,655; at April 30 it was \$484,054. Total net worth was given as \$844,054.

Brown Industries, 75% owner, has acquired the 20% interests of gen. mgr. Knox LaRue and 5% of L. F. Chenault in KTVU, Stockton, Cal. (Ch. 36), which they founded last Dec. David M. Greene, operations mgr., succeeds LaRue as gen. mgr., latter devoting his time to his radio stations KSTN, Stockton; KMOR, Oroville; KONG, Visalia. Chenault is mgr. of radio KYNO, Fresno. Brown Industries (Warren Brown Jr., pres.) also publishes *Fontana Herald News* and *LeMesa Scout*.

Philippines' second TV station and a TV set & picture tube plant are planned in Manila by Robert Stewart, pres. of radio DZBB and Stewart Electronics Laboratories Inc. New station DZBB-TV will have ERP of 30-kw, with 500-ft. tower, and use booster station in Cebu for added coverage, Stewart said. TV plant is to employ 250, with annual output of at least 15,600 sets and 36,500 tubes. Manila's first station, DZAQ-TV, went on air in Sept. 1953.

"High incidence" of wage-hour law violations by TV & radio stations has been revealed by recent inspections, Virginia Assn. of Broadcasters was warned this week by Charles H. Tower, mgr. of NARTB employe-employer relations dept. He urged broadcasters to enlist NARTB help in getting official interpretations of wage-hour law provisions.

New TV application for Visalia, Cal., Ch. 43, was filed this week by former movie producer Irvin V. Willat, making total of 213 pending FCC action (26 uhf). [For further details see *TV Addenda 18-ZZ* herewith; for complete details of all grants, applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with Addenda to date.]

KVAR are new call letters assigned by FCC to old KTYL-TV, Phoenix-Mesa, Ariz., effective July 1; sale to new owners, KTAR Broadcasting Co., was recently approved by Commission (Vol. 10:18, 25).

Power increases: KLZ-TV, Denver (Ch. 7) from 10-kw to 50-kw transmitter power, July 5; WCAU-TV, Philadelphia (Ch. 10) from 27.3-kw to 316-kw ERP, July 7.

Next interconnections scheduled by AT&T: KWK-TV, St. Louis, July 10; WTHI-TV, Terre Haute, Ind. & WABI-TV, Bangor, Maine, July 15.

Television Digest

with **ELECTRONICS** REPORTS

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RCA PITS 21-in. COLOR TUBE AGAINST 19-in.: RCA's answer to CBS's 19-in. color tube (Vol. 10:28) is one using same principle, also used by DuMont (Vol. 10:18) -- curved-mask and phosphors-on-face -- but larger and lighter. It's 21-in. round and metal-coned (CBS's is glass) and weighs 25% less than CBS's 31 lbs. It offers 250-sq. in. vs. CBS's 205-sq. in., will cost set makers \$175, as does CBS's.

RCA's announcement said tube will be demonstrated Sept. 15, but gave no word on production rate or availability to customers. With Admiral planning to use the tube and saying that 21-in. color sets will be "a reality by Christmas", it's presumed that regular production is due during latter part of year.

Fight is not only between RCA and CBS but between those set makers who plan to use their respective tubes. Motorola has said it plans to make 25,000 color sets this year, using CBS tube, selling sets for \$895 & \$995. Westinghouse is taking some CBS tubes, doesn't say how many. Admiral reports that its 21-in. will sell for a "price less than today's 19-in." -- thus aiming to put damper on any distributor-dealer-consumer enthusiasm for 19-in.

* * * *

Relatively few technical details were given out by RCA. In addition to reporting size and weight, RCA gave these aspects:

(1) Length: "The new RCA electron gun makes it possible to produce color tubes of shorter length than heretofore."

(2) Color purity characteristics: "The RCA new and improved shadow mask and mounting system produces an improved color picture and a markedly improved picture on black-&-white signals."

(3) Contrast: Improvement is made possible by use of "a filter-glass faceplate plus the new gun and shadow mask assembly which allow the tube to be driven harder than was previously possible."

(4) Room glare: Use of frosted faceplate "eliminates glare from reflection in the picture caused by room lights and windows."

Explaining use of curved mask, W.W. Watts, RCA exec. v.p., electronic products, said: "In the course of its development, RCA -- the creator of the shadow-mask color tube -- has experimented with many different types of masks, including curved masks. But up to now the basic problem in the use of the curved mask has been the color impurities it caused around the edges of the picture. The new RCA invention and development overcome this basic deficiency. They enable the full utilization of the faceplate area and establish a new high in color performance."

"A new color TV receiver chassis having greatly simplified circuitry" will also be demonstrated Sept. 15, Watts said, adding: "This substantially reduces the number of tubes and components required in the color set and results in significant reduction of costs." Specific number of tubes and receiver price weren't indicated. It's believed that metal cones are being made by United Specialties Co., Chicago.

Admiral pres. Ross Siragusa disclosed his 21-in. plans during July 14 talk to Stock Brokers' Associates of Chicago. He predicted a "luxury market" for the set this winter, but said it would be 2-3 years before large-screen receivers will be available at \$500. He added that in meantime "small screen sets may be offered for as low as \$500." He didn't expect more than trickle of big-screen sets until 1955.

Other tube and set makers aren't saying which way they'll jump. GE's color sales mgr. Joseph F. Effinger is reported saying GE will offer a 19-in. set at less than \$1000. Zenith this week showed distributors an experimental 21-in. rectangular tube made by subsidiary Rauland, emphasized it isn't ready for market. No other major manufacturer adds anything to clarify situation.

RCA's adoption of curved-mask phosphors-on-face principle employed by CBS and DuMont undoubtedly presages marathon patent litigation -- because they all claim tube incorporates their inventions.

The in-fighting thus becomes fiercer. Some awfully expensive gambles are being taken. NBC and CBS fall-winter color program schedules should whet public's appetite for sets -- but what size at what price, and just when? Previous programs, price and picture size didn't do the job.

Everyone is sure that some combination will click, but they wonder how many more millions must be fed the color machine before someone hits the jackpot.

'THEORY OF AM SURVIVAL'—ANOTHER ANGLE: Our recent discourses on possible "chain reactions" on smaller radio station operations to the forthcoming TV-induced network radio rate reductions (Vol. 10:25-26) evokes comment from another able small-station operator -- Joseph L. Brechner, gen. mgr. of WGAY, Silver Spring, Md., who incidentally also heads radio WLOF, a TV applicant for Ch. 9 in Orlando, Fla.

He thinks our approach was "negative", accuses us (quite erroneously) of pointing only to "radio failures" while calling TV's reversals "financial reorganizations". Our record of never purposefully talking-down radio, any more than one would talk down his parents, is quite clear -- but be that as it may, the Brechner viewpoint is quite pertinent to the discussion and has an angle worth pondering:

"Basically, as I see it," writes the lad who in the Saturday Evening Post of Jan. 25, 1947 told a fascinating story of how a pair of ex-GIs launched a community station in a Washington suburb, "the problems you are exploring -- or should be -- are not radio vs. TV but broadcasting vs. economic conditions."

"I think smaller and independent stations in both radio or TV face less difficulties than larger operations. In the last analysis, the smaller stations can reduce overhead and luxury expenses more easily than larger operations. They are also burdened with less 'unproductive administrative' personnel. They are less vulnerable to featherbedding restrictions. Local, privately-owned-&-operated radio, because of the possibility of absolute efficiency, has the greatest chance, not only of 'survival', as you see it, but of profitable income and return to its owner-operators, as I see it."

ONE NEW STARTER, 2 QUIT; CANADA'S 12th: Another vhf station in North Dakota, 2 more uhf going off the air, brought U.S. score to 389 now in operation (123 of them uhf) as Canada's latest started in Quebec City. Sole CP was Ch. 56 grant to Detroit Educational TV Foundation. Week's new stations:

KXJB-TV, Valley City, N.D. (Ch. 4) put on first test patterns July 12 in rich farm and oil area centering in Fargo, where WDAY-TV (Ch. 6) has been operating since May 1953. Valley City is 40 mi. from Fargo, and owner John Boler is claiming that market, reporting "strong signal 125 to 190 mi." and even Aberdeen, S.D. dealers getting "excellent pictures." It's Boler's second outlet in state; he started KCJB-TV, Minot, about 190 mi. distant, last April. KXJB-TV uses 5-kw DuMont transmitter with 6-bay RCA antenna on 1085-ft. tower, "tallest in upper midwest," located 20 mi. north of Valley City. Wm. L. Hurley is sales mgr.; Robert Ridgeway, chief engineer. Base rate is \$200, or \$300 in combination with KCJB-TV. Rep is Weed.

CFCM-TV, Quebec City, Que. (Ch. 4) began test patterns July 13, held official opening July 17, becoming Dominion's 12th TV outlet, 6th privately owned. It uses

500-watt DuMont transmitter with 400-ft. tower, is owned jointly by Famous Players Canadian Corp. and radio stations CHRC, CJQC, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont., which began last Dec. Claude Garneau is gen. mgr.; E.W. Miller, technical director. Bate rate is \$200, reps are Weed (U.S.) & Hardy (Canada).

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Leaving the air this week were KBID-TV, Fresno, Cal. (Ch. 53), operating since last Feb. 8, and WCHA-TV, Chambersburg, Pa. (Ch. 46), since last Sept. 3. In posting suspension order July 15, KBID-TV owner John Poole attributed it to inability to get network affiliation. Fresno area's other 2 uhf -- KMJ-TV (NBC & CBS) and KJEO-TV (ABC & CBS) -- are both reputed to be doing well, both intense enthusiasts for uhf. The Chambersburg station quits July 18, having asked FCC permission to remain silent 120 days. Chief owner John S. Booth, whose Elmira uhf WTVE is "doing quite well" and is staying on the air, said he still thinks "there is nothing wrong with uhf... we went into uhf with our eyes open." He attributed Chambersburg failure to the unavailability of good network shows and fact that vhf signals penetrate his area from Washington's 4 stations, Baltimore's 3, and stations in Lancaster, Altoona, Johnstown. Thus 23 stations have quit to date, 20 of them uhf (for full list, see Vol. 10:28).

NEWSPAPER OWNERSHIP--THE FCC ATTITUDE: Publishers in TV, or hoping to get into TV, again seem to have qualms about FCC's attitude toward newspaper ownership -- but the record would tend to show that they have less reason to worry than they ever had. A study of ownership indicates little prejudice, for today something like 125 (out of 389) operating stations are owned in whole or part by newspaper companies or newspaper interests, according to the forthcoming TV Factbook No. 19. Just a year ago, it was 64 out of 198 (31%). And these do not include ownership by the big magazine publishing houses like Meredith (4 stations), Time Inc. (3).

Talk of discrimination against newspapers, oft-heard during the Roosevelt Administration, when there actually was an abortive "investigation" that had practical effect of freezing newspaper interests out of getting radio facilities for about 3 years, seems to be cropping up anew lately as the Commission approaches final decisions on several key hearings involving newspaper interests.

At the upper FCC echelon, it would appear that there's no real cause for concern -- albeit some publishers understandably are uneasy about FCC Broadcast Bureau's avowed attitude and Comr. Hennock's occasional outbursts on the subject. But fact is that when Congress was considering amendments to the Communications Act several years ago, it came close to forbidding the Commission specifically from discriminating against newspapers and other news media. But it dropped proposed amendment when it got assurances from Commission that newspapers wouldn't be handicapped.

The commissioners mean it -- though FCC has yet to come up with any post-freeze TV decisions involving newspaper vs. non-newspaper applicants.

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There are plenty of initial decisions awaiting final FCC action, however, in which examiners had something to say on "diversification of control of mass communications media." Examiners' views vary all over the map, but in none of their decisions have they held newspaper ownership to be sole fatal defect.

Facts entering into final FCC decisions are so numerous, so complex, often so intangible that newspaper ownership is just one of many aspects of an application.

Broadcast Bureau's attitude is simply that channels are scarce, so should be parceled out "one to a customer" as long as there are plenty of qualified customers. Then, it goes a step further and says a newspaper already has a "voice", shouldn't be given another if someone else wants it. Bureau doesn't maintain that newspaper ownership is automatically debarring, but it has assumed viewpoint that "overriding considerations" must be present if a newspaper is to win over a non-newspaper.

Comr. Hennock has done lot of talking on the subject, but it would be strange to see her vote against a Democratic publisher (and there are plenty Democratic newspaper publishers seeking TV, as well as Republican). Others see no reason for discriminating. Comr. Lee, for example, in a recent speech said he saw "certain ad-

vantages and economies" in joint newspaper-broadcasting operations. Like the rest of the FCC majority, he believes in a case-by-case policy, rejecting blanket rule.

What really counts, in last analysis, is attitude of the commissioners -- and there's nothing in the record to show blanket predilections. Quite the contrary, Chairman Hyde and Comr. Sterling, oldest in point of contact with the industry, have consistently shown a healthy respect for the record of newspaper people who pioneered both radio and TV development. And, of course, examiners' initial decisions and the Broadcast Bureau's agreement or disagreement with them are merely recommendatory; they propose, the Commission disposes, sometimes without hesitation.

Several recent decisions indicate the inclination to treat each case as it comes up. In recent Clarksburg, W.Va. protest case (Vol. 10:27), it held that the Stubblefield and Ogden families shouldn't be denied a CP because they own newspapers and radio properties in area. On the other hand, it reversed examiner in Flint Ch. 12 case, awarding CP to WJR, Detroit, because it had no TV whereas the Bitner family has TV stations in Grand Rapids & Indianapolis, plus AMs there and in Flint & Evansville. Though newspapers weren't involved, FCC favored "diversification."

A crucial test comes when Commission decides Sacramento case (Ch. 10) wherein McClatchy family owns newspapers and radio stations, local and otherwise, whereas competitive Sacramento Telecasters is identified with no media. Examiner, in initial decision, found McClatchy's record of radio operation and community service so exceptional that it outweighed any advantage that might be claimed for diversification.

The contested decisions will tell the tale -- but in the meantime there's no discernible discrimination. In cases of purchase by newspapers, there has been no opposition at all. Time Inc. got all 3 stations that way, Meredith 3 of its 4.

SENATE UHF investigators prepared for the first of their decisive sessions on the uhf problem behind closed doors July 20—with one added proposal thrown into the pot. Suggestion by Comr. Bartley, as expounded July 9 in address to Virginia Assn. of Broadcasters and outlined at closed session with Senate communications subcommittee last week (Vol. 10:28), isn't new one, but is expected to get close attention from Senators.

Bartley pointed out that Federal govt. use of radio frequencies are not supervised by FCC, and urged that an ad hoc committee be set up to explore the uses of vhf frequencies by Govt.—with an eye to determining whether they're being used efficiently and whether they might better be relocated in another band.

"I don't know the military picture, and I certainly don't intend to imply that they're not using these frequencies," he told us, "but I am saying that nobody knows—and we ought to find out." He said he thought Congress could initiate such a study, to determine whether it is possible to squeeze in more vhf TV channels.

Federal govt. radio installations are approved by the President through Interdepartmental Radio Advisory Committee (IRAC) and there's no counterpart of FCC for assignment of govt. frequencies, Bartley pointed out. "Any ad hoc committee ought to determine how much wastage there is of frequencies—we do know that no govt. request for frequencies is ever turned down."

The commissioner called his proposal a "logical extension of what JTAC recommended." JTAC (Joint Technical Advisory Committee of IRE & RETMA), in its monumental 1952 study of *Radio Spectrum Conservation* (Vol. 8:4), had this to say about the vhf band above TV Ch. 13:

"Future expansion [of TV] is contemplated for the 470-890 mc [uhf] band. This choice seems unfortunate in that operation would be much more efficient in the region immediately above 216-mc [Ch. 13]. This region is now occupied by services which could operate effectively in a higher part of the spectrum."

While industry awaits Senate subcommittee's report

—and while more uhf stations continue to fold (7 have now gone off air since hearings started, see p. 3), there's been no letup in lobbying by both sides—many Congressmen feeling heavy pressure from their telecaster constituents. Rep. Donald Jackson (R-Cal.), this week inserted in *Congressional Record* article from *Spotlight* by Donald Manning, scoring "this alarming trend toward monopoly of the nation's TV channels" and demanding Congressional action "to effect a fairer division of station time between the 4 networks. . . ."

The one Senator whose attendance record at the uhf hearings was better than any other, with possible exception of Chairman Potter, is new Sen. Eva Bowring (R-Neb.). She came into hearing completely "cold" on subject of TV—she even hails from a non-TV area of Nebraska. We asked her views on the problem, particularly about reports that the subcommittee would make no recommendations or only minor ones. She replied:

"I'm not willing to say that nothing will come of this, or that our time has been wasted and we called these hearings for nothing. I took an emphatic stand at the [closed] meeting, and I think I can say that the others did, too." She didn't reveal what her stand was, and Sen. Potter says subcommittee as a whole has reached no decisions.

Administration-backed anti-gambling bill (S-3542), introduced by Sen Bricker (R-Ohio) and approved by Senate Commerce Committee (Vol. 10:22) but blocked on Senate floor by objection of Sen. Hendrickson (R-N.J.), is destined to be supplanted by new one which broadcasters regard as more liberal. Substitute will be offered from floor next week by Sen. Purtell (R-Conn.), has approval of Justice Dept., FCC and Sen. Bricker. It deletes most of restrictions on TV-radio stations, puts emphasis on "intent," rather than specific actions. Bricker measure would have banned broadcasting of horse racing information for one-hour period following end of race and barred stations from broadcasting more than one race per day.

Personal Notes: Jack Gould resigned this week as TV-radio editor of *New York Times* to become information advisor to CBS Inc. as of Aug. 2 . . . Lawrence L. Wynn resigns as sales mgr. of WABD, N. Y. . . . George Frey, NBC-TV sales v.p. and veteran of NBC organization virtually since its inception, guest of honor at testimonial luncheon given by 60 admen July 8 at University Club, at which ex-NBC pres. Niles Trammell was toastmaster . . . Ken Craig, onetime exec. asst to CBS central div. v.p. H. Leslie Atlass, has resigned as CBS Hollywood director of business affairs to return to TV production . . . W. W. Parish, supervisor of NBC story div., named supervisor of public service programs under mgr. Edward Stanley . . . Albert J. Eicholzer named chief engineer of WSYR-TV & WSYR, Syracuse, succeeding late Armand G. Belle Isle . . . James P. Walker, ex-gen. mgr. of KATV, Pine Bluff, Ark., named asst. gen. mgr. of upcoming KTVX, Muskogee, due in Sept.; also under gen. mgr. L. A. Blust, who also has charge of radios KTUL, Tulsa & KFPW, Ft. Smith, Ark., are Ben Holmes, ex-KOMA, Oklahoma City, national sales mgr.; and Wm. D. Swanson, local & regional sales mgr. . . . Donald A. Seeks, ex-KLAS-TV, Las Vegas, named technical director of KERO-TV, Bakersfield, Cal. . . . Joseph L. Brechner, gen. mgr. of radio WGAY, Silver Spring, Md., elected pres. of Md.-D. C. Radio & TV Broadcasting Assn. . . . Eugene B. Dodson, administrative asst. to P. A. (Bud) Sugg, gen. mgr. of WKY-TV & WKY, Oklahoma City, named director of radio operations to succeed late Robt. E. Chapman . . . Dr. Robert N. Haakenson,

Temple U professor now on summer assignment with Educational TV & Radio Center, Ann Arbor, Mich., named to U of Missouri faculty to launch courses emphasizing TV techniques in speech . . . John H. Brock named sales mgr. of upcoming WBTW, Florence, S. C. . . . Esther L. Witt, ex-WKTV, Utica, N. Y., appointed traffic mgr. of upcoming WJNO-TV, W. Palm Beach, Fla.; Roberta Britt, ex-director of continuity, WAVE-TV, Louisville, named sales service mgr. . . . Frank Bibas, in charge of film production, TV-radio dept., McCann-Erickson, transfers Aug. 15 to Hollywood to handle all film commercials . . . Norman Gert, Cunningham & Walsh supervisor of TV-radio for Liggett & Myers account, promoted to v.p. . . . Edward Sutherland, ex-TV-radio executive, McCann-Erickson, Hollywood, becomes v.p., Gross-Krasne Productions . . . Gil Wyland promoted to asst. mgr. of technical operations at KNXT, Hollywood, under mgr. Herbert Panghorn; he's replaced as engineer in charge of TV technical operations by Wm. H. Copeland; Edwin Miller named to newly created job of engineer in charge of color TV operations . . . Arthur Blooston resigns as legal asst. to FCC Comr. Frieda Henneck . . . James T. Veeder, 4-H club agent, appointed as first fulltime extension TV specialist at Cornell U.

ASCAP forms new station relations staff to service TV & radio stations, including John T. Campbell, headquartering at Boston; Fred N. Brown, Atlanta; Wm. J. Barzen, Chicago; Wm. E. Fox Jr., Dallas; Wm. S. Hoffman, San Francisco.

Station Accounts: International Harvester Co., in one of biggest national spot deals, buys weekly *Halls of Ivy* film series from Television Programs of America for 40 markets, thru Leo Burnett Co., with provision for extension to 80 if alt. sponsor buys in. Time & talent costs are reported to be around \$4,000,000 for 36 weeks. Series features Ronald Colman & Benita Hume, starts in fall, was originally planned for network but turned to spot because of scarcity of suitable time . . . Ad campaign with significance to livestock associations everywhere is 12-ann-per-week on KTVT, Salt Lake City, plus 60 on radio KDYL, to run to Oct. 31, sponsored by Producers Livestock Marketing Assn. to urge eating more lamb; agency is Franc-com Adv., Salt Lake City . . . Country Club Malt Liquor buys Lefty Gomez in own live show on uhf WKNB-TV, New Britain, Conn., thru Compton Adv. . . . H. W. Lay & Co., Atlanta, (potato chips) buys *Ramar of the Jungle* for 30 Southern markets, thru Liller, Neal & Battle, Atlanta . . . Chock Full O' Nuts Coffee Co. planning TV-radio campaign in Conn. and Mass. markets, with wider distribution planned later; new agency is Austin Gosselin Co., New Haven . . . Mission Dry Corp., introducing new quart-size canned soft drinks, is planning TV-radio spots, thru Caples Co., Los Angeles . . . Day's Tailor-d Clothing Inc., Tacoma, Wash., biggest trouser manufacturer in West buys Sportsvision Inc.'s *All American Game of the Week* for Los Angeles and San Francisco markets, thru Gardner-Jacobsen Agency, Tacoma . . . Toni div. of Gillette Co. will use TV with other media to introduce Deep Magic, new facial cleansing lotion . . . Among other advertisers reported using or preparing to use TV: Pacific Toro Mfg. Co., Los Angeles (Toro power garden tools), thru McElroy Adv., Los Angeles; North American Philips Co., N. Y. (Norelco electric shaver), thru C. J. LaRoche Co., N. Y.; Hudnut Sales Co. (Quick beauty preparations), thru BBDO, N. Y.; Maybelline Co., Chicago (eye makeup), thru Gordon Best Co., Chicago; R. L. Christain & Co., Richmond (Smithfield hams), thru Ralph L. Dombrower Co., Richmond; Cameo Curtains Inc., N. Y. (Shir-Back curtains & drapes), thru Friend-Reiss-McGlone, N. Y.; Pharma-Craft Corp.,

subsidiary of Jos. Seagram & Sons, N. Y. (Ting antiseptic medicated soap), thru McCann-Erickson, N. Y.; Reynolds Metal Co., thru Clinton E. Frank, Chicago and Buchanan & Co., N. Y. (appointed "jointly and equally" effective Oct. 1): Duquesne Brewing Co. of Pittsburgh (Duquesne beer), thru Walker & Downing, Pittsburgh . . . Prince-Gardner Co. (billfolds, etc.), thru A. A. Grey Inc., N. Y.

Network Accounts: Color "spectaculars" on NBC-TV this fall are completely sold out, as result of signing this week of Hazel Bishop, Reynolds Metal and Sunbeam Corp. for Sun. 7:30-9 p.m. series starting Sept. 12. Hazel Bishop and Sunbeam each will sponsor 45 min. of 10 programs, former thru Raymond Spector Inc., latter thru Perrin-Paus Co.; Reynolds will sponsor 3 complete programs, thru Russel M. Seeds. All 13 "spectaculars" Sat. 9-10:30 p.m. will be sponsored by Oldsmobile, and 13 on Mon. 8-9:30 p.m. jointly by RCA and Ford . . . Armour & Co. and Pet Milk Co. to be alt. sponsors of *George Gobel Show* on NBC-TV starting Oct. 2, every 3 of 4 Sats. 10-10:30 p.m., former thru Foote, Cone & Belding, latter thru Gardner Adv. . . . Kool to sponsor *Lineup* on CBS-TV in fall, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . . Standard Brands Inc. (Royal gelatin desserts) buys Mon. portion of *Howdy Doody* on NBC-TV starting Sept. 20, Mon.-thru-Fri. 5:30-6 p.m., thru Ted Bates & Co. . . . Monsanto Chemical Co. (plastics div.) buys 62 partic. on *Morning Show* on CBS-TV starting July 27, Mon.-thru-Fri. 7-9 a.m., thru Gardner Adv. . . . Nash Motors to sponsor *Stage Show* on CBS-TV for 5 weeks starting July 17, Sat. 8-9 p.m., replacing Sheaffer Pen Co., thru Geyer . . . Colgate reported about to sign for 2 unnamed daytime serials on NBC-TV 12:30-12:45 p.m. & 4:45-5 p.m., thru Wm. Esty Co. . . . ABC-TV shortly planning to extend *Breakfast Club* to west coast off line via kine, Mon.-thru-Fri. 9-10 a.m., then add 2 daytime serials in 10-10:30 segment.

WJR, The Goodwill Station Inc. reports \$1,534,532 sales and \$439,952 profit (41¢ per share) after taxes in first 6 months of 1954 compared with \$1,617,817 & \$530,652 (50¢) in same 1953 period.

Telecasting Notes: "Hollywood finished? Why, we haven't really started yet!" Thus Samuel Goldwyn, the producer, in July 11 *American Weekly*—again expounding his thesis that bad pictures in theatres and TV in living rooms caused the movie depression and noting that the movies are coming out of it now with good pictures; that these made it possible for 1953 attendance to jump 3,000,000 a week; that this will be exceeded in 1954 . . . "There is still a considerable way to go," he admits, "but the audience which has been lost to TV is finding its way back. The fact is that not only have motion pictures met TV competition but today there is more film being produced exclusively for TV than for motion picture showing. And by and large, the people who are making those films are people who grew up in the motion picture industry. At the same time motion pictures find new talent in TV [and] both benefit by this exchange" . . . Ignore TV? Never Sam Goldwyn, though he hasn't ever released any of his film to the medium either. He writes: "Several years ago [I] predicted a marriage between Hollywood and TV. They may not be married yet but they certainly are going steady. The knot will be firmly tied when subscription TV becomes a reality. When it comes, it will be possible to take in as much in one night, that way, as many pictures take in today in 6 months" . . . Good idea: Sterling TV's Saul Turrell writes NARTB to suggest it add a fulltime film specialist to advise stations on organization of their film depts., on programming & selling of films, etc.—even naming several station film people eminently qualified for the job: Elizabeth Bain, WGN-TV; Al Odeal, WNBK; Russ Landers, KABC-TV . . . "Eleventh Hour," local 11-midnight program patterned after Dave Garroway's *Today*—combining music, news, weather, features and personalities—is planned for fall on WENS, Pittsburgh, when it resumes local shows. "We think people

are a little tired of feature pictures," says gen. mgr. Larry Israel . . . Handy *Educators Guide to Free Films* (14th ed.), listing 2982 free 16mm and 35mm films and their sources, available for \$6 from publishers, Educators Progress Service, Randolph, Wis. . . . Question of week is how Exquisite Form Brassieres Inc., signed as partic. in *Stop the Music* on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., is going to demonstrate its product without running afoul of NARTB code—but Grey Adv. assures that its client will "conform" and will show sample commercial to network next week . . . Arthur Godfrey hit the headlines again July 14 when, on his morning TV-radio show, he spoke about "2 or 3 characters" in his company "hitting that bottle too hard" and discussed drinking habits of unnamed members of his troupe with tenor Frank Parker . . . Unique promotion: 8 races at Cleveland's Grandview July 14 were named for WNBK-WTAM and its leading personalities . . . WPTZ, Philadelphia, on Aug. 1 raises Class AA hour rate (8-10:30 p.m. Mon.-Sat.) from \$2000 to \$2500, 20-sec. from \$400 to \$500, 10-sec. \$200 to \$250; Class A (7:30-8 p.m., Mon.-Sat.; 7-8 p.m. Sun.; 10:30-11 p.m. daily) from \$1500 to \$1800, \$300 to \$360 & \$150 to \$180; Class B (5-7:30 p.m. Mon.-Fri.; 1-7:30 p.m., Sat.; 1-7 p.m. Sun.) from \$1125 to \$1300, \$225 to \$260 & \$112.50 to \$130; Class C rates remain same except for 20-sec. now \$170 and 10-sec. \$85 . . . CLBT, Toronto, with highest rates in Canada, on Sept. 1 raises base hour from \$800 to \$900 . . . Radio rate rise: WQXR, owned by *New York Times*, hikes one-time night spot ann. by 10%, day by 20%; station breaks are up 15% & 19%, respectively, effective Sept. 1 . . . Two uhf stations unconcerned about talk of uhf's "failures": WTVP, Decatur, Ill., raises base hour rate July 12 from \$200 to \$250, appoints Bolling as rep in lieu of George W. Clarke Inc.; WLBC-TV, Muncie, Ind., raises hour from \$200 to \$225, min. \$40 to \$45.

UNLIKE NEWSPAPERS, which got into radio slowly at first but plunged into TV quickly, theatrical interests don't cut as much ice as you'd think in the TV spectrum. Breakdown of TV station ownership by categories in the upcoming *TV Factbook* reveals a mere 40 stations owned by theatre people, including minority interests in many cases and those held as investments by such performers as Bob Hope (KOA-TV, Denver); Mary Pickford & Buddy Rogers (WSJS-TV, Winston-Salem); Jimmy Stewart (KGUL-TV, Galveston, Tex.).

Bing Crosby last year sold his 47.6% holdings in KXLY-TV, Spokane (Vol. 9:49 & 10:2), but retains 25% of share-time KMBY-TV, Monterey, Cal. Gene Autry controls 2 Arizona TV stations, besides 4 AM stations.

Biggest holding by theatrical interests in TV is American Broadcasting-United Paramount, with its ABC network and 5 owned stations. Of the producers, only Paramount Pictures has a station—KTLA, Los Angeles; there are no others, though Warner Bros. once held option to buy what is now KCOP.

Most of the theatre people who went into TV were exhibitors, like the Kallet Theatres, of Utica, and Wometco Theatres, of Miami (Mitchell Wolfson) with their pre-freeze WKTV & WTVJ, respectively; Martin Theatres of Georgia, controlling stations in Augusta & Columbus; Walter Reade Jr., one in Asbury Park, N. J.; Rowley family, one in Wichita Falls, Tex.; Stanley H. Durwood, Wichita, Kan.; Gran Theatres, one on air in Rockford & 2 CPs in Wisconsin; Balaban-Dubinsky, minority interests in Rockford & Springfield, Ill.—to mention a few.

This week, Myron N. Blank and Morris Ebin, the Iowa-Minnesota theatremen, sold out their stock interests in KCRI-TV, Cedar Rapids (Ch. 9) in a deal whereby the *Cedar Rapids Gazette*, now 30% owner, becomes 100% owner if FCC approves (see p. 12).

Clara Logan's National Assn. for Better Radio & TV came up with another sure-fire headline-grabber this week—good grist for Comr. Hennock and other anti-commercial crusaders. TV is offering children 4 times as many crime and violence programs as it did 3 years ago, NAFBRAT reported, and "murder, torture, sadism, morbid suspense and other fear and tension-inducing elements are saturating children's minds and physical senses to a degree never before experienced by any generation." NAFBRAT's 14-p. report analyzed typical week's program fare for children on the 7 Los Angeles stations, found 60 hours & 10 min. were devoted to children's shows—26 hours & 10 min. classified as "objectionable," 18½ hours excellent or good, 15½ as fair or poor. Group's 1951 analysis covered 54¼ hours, rated 13 hours good or excellent, 29 objectionable, 12¼ fair or poor. These were among shows classified as excellent: *Contest Carnival, Ding Dong School, Kukla, Fran & Ollie, Mr. Wizard, Super Circus, Winky Dink & You, Youth Wants to Know, Zoo Parade*. Rated objectionable: *Joe Palooka, Pinky Lee Show, Saturday Funnies, Space Funnies*. Rated objectionable because they are based on crime theme: *Gene Autry Show, Annie Oakley, Cisco Kid, Flash Gordon, Hopalong Cassidy, Kit Carson, Lone Ranger, Range Rider, Rocky Jones, Roy Rogers, Sky King, Space Patrol, Superman, Terry & the Pirates, Wild Bill Hickok*. Rated "most objectionable": *Captain Midnight, Captain Video, Dick Tracy, Eastside Kids* (old "Dead End gang" theatrical films), *Ramar of the Jungle*.

First book on subscription TV will be written by Ira Kamen on order of Howard W. Sams & Co., Indianapolis technical publishers, and will describe all systems, their applications to closed circuits, on-the-air operation, industrial & military applications. No date has been announced for publication.

FIRST VHF HELICAL antenna was shipped this week by GE to time-sharing WVET-TV & WHEC-TV, Rochester. Patterned after GE's uhf helical antennas, of which more than 50 are in use, the vhf helical—small, simple and economical—was dictated by the special situation in Rochester. The Ch. 10 time-sharers, now operating from temporary antenna, will share WHAM-TV's 325-ft. tower. GE said that stacking 2 batwing antennas wasn't considered practical, and special helical antenna was designed to minimize wind-loading and also allow new 6-bay batwing Ch. 5 antenna for WHAM-TV to be mounted on top of it. Helical antenna replaces the upper 36 ft. of tower, has gain of 7.2, which GE engineers say is 3 times the gain of batwing antenna taking same amount of room. When new antenna is installed, WVET-TV & WHEC-TV will have 125-kw ERP.

RCA shipped 50-kw transmitter July 12 to newly authorized KTLJ, Houston (Ch. 13), and next day sent out second of its new 12½-kw uhf transmitters to WFMJ-TV, Youngstown (Ch. 21)—first having been shipped preceding week to WBRE-TV, Wilkes-Barre (Ch. 28), and next being due to go to WKBN-TV, Youngstown (Ch. 27).

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

KELP-TV, El Paso, Tex. (Ch. 13), had tentative Sept. target, but awaits FCC approval of petition filed recently with FCC to exchange Ch. 13 for Ch. 7, now reserved for educational use, writes v.p. Gordon McLendon. It has letters from El Paso's Texas Western College and Public School System stating they have no objection to switch. With studios ready, KELP-TV has purchased old RCA transmitter and other equipment of WTVN, Columbus, O. It's planned as a Spanish-language station—others being XEJ-TV, Juarez (Ch. 5), across border from El Paso, which began in April, and KCOR-TV, San Antonio (Ch. 41) which has Nov. 1 target. McLendon family bought CP of KTLG, Corpus Christi (Ch. 43) from H. L. Hunt, plan it as Spanish-language outlet also, but are concentrating first on KELP-TV. McLendons, once operators of now-defunct Liberty Network, also operate radio stations KELP, El Paso & KLIF, Dallas, and hold CP for KLIF-TV, Dallas (Ch. 29). KELP-TV rep will be Forjoe.

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CFRN-TV, Edmonton, Alta. (Ch. 3) expects to be on air this fall with films & kines from CBC, CBS & NBC, according to mgr. G. A. R. Rice. Construction of tower and new studio-transmitter building at Jasper Hwy. site, 6 mi. west of city, was delayed when subsoil tests following thaw located heavy clay deposits which had to be removed. Transmitter and 488-ft. tower and 6-bay antenna has been ordered from Canadian GE. Canadian rep will be Radio Representatives Ltd., U. S. rep not yet chosen.

CBHT, Halifax, N. S. (Ch. 3), is expected to get on the air next Dec., using films & kines of Canadian and U. S. network shows, reports TV director G. F. Bricken-den. It will be sixth city with CBC-owned outlet. Contract for 500-ft. guyed tower with wavestack antenna, to be built on Geizer's Hill NW of city, has been awarded RCA Victor Co. Ltd.

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Its 135-ft. tower blown down by twister July 12, WALA-TV, Mobile (Ch. 10) was back on air 2 days later with temporary single-section stub antenna on 100-ft. pole. Self-supporting tower in downtown Mobile toppled between 2 rows of cars on parking lot, narrowly missing the vehicles. If it had fallen in any other direction it would have crashed into a building.

SHORTER HEARINGS is aim of FCC as it amended its rules this week—but it's still largely up to examiners and contestants themselves to make new rules effective. Commission summed up changes as follows:

"(1) Requirement of a pre-hearing exchange between applicants, and submission to the examiner by each applicant of his direct case in written form.

"(2) Expanded use of the pre-hearing conference procedure, removal of the requirement that applicants submit points of reliance, and other changes.

"(3) Elimination of the requirement in pre-hearing letters that each applicant submit detailed supplementary information prior to the commencement of the hearings.

"(4) Extension of the interval of time between designation and commencement of a hearing from 30 to 60 days, with a corresponding change in the cut-off date for the filing of the competing applications."

Loophole in new rules is that examiner may permit applicants to offer oral testimony in "explanation" of their written direct case. These explanations could take up as much time as submission of whole case orally.

Rules are effective immediately, applicable to all applications not yet designated for hearing, though very few TV hearings remain to be designated. However, examiners have leeway to apply new rules to hearings where initial conferences haven't taken place or haven't concluded.

Rules are included in Public Notice 54-900, Mimeo. 8122, available from Commission, or we'll get you copy.

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Westinghouse's 5 radio stations refuse to accept switch to 45rpm and Westinghouse Broadcasting Co. pres. Chris J. Witting so advised all record companies this week, asking them to continue furnishing 78rpm. Witting calls it a "backward step," stating: "The 45rpm record, in spite of any advantages it may have for use in the home, has so many disadvantages as to make it impractical to use in well-run radio station. They are difficult to pick up and handle with ease, speed or efficiency . . . extremely difficult to cut up and, after this difficulty is overcome, repeated use results in damage to the opening grooves and consequent distortion of the music. The microgroove frequently results in the needle skipping in the event of any unusual motion or vibration near the machine . . ."

Community antenna system is blamed, in part at least, for dropping of CP for KSPR-TV (Ch. 2), Casper, Wyo. by Donald L. Hathaway. He told FCC that system, which receives Denver stations via AT&T microwave, "has no program expense and sells their product and in turn takes away a considerable portion of any viewers we might hope to have." He also blamed color, saying black-&-white equipment might be worthless within a year—and he concluded by noting that "Casper is a small market to start with."

Private 213-mi. 12-hop microwave from Minneapolis to Valley City, N. D., sought by new KXJB-TV in latter city (Vol. 10:20), can't be granted without hearing, FCC told station this week. Commission cited its policy of granting private links only when AT&T is unable to furnish service, noted that AT&T offered to supply link by Sept. upon payment of "expedition charge" of \$22,000 by KXJB-TV and WDAY-TV, Fargo. AT&T is now building microwave to Fargo. Commission also doubted that station is financially able to handle the \$250,000 project.

More community antenna systems in the works: Sheridan TV Inc., Sheridan, Wyo., has applied to state utility commission for permission to start wiring up town; reportedly planning for same city is Cloud Peak Radio & TV Corp. In Athol, Mass., 3 companies are vying for franchise—Spencer-Kennedy Labs, Mohawk Valley TV Inc., Risotti TV & Appliance Co.

AFTER THE 'MIDSUMMER MADNESS'—WHAT? TV-radio trade was deep in midsummer doldrums this week, with all major manufacturers except RCA on plant vacations. Indicative of lethargy in July, RETMA reports production of mere 27,997 TVs and 56,526 radios (36,510 auto) week ended July 9 -- lowest in 3 years for TV, 4 years for radio. And indications are that figures for week ended July 16 will be little, if any, higher.

While plants are idle, TV manufacturers continued this week to give consumers some wonderful bargains -- said to be totally unrealistic from production costs and profits standpoint -- in low-priced leader models. Lines introduced this week by Stromberg-Carlson, Sylvania, Westinghouse & Zenith (details on pages 9-10) all gave added impetus to lower leader prices previously introduced by trade's trail-blazers (Vol.10:25-28). No doubt many of the prices will be raised by autumn -- but for the moment it's consumer's market, and high retail sales figures prove they like it.

More freshets of optimism burst over trade scene this week. Admiral's Ross Siragusa predicted sale of 20,000,000 TVs through 1956 (see p. 9). And Sylvania gen. sales mgr. Bernard O. Holsinger accompanied introduction of new line with statement that his company will increase TV output 50% remainder of year in anticipation of a boom fall market, influenced by second set and replacement purchases. Westinghouse announced it has increased production schedule 15% in last 6 months of 1954.

But one segment of trade is keeping its fingers crossed lest the industry be carried away by its own enthusiasm and repeat last year's overproduction mistakes. With wary eye on steadily rising TV inventories (about 2,000,000 at midyear), one big manufacturer communicated to us his fears that industry might badly over-evaluate TV market -- as last year -- because of high first-half 1954 sales (2,730,000).

"If manufacturers go hog-wild and turn on the spigots, we could turn out over 7,000,000 sets again this year, and that would be disastrous," he said. "As long as we keep up our present pace, maybe go a little higher to say about 6,200,000 for the year, we can end up with about 1,700,000 in inventory -- and that'll be okay. But anything over that figure could spell trouble for the whole industry."

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Picture tube market, which directly influences TV output and price decisions, seems to be settling down to something resembling stability. And though price trend is still downward, the element of throat-cutting appears to have disappeared -- at least for the moment. Black-&-white tube production is at near-capacity, although tube makers complain they're not making any money at today's prices. Latest tube price news was a \$2 reduction in bulb allowances by Sylvania.

RCA set up a special pro-rata warranty policy on replacement CR tubes this week, granting credit adjustments based on the length of time tubes are in service. In arrangement similar to auto industry's practice on battery warranties, RCA will replace fully any tube which fails in first 3 months, will allow credits of 75%, 50% and 25% toward purchase of new tube for failures during 2nd, 3rd or 4th three-month periods covered in full-year warranty contract.

Move had long been anticipated (Vol.10:21) and is expected to be adopted by industry generally in short time. It's reflection of recent price cuts and fact that tube no longer represents as large an investment in proportion to other parts.

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TV was very small potatoes at annual convention of National Assn. of Music Merchants this week in Chicago's Palmer House. As last year, spotlight was on the high-fidelity sets, with scant heed to TVs, low prices notwithstanding. Sales of musical instruments last year totaled \$325,000,000 for retailers -- and with advance in high-fidelity and continuing boom in records, higher 1954 volume is foreseen.

Attitude of many towards low-price TV was epitomized by comment of one big

chain store operator that he sold 200 more TV sets in first half of 1954 than in first 6 months year ago and ended up with \$6000 less dollar volume. Reminiscent of NARDA conventions were complaints about low profit margins and discount houses.

Some 224 exhibitors displayed wares at convention, which attracted some 8000 retailers. Inventories were reported generally low, especially on phonographs and radio-phono combinations, and brisk order business was reported by manufacturers.

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TV production for 27 weeks ended June 9 was about 2,830,000, as compared to about 3,950,000 for corresponding period year ago. Radio output was about 4,855,000 compared to about 7,125,000 in first 27 weeks of 1953.

Retail TV sales for first 5 months were placed officially at 2,453,875 in RETMA report released this week, thus exceeding the 2,344,811 TVs sold at retail in first 5 months year ago. Retail sales of radios, excluding auto radios, totaled 1,873,399 in first 5 months, far below the 2,568,080 in first 5 months of 1953.

Topics & Trends of TV Trade: "In the next 3 years we expect TV receiver sales for the industry to total about 20,000,000 units—or an average of some 6,500,000 a year." Thus Admiral's Ross D. Siragusa appraised TV market through 1956 in address this week to Chicago Stock Brokers' Associates. Here's basis for forecast:

"Within 3 years 95% of American families will have TV, just as they now have radio. At present 29,000,000 families have sets, leaving 14,000,000 still to buy before 95% coverage is reached. In addition, new families are being formed at a rate of 950,000 annually. Almost all of them will buy TV.

"Finally, replacement demand among existing set owners should total at least 2,000,000 units annually for the next 3 years. Fully one-quarter of the present 30,000,000 sets in service are outmoded screen models. These figures add up to more than 20,000,000 units, and they do not include second set buying, which is steadily increasing."

Siragusa estimates that when TV reaches 95% penetration, annual black-&-white replacement sales will total at least 6,000,000. He concludes that TV is a "\$2 billion-plus annual industry and it has become a permanent part of the American scene." As for his own company, he forecast second-half sales and earnings about level of second-half 1953, figured total 1954 sales within 15% of 1953's \$250,000,000 and earnings within 20% of last year's \$8,250,000.

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Muntz TV Inc. has been producing about 3000 sets a month since output was resumed May 10 under court-appointed trustees in Chapter X reorganization proceedings (Vol. 10:10-12), according to report of creditors committee headed by National Video Corp's Asher J. Cole. About 185 are on payroll. May receipts were \$1,177,333, compared to April's \$1,006,613, according to trustees' report to Chicago Federal district court this week. Creditors' report declared trustees and pres. Earl Muntz "have done a fine job in pulling all of the loose ends together and getting the company back in business." Claims against Muntz must be filed by July 30 with Carl W. Williams, creditors committee secy., 327 S. LaSalle St., Chicago.

Sears, Roebuck & Co., part owner of Pacific Mercury TV Mfg. Corp., acquired stock interest this week in Crescent Industries Inc. (Henry F. Gefvert, pres.) immediately after company was discharged from Chapter XI proceedings by Chicago Federal district court. Gefvert said all creditors would be paid in full and company would continue to market magnetic recorders, record changers and phonographs under own brand name. Jerome J. Kahn, ex-Standard Transformer Corp., was in charge of Crescent reorganization.

ZENITH RADIO introduced 39 TV models July 14 to distributors at Chicago's Drake Hotel. Line ranges from 17-in. mahogany finish table at \$160 to 27-in. de-luxe combination at \$1250. Full line:

Table Models: Chatham, 17-in. mahogany finish \$160, blonde, \$170; Melbourne, 17-in. plastic \$170, blonde \$180; Mayflower, 21-in. ebony metal \$180, maroon \$190; Shoreham, 21-in. maroon metal \$200, tan \$210; Sutton, 21-in. grained maroon metal \$210, blonde \$220; Ambassador, 21-in. maroon metal \$240, blonde \$250.

Consolettes: Traymore, 21-in. mahogany metal \$260, blonde \$270; Royalette, 21-in. mahogany \$340, blonde \$350.

Consoles: Fairfax, 21-in. open-face mahogany \$280, blonde, \$290; Rutledge, 21-in. open-face maple \$320; Saxony, 21-in. open-face walnut \$300, mahogany \$320, blonde \$330; Latham, 21-in. open-face mahogany \$300, blonde \$310; Model "X," 21-in. open-face mahogany \$380, blonde \$390; Gramercy, 21-in. open-face mahogany \$400; Broadmoor, 21-in. full-door blonde \$450, ebony \$460; Sussex, 21-in. full-door mahogany \$460; Wilshire, 24-in. open-face mahogany \$400, blonde \$420; Winthrop, 27-in. open-face mahogany \$600; Claridge, 27-in. open-face blonde \$625; Mount Royal, 27-in. full-door afara wood \$650.

Combinations: Clarendon, 21-in. mahogany \$680; Waldorf, 21-in. blonde \$700; Stratosphere, 27-in. blonde or cherry \$1250.

Also introduced were maroon plastic table radio at \$20, dozen clock radios from \$40 to \$52, portable high-fidelity phonograph at \$140, 2 console phonographs at \$230 and a radio-phono console combination at \$300.

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Magnavox, departing from usual practice of introducing full line, showed only 2 leader models at this week's NAMM convention—17-in. table at \$150, or \$10 under set it replaced, and 21-in. table at \$180, same as preceding 21-in. leader. Each has vertical chassis, 41-mc IF, controls and speaker on top of wood frame hardboard cabinets. Intensifying emphasis on sound refinements, Magnavox also introduced new high-fidelity radio-phonograph, with tape recorder, at \$745—most expensive of 10-model high-fidelity radio-phono line, which starts at \$150. Also introduced were 3 high-fidelity portable phonographs at \$100, \$150 & \$210.

Kaye-Halbert was granted injunction this week by Los Angeles Superior Court to restrain Caltech Electronics Corp., Culver City, Cal., from producing and selling announced 100% printed-circuit chassis for private label lines (Vol. 10:25). Kaye-Halbert charges secret information on printed circuits was "pirated" by Herman Kaye, Caltech pres. and onetime Kaye-Halbert secy.-treas., and other ex-employees who joined in forming Caltech.

WESTINGHOUSE'S new line, introduced July 12 via 90-min. closed circuit telecast on CBS-TV facilities to distributors in 28 cities, comprised 28 TVs ranging from 21-in. leatherette table model at \$170 to 24-in. full-door blonde console, with aluminized picture tube, at \$460.

Richard L. Sandefur, TV-radio sales mgr., said Westinghouse TV production this year would be about 15% above 1953 and predicted company would increase its share of TV sales as well. Westinghouse is now estimated to account for 5% of industry production and sales. He said 95% of Westinghouse's TV production this year will be in sets retailing under \$300 and 37% under \$200. Full line:

Table Models: 21-in. leatherette \$170; 21-in. mahogany finish \$200; 21-in. mahogany finish \$230, blonde \$240; 21-in. mahogany finish, with swivel base, \$250, grey linen stripe finish \$250, simulated leather, black and gold, coral, green or blue \$270; 21-in. mahogany, with aluminized tube, \$270, blonde \$280; 24-in. mahogany, with matching swivel base, \$310.

Consoles: 21-in. open-face mahogany \$250, blonde oak \$260; 21-in. de luxe open-face mahogany, with aluminized tube, \$300, blonde \$310; 21-in. de luxe half-door mahogany, with aluminized tube, \$360, blonde \$370; 24-in. open-face mahogany, with aluminized tube, \$370, blonde \$380; 24-in. half-door mahogany, with aluminized tube, \$400, blonde \$410; 24-in. full-door mahogany, with aluminized tube, \$450, blonde \$460.

Also introduced was 28-model radio line ranging from 4-tube table model in brown plastic cabinet at \$17 to blonde 3-speed radio-phonograph combination at \$130. Westinghouse also made debut in high-fidelity field, with 3 radio-phonos at \$170, \$350 & \$470.

SYLVANIA'S new line of 16 basic models, introduced to distributors July 14 at national sales meeting in Buffalo, was priced generally lower than old line. It starts with 17-in. mahogany finish table at \$170 and goes up to 21-in. blonde combination at \$520.

Bernard O. Holsinger, gen. sales mgr., told distributors discounts had been increased substantially. He said new models contained "silver screen 85" aluminized picture tubes which produced brighter pictures through "extended range of tone contrast." He said additional brightness is obtained by adding silver to phosphor coating on inside of tube face plate. Full line:

Table Models: Avalon, 17-in. mahogany \$170; Berwyn, 21-in. ebony \$180; Chadwick, 21-in. mahogany \$200, blonde \$210; Dundee, 21-in. mahogany \$250, blonde \$260; Hillsdale, 21-in. mahogany \$270, blonde \$280; Fairfax, 21-in. mahogany \$300, blonde \$310; Croydon, 21-in. mahogany \$320, blonde \$330.

Consoles: Hartford, 21-in. open-face mahogany \$270, blonde \$290; Glendale, 21-in. open-face mahogany \$290, blonde \$310; Kirkwood, 21-in. open-face mahogany \$320, blonde \$340; Lombard, 21-in. open-face mahogany \$350, blonde \$370; Mayfield, 21-in. full-door mahogany \$390; Newport, 21-in. full-door mahogany \$390, blonde \$410; Penhurst, 24-in. open-face mahogany \$400, blonde \$420; Maynard, 21-in. full-door mahogany \$425, blonde \$445.

Combination: Oakland, 21-in. mahogany \$500, blonde \$520.

Also introduced were 9 radio models ranging from 6-tube ebony table model at \$20 to automatic clock radio at \$47. Sylvania's first high-fidelity radio-phonograph was priced at \$150 in mahogany, \$160 in blonde korina.

Trade Personals: Joseph B. Elliott resigned this week as RCA consumer products v.p. to become pres. of Schick Inc., as of Sept. 1; Robert A. Seidel, recently named v.p. of RCA sales & service subsidiaries, succeeds him. Elliott has been with RCA since 1935, except for period in 1944-45 when he left to become Schick sales & adv. v.p., and has been a Schick director since 1950 . . . Carroll Hasler promoted by Sylvania to supervisor of sales administration for electronic products . . . John S. Learoyd retires Aug. 1 as Sylvania secy. & asst. treas., after 38 years with company; he's succeeded by Arthur L. B. Richardson . . . James Bonelli named Emerson mgr. of materials division, reporting to division director Stanley L. Abrams . . . Edward A. King Jr. promoted to mgr. of Bendix Radio govt. sales . . . Wm. M. Cagney, ex-Link Radio, named regional supervisor of all U. S. activities of British manufacturer Pye Ltd., with offices at 200 Fifth Ave., N. Y. . . . H. Scott Kilgore, Emerson Radio director of govt. sales, has resigned to become pres.-treas. of TeleBroadcasters Inc., 41 E. 42nd St., N. Y.; he also owns radio WKXL, Concord, N. H. & WARE, Ware, Mass. . . . A. George Rogers, Westinghouse TV-radio operations mgr., resigns because of ill health; he's succeeded by his asst., Jay M. Allen, with title of works mgr. . . . H. Jeffrey Mapes, ex-Hutchins Adv., Philadelphia, named Stromberg-Carlson TV-radio sales promotion mgr. . . . Henry A. Pope Jr., ex-National Credit Office, named CBS-Columbia credit mgr. . . . O. R. Barnes, ex-Crosley & Philco, named CBS-Columbia regional mgr. out of Detroit; Murray Fiebert promoted to mgr. of Pa.-Md.-Va. area . . . Stanley R. Seltzer, ex-Judson & Burns, Philadelphia (Emerson), named Olympic Radio New England factory rep . . . John W. Dixon, Clevite Corp. exec. v.p., heads organization's new research center at 540 E. 105th St., Cleveland, embracing all research activities of subsidiaries Brush Labs and Clevite-Brush Development Co.

STROMBERG-CARLSON cut price of its 21-in. tables from \$230 to \$200 and \$250 to \$230 in new line introduced to distributors July 15 at Rochester plant. TV-radio sales mgr. Leo Granger said new prices "are designed to make it possible for both our distributors and authorized dealers to compete in the present price-crazy market and still be able to make a fair profit." Full line:

Table Models: 21-in. plectone wood \$200; 21-in. mahogany wood \$230, maple, bleached mahogany & walnut \$240.

Consoles: 21-in. open-face mahogany \$290, maple, bleached mahogany & walnut \$300; 21-in. open-face mahogany \$350, bleached mahogany \$360; 21-in. full-door mahogany \$440, limed oak \$450; 21-in. de luxe full-door mahogany \$575; 24-in. open-face mahogany \$490.

Combinations: 24-in. full-door mahogany, with high-fidelity sound, \$1090; 24-in. full-door limed oak, with high-fidelity sound, \$1110.

Also introduced were 2 plastic portable radios at \$30 & \$40, plastic table radio at \$27 and 2 plastic clock radios at \$30 & \$40. Five high-fidelity radio-phonographs ranged from \$99 to \$585.

Three figures from electronics industry named by Asst. Air Secretary Roger Lewis this week to 16-man advisory group on small business, who will meet quarterly with Air Force officials to exchange views: Glen McDaniel, pres. of RETMA and partner in N. Y. law firm of Lundgren, Lincoln, Peterson & McDaniel; E. K. Foster, head of Bendix Radio div.; Ernest F. Leathem, asst. to pres. of Raytheon.

New 90-degree deflection tubes, in 17- & 21-in. sizes, were announced this week by RCA. The 21-in. is 18% shorter than 70-degree type, has 263-sq. in. metal-backed screen; 17-in. is 12% shorter than old type, has 145-sq. in. screen.

Financial & Trade Notes: Sylvania's second-quarter sales showed substantial gain over first quarter's \$67,000,000 and "probability" is that total 1954 sales will approximate 1953's \$293,000,000, including defense billings of about \$66,000,000. That's one of major conclusions of special 16-p. printed study of Sylvania released this week by Paine, Webber, Jackson & Curtis, New York.

Full 1954 pre-tax earnings probably will be about 15-20% below 1953 pre-tax profits of \$24,500,000 and at current tax rates will result in net earnings of about \$3 per common share compared with \$3.10 in 1953, study reports. Last year's net earnings were \$9,536,181. Second-quarter earnings this year may not quite cover the 50¢ dividend paid in last 17 quarters, report adds.

It calls Sylvania one of "second 5" in TV production, declares TV-radio div. last year accounted for 25% of company's total sales. This could be substantially increased this year, with larger facilities in new plant at Batavia, N. Y. Company has already increased its share of TV and home radio market this year, it said.

Sylvania is now second largest manufacturer of receiving tubes, supplying more than 20% of TV-radio market, according to the report. It also supplies almost 20% of picture tubes to industry, report notes, without giving its numerical rating among CR tube manufacturers. Last year, CR tubes accounted for more than 10% of company's total sales, and over 1947-53 period about 20%.

Between 1946 and 1954 Sylvania increased gross plant value from \$12,200,000 to \$82,600,000, while net working capital rose from \$23,900,000 to \$88,400,000. Sylvania's 1954 capital expenditures budget is around \$15,000,000, with depreciation alone expected to provide more than 50% of this year's fixed capital needs.

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Haydu Bros., tubemaker and component manufacturer of Plainfield, N. J., has been bought out by the Burroughs Corp., Detroit manufacturer of adding machines, etc. According to John S. Coleman, Burroughs pres., purpose is "to provide specialized manufacturing facilities needed for the production of new type manufacturing tubes and other electrical components developed in the course of Burroughs' extensive research activities in the electronics field." George K. Haydu, ex-pres., is gen. mgr. of new operation.

Hoffman Radio Corp. profit for first 6 months of 1954 was \$818,683 (\$1.15 per share) compared to \$697,320 (98¢) for same period last year, reports pres. H. Leslie Hoffman in statement to shareholders reflecting financing program concluded with Metropolitan Life and the recent sale of 130,000 shares of common through Blyth & Co. and William R. Staats & Co. Sales for the 6 months were \$22,916,497 vs. \$24,688,235 for same 1953 period.

General Instrument Corp. reports net operating loss of \$176,302 on sales of \$4,684,405 for 3 months ended May 31, compared with profit of \$456,076 (75¢ a share) \$10,633,659 sales in same 1953 period. Chairman Blumenkrantz attributed loss to TV industry's trend to lower volume and prices this year (Vol. 10:26).

Defunct Tele-tone Corp.'s trademark and patents have been acquired by B & R Electronics Co., N. Y. radio & phonograph manufacturer headed by I. Rothman and selling under trade-names "Electronics" and "Peter-Pan."

Philco, as summer specials only, reduced price of 17-in. mahogany table from \$190 to \$160, will give away swivel-top matching tables with purchase of 21-in. table at \$200 or \$220.

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Charles Gordon Pyle, 60, exec. director of National Assn. of Electrical Distributor and onetime Sylvania gen. sales mgr., died July 16 in Bronxville, N. Y. Surviving are his wife and a son.

Color Trends & Briefs: NBC-TV will have capacity for 500 hours of color in fall-winter season, pres. Sylvester L. Weaver stated this week, claiming color facilities 300% greater than "any other network." The elaborate 90-min. color "spectaculars," now completely sold out, will provide total of 49½ hours and comprise "backbone" of color schedule, he said. Series leads off Sept. 12 with original musical starring Betty Hutton on her TV debut.

New Brooklyn studios, formerly owned by Warners, will be color-equipped by Sept., and new \$3,600,000 Hollywood color studios will be ready by Jan. 1.

In addition to "spectaculars," there will be other programs on regular or intermittent basis — including many pickups from mobile unit. Film will be offered, both theatrical and special for TV.

Weaver reported that 31 affiliates now carry color and that 64 will be ready by Oct., offering color to 78% of population.

He said that NBC has spent \$15,000,000 on color research besides the \$25,000,000 parent RCA has laid out.

Summarizing NBC's color contributions to date, Weaver pointed to: first coast-to-coast color; first series offering regular sponsors rotating chance at color; completion of more than 80 color programs; color clinics for 35 ad agencies, with demonstrations of more than 200 products; indoctrination seminars for NBC and affiliate personnel; special sessions with film producers; first mobile unit, etc.

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Six southeastern cities got network color from AT&T color-corrected routes July 15: Atlanta, Jackson, Birmingham, Memphis, New Orleans, Winston-Salem. Some routes are coaxial, requiring frequency conversion to get color subcarrier into 2.7-mc band. First coaxial route to carry color was Dallas-Houston link which started May 1. WDSU-TV, New Orleans, began broadcast day one hour earlier July 16, supplying color test pattern to aid dealers. Report from Winston-Salem's WSJS-TV, after reception of July 15 *Marriage* and July 16 *Home* shows in color, was that reception came through perfectly, color arousing great enthusiasm among local dealers.

Televised color film at its best can be superior to live color TV. That seemed to be consensus of film producers and agency executives attending 2 separate closed-circuit NBC color showings in New York. Demonstration July 12 at NBC's Colonial Theatre, arranged by Film Producers Assn. of New York in cooperation with NBC, showed 35 product packages as televised from 5 different film processes. At National TV Film Producers demonstration July 8, film was televised following live studio production—with near unanimous agreement that the film provided more color information than the live TV picture.

Network color schedules: NBC-TV—July 22, *The Marriage*, 10-10:30 p.m.; July 23, segments of 7-9 a.m. *Today* and 11-noon *Home* from mobile unit at B&O roundhouse in Baltimore; July 19-23, WNBT, New York only, *Here's Looking at You*, 1:30-2 p.m.; July 19, WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m.

Motorola offers advanced color training course for servicemen, to begin shortly after Labor Day. Invitations were mailed this week to some 180 service and contractors' organizations, applications to be handled through Motorola distributors.

Another "converter" reported: Colored TV Co., Fresno, Cal., is said to be planning \$50 device enabling black-&-white sets to show color. Principals are Frank Guida, Harold Adams, W. L. Johnson.

Denver's KFEL-TV reports DuMont color film scanner is due to be installed by Jan. 1, operating at transmitter on Lookout Mt.

SEVERAL MORE station sale deals are in negotiation stage, should be made known shortly. This week, *Cedar Rapids Gazette*, 30% owner of recently established KCRI-TV (Ch. 9), concluded deal whereby it buys out other stockholders in TV-AM properties for \$101,500, subject to FCC approval. And Louis R. Draughon, gen. mgr. of WSIX-TV, Nashville (Ch. 8), has tentatively agreed to sell out two-thirds interest in TV-AM stations to W. H. Cresswell and Robert Stanford, local businessmen, subject first to conclusion of banking arrangements and then to FCC approval; previous negotiations with prospective N. Y. buyers collapsed in April (Vol. 10:17).

Approved by FCC this week was purchase, for token \$100, of Detroit Ch. 62 CP from grantee UAW-CIO Bestg. Co. by Woodward Bestg. Co., headed by Max Osnos, owner of Sam's Dept. Store there; union decided not to go through with project for proposed uhf WCIO-TV and Woodward dropped own Ch. 50 application (Vol. 10:26). FCC also approved transfer of 25% interest in WDAK-TV, Augusta, Ga. (Ch. 28) to Martin Theatres of Georgia, which now holds 75% while Allen M. Woodall retains 25% (Vol. 10:24).

In the Cedar Rapids deal, out of 1450 shares outstanding, of which *Gazette* already holds 435, the following stock is being sold: Sutherland C. Dows, pres., 101.5 shares; Myron N. Blank, Des Moines theatreman, 328.4; Morris B. Ebin, Minneapolis theatreman, 162.4; Harrison E. Spangler, ex-Republican National Committee chairman, 50.75; David E. Beardsley, 50.75; Nicholas P. Creamer, 50.75; Wm. C. Culver, 40.6; Donald T. Hines, 40.6; Charles J. Lynch, 40.6; Harry G. O'Donnell, 101.5; A. L. Mulekoff, 50.75.

Knoxville's WTSK (Ch. 26), which went on air last Oct., had total income of \$74,937 in first 5 months of this year, lost \$21,610, according to financial statement filed in connection with application for \$300,000 sale to owners of radio WIKY, Evansville, Ind. (Vol. 10:23). Income was \$22,576 from CBS, \$16,306 national spot, \$16,095 local spot, \$13,748 local programs, \$2154 DuMont, \$1675 film slides, \$1469 talent, \$907 miscellany. Expenses ran \$44,505 on program dept.; \$19,930, technical dept.; \$17,255, sales dept.; \$14,856, administrative. Station is 80% owned by oilman W. R. Tuley, 10% each by No. Carolina broadcasters Harold Thoms & J. Horton Doughton, who propose to sell to So. Central Broadcasting Co., 39.6% owned by John A. Engelbrecht, gen. mgr. of WIKY; 39.6% by George F. Stoltz, chief engineer; 19.8% by Leighman D. Groves, secy.-treas.

Two TV applications were filed this week, both by educational groups, bringing total pending to 213 (25 uhf). They were for Onondaga, Mich., Ch. 10, by Michigan State College (WKAR-TV & WKAR, East Lansing), which proposes non-commercial operation on the commercial channel; for Birmingham, Ala., Ch. 10 (educational), by Ala. Educational TV Commission, (CP for WEDM, Munford, Ala.), replacing application of Birmingham Area Educational TV Assn. [For further details about these applications, see *TV Addenda 19-A* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19*, off press next week.]

Educational TV in Louisiana advanced step this week when Legislature authorized \$150,000 to set up station under auspices of State Board of Education and Louisiana State U, created state-wide commission on educational TV with \$52,000 operating funds for 2 years, and added \$60,000 to LSU budget for educational TV.

A second coaxial circuit for cities south of Jacksonville, Fla. is scheduled for Sept. 26, good news for rapidly growing number of stations served by single circuit up to now. Third circuit is scheduled a month later.

TV was influential, but not decisive, in 1952 presidential campaign. That's principal finding of survey by Miami U, Oxford, Ohio, made under \$10,000 grant by Crosley Broadcasting Co. Survey was conducted during presidential campaign, using panel of about 1000 residents of 14-county Ohio area, including Cincinnati, Dayton and rural sections. Other findings of survey: (1) Campaign TV viewing fell off between end of conventions and final 10 days of campaign. (2) At close of the 2 political conventions, panel members favored Eisenhower over Stevenson better than 2-1. In campaign's closing days, Stevenson showed greatest gains when he was making bi-weekly TV appearances while Eisenhower was engaged in western whistle-stop campaign. (3) Majority of panelists said TV was their major source of campaign information, and TV viewers were better informed than the public generally. (4) "Election decision lay more in the realm of personalities than in any differences in platform planks or candidate proposals . . . and it seems reasonable to conclude that it was in the areas [of personality] rather than in the area of issues, that TV contributed the most to the final election results." Summary of survey, *The Influence of TV on the 1952 Elections*, is available from Dr. Joseph Seibert, Marketing Dept., Miami U., Oxford, O.

Lamb case burst into political arena this week—and attorneys for broadcaster-publisher-industrialist Edward Lamb (WICU, Erie, Pa.) filed defamation-of-character suits totaling \$1,500,000 against a Congressman and 3 TV stations in Nashville court. Suits grew out of 26-hour TV-radio talkathon July 12-13 on Nashville stations by Rep. Pat Sutton (D-Tenn.) in his campaign against Sen. Kefauver (D-Tenn.) for Democratic Senatorial nomination. In course of broadcast, Sutton accused Kefauver of associating with "known communists," specifically naming Lamb. Lamb telegraphed the stations (WLAC-TV, WSIX-TV, WSM-TV) threatening suits if satisfactory apologies and retractions were not made. Two hours before end of talkathon, Sutton read statement, saying he had been "incorrect" about Lamb. "The true facts," he said, are that "Lamb has denied the charge and has not been convicted for such an offense in court." Lamb called statement "unsatisfactory."

New system of TV film production, already in use in England, will be introduced later this year by General Precision Laboratory Inc. Developed jointly by GPL and Pye Ltd. (England), it uses 745-line image orthicon TV cameras and monitors with high-definition 35mm film recorder, which makes high-grade kine-type film from monitors. GPL says product is virtually indistinguishable from standard 35mm film. Advantages listed for electronic film production system are elimination of film editing, greater speed, fewer retakes. Similar system is in use by big British TV film producer High Definition Films Ltd.

Well-heeled educational aspirant is Oklahoma Educational TV Authority, holder of CP for KETA, Oklahoma City (Ch. 13) and applicant for Ch. 11 in Tulsa. This week, it informed FCC it has \$480,000 available from sale of bonds, \$250,000 from public building fund, \$750,000 in facilities and cash from gifts for Oklahoma City station, plus gift from KOTV, Tulsa, of \$275,000 in equipment and \$25,000 cash.

NLRB relinquishes its jurisdiction over some TV-radio stations in directive issued this week. Labor Board announced it won't handle disputes involving TV or radio stations with annual gross revenue of less than \$200,000. It formerly handled cases of any stations whose operations affected interstate commerce. Also changed were rules governing NLRB's jurisdiction over disputes on newspapers, in defense plants and retail stores.

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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INDIANA STARTER MAKES 390, MORE IMMINENT: Only new station to take to air this week was vhf WTHI-TV, Terre Haute, Ind., bringing on-air total to 390 (123 of them uhf). The imminent list, however, shows possible week-end starts, or at least early next week, for the General Teleradio-Hartford Times WPTH-TV, Hartford, Conn. (Ch. 18) and WPBN-TV, Traverse City, Mich. (Ch. 7). Also slated to test before end of month, but not for sure, are WGR-TV, Buffalo, N.Y. (Ch. 2); WCHS-TV, Charleston, W.Va. (Ch. 8); WJNO-TV, Palm Beach, Fla. (Ch. 5). And about a dozen are on the August agenda.

Terre Haute's new WTHI-TV (Ch. 10) began programming July 22 as CBS primary, carrying some DuMont, after first tests preceding day. Nearest other outlets are in Danville, Ill., 47 mi. distant; Bloomington, Ind., 51 mi.; Champaign, Ill., 63 mi.; Indianapolis, 70 mi. Equipment is 50-kw RCA plant, 475-ft. Ideco tower, 12-bay antenna at downtown site. Anton Hulman Jr. is chief owner; Joe Higgins, gen. mgr.; Ben Farber Jr., TV operations director; Louis Froeb, commercial mgr.; Pat Murphy, technical director; Don Petit chief engineer. Base rate is \$400. Rep is Bolling.

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Only 2 CPs this week, and 2 more in the works after elimination of competing applications. The grants: Tulsa, Okla., Okla. Educational TV Authority, Ch. 11; Big Spring, Tex., KBST, Ch. 4. Due soon is Ch. 46 grant to Notre Dame U, South Bend, Ind., which this week bought competing AM station WHOT for \$140,000 plus net quick assets. In line for Ch. 13 grant in Huntington, W.Va. is WHTN, after WPLM decided to drop out of hearing and was dismissed.

TV INVESTIGATION FEVER SPREADS ON HILL: Even as the Potter subcommittee was posting "help wanted" sign for a committee of outstanding experts to delve further into the uhf-vhf allocations problem, Chairman Bricker (R-Ohio) of Senate Commerce Committee was pushing for all-out investigation of the entire broadcasting industry.

Bricker outlined his plans July 20 to Sen. Potter's communications subcommittee, where he didn't get particularly enthusiastic reception from the group which has just completed exhaustive inquiry into uhf problems. But Bricker said that he intends to put it before full Committee at next meeting, probably next week.

Principal legislation involved is Bricker's bill (S-3456) to put the networks under FCC jurisdiction, but the proposed probe promises to cover whole broadcasting waterfront. In Sen. Bricker's words, full Commerce Committee would look into "uhf, vhf, all phases of broadcasting -- everything that's before the Committee."

Bricker's idea is for staff to begin investigation immediately, then for the Committee to hold full-scale hearings when Congress reconvenes. Informally proposed by Bricker to head staff for the probe is ex-FCC Comr. Robert F. Jones, onetime Ohio Republican Congressman, now in Washington law practice.

Investigation seems slated for Committee approval -- unless Bricker himself changes his mind in meantime. At week's end he told us he intends to push for the

probe at next Committee meeting, but there's plenty of behind-the-scenes lobbying going on, and it's conceivable his plan may be dropped, or at least watered down.

It's possible that Jones' name won't come up at Committee meeting -- because of openly expressed industry fears that hearing will be "vindictive" and "punitive." It's pointed out that Jones has long record of needling networks; only last week, arguing before FCC in behalf of group of AM stations, he referred to CBS chairman William Paley and NBC chairman David Sarnoff as "sultans of squat" who are becoming "maharajahs" by "sitting on their frequencies."

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Potter communications subcommittee took 2 formal actions on vhf-uhf problems at its July 20 meeting:

(1) Agreed to create an ad hoc advisory committee for further fact-finding study, particularly on reallocation proposals made at hearing.

(2) Urged full Commerce Committee to endorse subcommittee's stand in favor of exempting uhf-equipped TV sets from 10% manufacturers' excise tax.

Ad hoc committee probably will have 5 members, none of them directly connected with private TV-radio interests or with FCC. Subcommittee hopes to appoint them before Congress adjourns, so they can turn in final report before next Congress.

Group will be patterned after old Condon Committee, set up in 1949 by Sen. Johnson (D-Colo.), then chairman of Commerce Committee, to study color TV. It took more than year to complete its study (Vol. 5:25 & 6:28). Headed by the then director of National Bureau of Standards Dr. Edward U. Condon, it included Dr. Newbern Smith of NBS; consulting engineer Stuart L. Bailey, onetime IRE president; Dr. Wm. L. Everitt, head of U of Illinois electrical engineering dept.; Donald G. Fink, then editor of Electronics Magazine. The subcommittee hopes to choose group of similar calibre, is now sifting through mass of suggested names.

Excise tax proposal probably will be endorsed at next meeting of the full Commerce Committee -- but this endorsement will only be a recommendation to Finance Committee, which has charge of tax legislation. Tax exemption will be proposed by Sen. Johnson as amendment to estate tax bill (HR-6440) when it comes up before the Finance Committee, possibly next week. Chances of approval are considered good.

Subcommittee is going ahead with plans to hold conference of all TV receiver manufacturers on ways to increase output of uhf-equipped sets, aiming at agreement to turn out no more vhf-only sets. Sen. Potter has already written Justice Dept. for assurance that such a conference would be in accord with anti-trust laws.

No formal stand on multiple ownership of TV stations has been announced by subcommittee, but Chairman Potter (R-Mich.) is known to favor FCC's proposed rule to permit single entity to hold interests in 5 vhf & 2 uhf stations -- and this proposal seems certain to get subcommittee endorsement.

Some stones remain unturned in subcommittee's uhf actions, and at next meetings it's expected to: (1) bypass all proposals for network regulation, due to the pendency of Bricker Bill hearings; (2) make recommendations to FCC on such matters as boosters & satellites, directional antennas, multiple ownership; (3) appoint ad hoc committee and spell out ground rules for its inquiry; (4) take action looking toward set makers' conference if Justice Dept. grants clearance.

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FCC is completing summary of its views on uhf problems, as requested by the subcommittee for inclusion in hearing record. Majority statement has been drafted, is now being circulated for individual commissioners' corrections and word changes. It favours removal of excise tax on uhf-equipped sets, adoption of FCC 5-vhf & 2-uhf multiple ownership rule. It opposes all-uhf reallocation, is extremely skeptical about possibility of "de-intermixture," is dubious about adding more vhf channels to TV spectrum. And it reiterates opposition to use of directional antennas and lowering of station powers as means of squeezing in more vhf allocations.

Comrs. Bartley and Hennock are writing separate comments, Bartley outlining his proposals for investigation of govt. use of vhf band (Vol. 10:28), Hennock summarizing her stand for non-intermixture, all-uhf allocation, etc.

One positive result of uhf hearings is FCC's more liberal policy toward requests by uhf grantees for more time to build. Staff has been delegated authority to grant 6-month extensions on "adequate showing" by grantee. CP-holder no longer is required to have ordered equipment in order to get extension.

New criterion is whether grantee has "put forth effort" -- such as having staff take courses to prepare for TV, etc. Also considered acceptable grounds for extension is grantee's statement that he wants to start with 12-kw transmitter, rather than lower-powered one, because of nature of his market. Effect of this new policy is that no one need have his uhf CP cancelled if he wants to keep it.

SHOWDOWN ON COLOR TUBES & SETS YET TO COME: This week brought little clarification in the color tube situation, in wake of RCA's announcement it has developed a 21-in. tube -- its answer to CBS-Hytron's and DuMont's 19-in. units (Vol. 10:28-29).

Both CBS-Hytron and its first customer Motorola state that RCA announcement doesn't alter their plans. Former says it's concerned whether it will be able to keep up with demand. Motorola reports good response from trade, says it will make money on the \$895 & \$995 sets, introduction of which will be timed with CBS-TV's first color splash, Toast of the Town Aug. 22.

Biggest question is whether prospects for RCA 21-in. tube with 250-sq. in. will pull the rug out from under CBS's 205-sq. in. 19-in. before it gets to market. If CBS-Hytron and its set-making customers continue with plans unchanged, answer won't come until receivers are on dealers' floors.

Another angle of competition is RCA's possible rate of tube production. It says it will demonstrate Sept. 15, is mum about production. Will CBS be able to make any headway with a bird-in-the-hand 19-in. vs. a 21-in. to come? Will RCA get into production faster than is commonly expected? Will fall-winter network color programs produce demand for sets that will drown out competitive square-inch claims and minor price differentials? Your guess is as good as anyone else's.

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A little more has been learned about RCA tube. Metal cones are being made by I-T-E Circuit Breaker Co., Philadelphia, not by United Specialties Co., as was reported last week (Vol. 10:29).

Most interesting aspect is that I-T-E is supplying entire bulb, including cone and faceplate. In black-&-white, no metal-cone maker ever supplied faceplates. I-T-E gets the glass from Pittsburgh Plate.

Objective of I-T-E in supplying both cone and faceplate is to broaden its possible market and compete more directly with glass bulb makers Corning and Kimble who always supplied whole bulb. I-T-E is thus in position to supply tube makers who previously shied away from problems of processing faceplates for metal cones.

I-T-E reports considerable interest in metal cones on the part of other tube makers, but it can't supply them the RCA types until released by RCA. It anticipates rectangular metal shells will come sooner or later, noting that it made hundreds of thousands of them for monochrome. But emergence doesn't seem imminent.

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Three tube-making giants have fixed on one type of tube, for the present at least. RCA, DuMont & CBS-Hytron have chosen the curved-mask, phosphors-on-face approach. There are rumors Sylvania and Tung-Sol will go for it, too. Does this mean a standardized design has finally emerged? The spokesman for another big tube maker, GE's Dr. W.R.G. Baker, doesn't think so, saying:

"I don't think the industry will standardize on any tube that has so far been announced. The tube with the final principle is yet to come. RCA has an interesting tube, however; it's the size the public wants."

GE hasn't any imminent tube announcement, Dr. Baker said, and he added that GE would undoubtedly make some tubes similar to those announced to date, according to demand -- "just as we did the 15-in."

Philco's developmental tube, which was dubbed "Apple" as a secret code name, is still undisclosed. We've heard the rumor that it's a "post-deflection" type with

phosphor lines on face. Reported drawback is very complicated circuitry required to drive it; we hear it initially demanded a 100-tube chassis, then 60, currently 47. Tube itself is supposed to be simple to produce. Philco will say nothing.

There's one axiom of trade to be remembered in considering any undisclosed products: When a manufacturer has something saleable, he usually shouts his wares.

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Small tube makers who don't make receivers are also uncertain. For example, National Video Corp. pres. Asher Cole has view similar to Dr. Baker's, saying:

"The shadow-mask tube is very tough to make. The RCA flat-mask type was impossible to make; that's why RCA dropped it. The curved-mask type can be made by brute force, but it still isn't simple enough. Placement of those dots requires a witch doctor. The \$175 price is purely arbitrary."

Dr. Allen B. DuMont finds a definite "trend toward standardization" in the RCA, CBS-Hytron and DuMont choice of principle. He says: "We have the patents." He looks for 21-in. & 17-in. rectangular to emerge as dominant types in color just as they did in black-&-white. Dr. Baker also foresees rectangular types evolving -- "for the same reasons they did in monochrome."

Dr. DuMont sees only "a small sale" in color coming season. "I can't get excited about it," he told us. "Sets will have to get down to \$300 to \$500 before there's any sort of volume. That's still a couple years off."

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Hallicrafters pres. Wm. Halligan also urged caution on color sales prospects, telling distributors at regional sales meeting: "Don't let anyone's high pressure publicity or propaganda cause you to be booby-trapped into this color situation." Hallicrafters v.p. Richard Graver said big push won't come until price hits \$500.

There are several dates to mark on your calendar as focal points in the color battle: Aug. 22, when CBS kicks off color programming with Toast of the Town extravaganza; Sept. 12, when NBC launches its color season with first 90-min. color "spectacular"; Sept. 15, when RCA demonstrates 21-in. for first time. And from now on, you can also expect individual stations to start whooping it up as they get prepared to carry big network shows, and a few will trumpet their own originations.

EPITOMIZING THE INDUSTRY'S GROWTH: From a 4-page supplement in 1947 to a 400-page volume that is a veritable World Almanac of the TV-radio-electronics industries, the fall edition of our semi-annual TV Factbook (No. 19) is really a barometer of fantastic growth. What we called TV Directory No. 1 in Nov. 1947, less than 7 years ago, listed mere 16 stations on air, 55 CPs outstanding, 48 applications pending.

The new Factbook sets forth rates, facilities, ownership and personnel data on 389 stations that were on the air as of July 15, plus 40 more due before year's end. It gives same details on 12 Canadian stations in operation and 9 upcoming. And it details 217 CPs for new stations outstanding, 211 station applications pending.

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If a sponsor wanted to buy an hour of prime time on all of the 382 commercial stations in operation July 15 (the 7 others are educational), it would cost him just \$194,875 -- an average of \$510.14 per station for Class A time, which is generally 6-11 p.m. Highest rates are \$6200 & \$6000 charged by network keys WNBT & WCBS-TV, New York. Lowest is the \$90 of KVOS-TV, Bellingham, Wash., though there are quite a few charging \$100 to \$150 an evening hour.

Purchase of such a "TV blanket," were it possible, would guarantee that some 31,000,000 TV sets could receive no other message at that time -- for the Factbook's trade statistics show approximately 33,000,000 sets produced since 1946, and it's known some 2,000,000 are now in trade pipelines. Also revealed is fact that U.S. has 3 times as many TV stations as rest of world combined, for Factbook lists 110 stations in 32 foreign countries (see story, page 5).

New features in the compendium are text of the FCC Color Standards and the J. Walter Thompson Jan. 1, 1954 count of TV households in first 340 markets of U.S. The Factbook brings up to date the allocation tables, lists of CPs relinquished and

stations quitting the air, network rates & personnel, TV-radio network time sales by months (PIB), TV-radio revenue figures by years (FCC), top 100 national advertisers and their TV-radio expenditures, directory of major advertising agencies, list of program producers and syndicators.

Ownerships of stations are broken down by categories -- multiple, network, newspaper, theatrical, manufacturer, educational.

On the manufacturing side, besides trade statistics, there are directories of set & tube and phonograph & record manufacturers, laboratories, station equipment makers; and a tabulation of 1950-54 financial data on top 62 manufacturers. Other features include directories of the FCC, attorneys practicing before FCC, consulting engineers, labor unions, research firms, community antenna systems, theatre-TV and subscription-TV services, trade publications, trade associations, etc.

A 43x29-in. wall map in color comes with each Factbook, showing present and prospective TV cities, time zones, cities with more than 10,000 population, routes of actual and projected coaxial-microwave network interconnections.

One copy of the TV Factbook (map included) is in the mails now to each of our full-service subscribers; extra copies are \$4 each, extra maps \$1 each.

WORLD BECOMING TV-CONSCIOUS--BUT SLOWLY: The United States has 390 TV stations -- the rest of the world 110, or considerably fewer if you don't count boosters, satellites and low-powered experimental bloopers.

The world's 110 stations are in 32 foreign countries on 5 continents -- an increase of 28 stations in the last 6 months. Most of the new stations were opened in countries which already had TV. Only 2 nations got their first TV outlets this year -- Colombia and French Morocco.

These statistics are taken from the foreign section of the new fall edition of our semi-annual TV Factbook, just off presses this week. Featured in the Factbook is a completely revised and up-to-date Directory of TV Stations in Foreign Countries -- on air, under construction and planned -- giving locations, ownership, frequency, power and current status of each. We believe it's the most accurate list ever compiled, based on information direct from foreign governmental and private contacts, from diplomatic agencies, equipment manufacturers and other sources.

While foreign TV isn't exactly going like a house afire, our new compilation shows increase during last 6 months of almost as many stations in foreign countries (28) as the accretion of new stations in U.S. during same period (34) after subtracting the 23 that dropped in U.S. since last Jan. 1. Of course, some of foreign installations would hardly be counted as TV stations by American standards -- for example, the experimental 30-watt at Chulalongkorn University in Thailand and a technician's jerry-built 50-watt unit in Johannesburg. But the majority of the 32 nations with TV have some sort of regular program service, and there are many new stations under construction.

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Europe has taken lead in new-station activity so far this year -- mainly due to the spur of Eurovision, the 8-nation network now undergoing a month's trial. A number of European stations have been put on air in advance of target dates, and some temporary boosters and satellites have been erected to give Eurovision the maximum possible coverage.

West Germany has displaced Cuba as the foreign nation with greatest number of TV outlets, if you include the 7 German satellites pressed into service for European network programs. That nation now has 16 outlets, increase of 9 since Jan. 1. Second in number of outlets is Canada with 12 on air, up from 7 in Jan. Britain, Cuba and Italy have 9 each, Italy having opened 5 new stations for Eurovision, and Great Britain having added one in last 6 months (although its total includes temporary boosters). Cuba is only country to have fewer stations on air than at first of year, George Storer's CMTV, Havana, having quit in April (Vol. 10:18,22).

Though TV information from behind Iron Curtain is as scarce as any other kind of news, indications are that Russia now has 7 TV stations, including experimental one at Odessa. Best information 6 months ago indicated there were only 4. Mexico

still has 6 stations, new one at Tijuana balanced by Matamoros outlet which went off air. Japan now has 5, up one from Jan., France and Brazil 4, increase of one each. Venezuela still has 3, but with considerably more programming in past few months. Only other countries with more than one station are Sweden, Belgium and Netherlands, with 2 each -- but the second stations in Sweden & Netherlands are experimental. Sixteen other countries have one station each.

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While commercial TV is the rule in Western Hemisphere, most European stations are either run by or closely affiliated with government. Britain is due to get its first commercial outlets next year in London, Manchester and Birmingham, but they'll be owned by govt.-controlled corporation. Africa's first regularly operated station is privately-owned commercial outlet which opened in Feb. in French Morocco, although the stations in France are govt.-owned and non-commercial.

Japan has 3 govt.-operated and 2 private stations (both in Tokyo), and in Europe commercial stations are planned for Monaco (Monte Carlo) and the Saar. In most foreign countries, TV programming is scanty and set circulation extremely low -- and bread is still more important than TV to the average family.

[Note: New feature in fall TV Factbook is the table of Principal TV Systems of the World, giving at a glance the technical TV standards adopted by nations following the American, British, French, European (CCIR) and Soviet patterns.]

Personal Notes: FCC Comr. Robert E. Lee addresses luncheon of Washington's National Press Club Tue. July 27 on "Labels, Libels and Equal Time" . . . Edward G. Smith, recently resigned gen. mgr. of WTCN-TV, Minneapolis, named gen. mgr. of WTVH-TV, Peoria, Ill., recently taken over by Peoria Star Journal Co. . . . Joseph E. Baudino, v.p.-gen. mgr. of Westinghouse Broadcasting Co., nominated for chairmanship of BAB, succeeding Charles Caley, WMBD, Peoria; election in Nov. is automatic . . . Robert Fierman, ex-Foote, Cone & Belding and NBC-TV, joins Walter Reade's WRTV, Asbury Park, N. J., on temporary assignment as program consultant until returning to Coast in fall . . . Richard D. Johnson promoted to production mgr. of WNBQ & WMAQ, Chicago, succeeding Alan Beaumont, who resigned to direct new NBC-TV *Time to Live* series . . . Claude Traverse, NBC-TV color unit mgr., principal speaker at banquet of Northwestern U-NBC Television Institute Banquet in Chicago, July 30 . . . Jack Hoskins promoted to program director of WICS, Springfield, Ill., succeeding James Harelson . . . Isadore Rosenblatt, ex-KTLA, joins CBS legal dept. in Hollywood, succeeding Michael Franklin, now in TV business affairs dept. . . . Bernard Platt promoted to gen. mgr., Miles David to editorial director, *Sponsor Magazine* . . . Wallace A. Ross joins Box Office Television and Sheraton Hotel TV Network as gen. sales mgr. . . . Edward B. Bench Jr. named chief engineer of KSTM-TV, St. Louis . . . Patrick F. Welch, asst. mgr. of educational KUHT, Houston, named asst. to Dr. I. Keith Tyler, director of Ohio State U's Institute for Education by Radio & TV, while working on Ph.D.; he's replaced by Dr. Tom C. Battin, head of U of Florida TV-radio dept. . . . Dick Ashby promoted to production director of WMAZ-TV, Macon, Ga., succeeding Norman Gray . . . Rudolph O. Marcoux, ex-sales mgr. of WCMB, Harrisburg, returns to Maine to become business mgr. of upcoming WTWO, Bangor . . . Donald F. Langan, WHEN chief engineer, promoted to director of technical operations of WHEN-TV, Syracuse, as Frank Spain moves to new post of director of engineering of WHEN-TV & WHEN . . . Allen Gunderson, chief TV engineer, promoted to director of engineering of KTVT & KDYL, Salt Lake City, as v.p. John M. Baldwin is designated director of TV-radio engineering operations . . . James E. Gordon, WJMR-TV, New

Orleans, Sept. 1 becomes v.-p.-gen. mgr. of WNOE, Ch. 4 applicant in New Orleans, succeeding Benton Paschall, resigning to return to Los Angeles . . . Fred Littlejohn, ABC-TV mgr. of news & special events, off for European cities and Cairo July 20 to look over news facilities . . . Hal Cranton, ex-BAB, appointed senior writer of NBC-TV network sales presentations under mgr. David H. Hedley . . . Phil Cohan, ex-CBS-TV, named asst. to Glenhall Taylor, N. W. Ayer west coast mgr., on Hollywood TV-radio originations . . . John I. (Bud) Edwards, who operated own Los Angeles ad agency last 3 years, named director of programs & production, KCCC-TV, Sacramento . . . Stuart A. Lindman promoted to program director of WMIN-TV, St. Paul . . . Irvin A. Eubanks resigns as sales mgr. of WKST-TV & WKST, New Castle, Pa., to devote full-time to own local ad agency . . . James N. Manilla, ex-film chief of Geyer Adv., joins TV staff of McCann-Erickson, N. Y. . . . Max Tendrich, Weiss & Geller TV-radio-media director, elected v.p. . . . Winfield Case resigns as Cunningham & Walsh TV-radio v.p. . . . Wm. McIlvain promoted to v.p. in charge of TV-radio operations, N. Y. office of Leo Burnett Co. . . . Wayne Kearnl resigns as station mgr., KGMB-TV, Honolulu, for reasons of health; dept. heads now report directly to C. Richard Evans, v.p. & gen. mgr. . . . Robert Allison, director of news & special events, KTTV, Los Angeles, joins Republican National Committee for duration of campaign, to take charge of TV newsreels . . . Lovick Draper named TV-radio director, Bozell & Jacobs, Houston.

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Brendan McInerney, appointed asst. to FCC gen. counsel Warren Baker, has spent most of career in govt. military procurement, was employed in N. Y. law firm of Satterlee, Warfield & Stephens 1946-48, worked for Gov. Dewey in 1948 presidential campaign. Louis C. Stephens is new legal asst. to FCC Comr. Hennock, succeeding Arthur Blooston who returned to FCC safety & special services bureau. Stephens has worked for various govt. agencies, was gen. counsel of International Refugee Organization in Geneva, most recently was in import business in New York.

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Hollister Noble, 53, onetime editor of *Musical America* and CBS staffman, died July 20 of a self-inflicted gunshot wound in his home in Sherman Oaks, Cal.

Network Accounts: DuMont signs 12 new clients, including several regional sponsors, representing more than \$4,000,000 in gross time sales: Consolidated Cosmetics Inc. (Lanolin-Plus shampoo) for *They Stand Accused*, hour-long weekly drama series on time and date to be announced, thru Frank E. Duggan Adv., Chicago; Miller Brewing Co. & Atlantic Refining Co., All-Star football game Fri. Aug. 13, from 9:30 p.m., thru Mathisson & Assoc., Milwaukee, & N. W. Ayer; Hamm Brewery & Drewys Ltd. U.S.A. Inc., *Greatest Football Plays of the Week*, starting Sept. 30, thru Campbell-Mithun Inc. & MacFarland, Aveyard & Co., Chicago; Brewing Co. of America, Cleveland Browns' games, thru Lang, Fisher & Stashower, Cleveland; Atlantic Refining Co. & Chevrolet Dealers Assn., Philadelphia Eagles, Pittsburgh Steelers & N. Y. Giants games; Plymouth Motors, for special Thanksgiving Day game between Detroit Lions & Green Bay Packers, thru N. W. Ayer; Vitamin Corp. of America (Calometric weight reducer) & M-G-M as partic. sponsors of *Paul Dixon Show*, starting Aug. 2, Mon.-Wed.-Fri. 3-4 p.m., thru BBDO & Donahue & Coe; Walter H. Johnson Candy Co. (Power House candy), for *Captain Video*, starting Oct. 7, Thu. 7-7:15 p.m., thru Franklin Bruck Adv. In addition, an unidentified client bought Tue. 9-9:30 p.m. time period for mystery show starting Sept. 14 . . . Bishop Sheen quoted as saying he hopes sponsor Admiral will not carry out plan to limit his *Life Is Worth Living* on DuMont to 63 stations live, rather than 179 live and film used last year; neither Admiral nor DuMont would comment . . . Format shakeup of CBS-TV's 7-9 a.m. *Morning Show*, which has attracted only 9 partic. sponsors (4 currently) in 4 months on air, will place greater emphasis on entertainment rather than news, as reflected in replacement of newsman Walter Cronkite with comedian Jack

Paar as m.c. . . Pontiac to sponsor *Red Buttons Show* on NBC-TV in fall, Fri. 8-8:30 p.m., replacing *Dave Garroway Show*, thru MacManus, John & Adams . . . Bristol-Myers to sponsor *Honestly Celeste*, starring Celeste Holm, on CBS-TV starting in fall, Sun. 9-9:30 p.m., thru Young & Rubicam . . . Pet Milk to be co-sponsor (with Johnson's Wax) of *Life with Father* on CBS-TV in fall, Tue. 10-10:30 p.m., and (with Armour Co.) of *George Gobel Show* on NBC-TV, Sat. 10-10:30 p.m., thru Gardner Adv., St. Louis . . . Quality Jewelers of America to be alt. sponsor (with Exquisite Form Brassieres Inc.) of *Stop the Music* on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., thru Grey Adv. . . Remington Rand and Esquire Shoe Polish to be alt. sponsors of *Masquerade Party* on CBS-TV starting Sept. 29, thru Young & Rubicam & Emil Mogul Inc. . . Sterling Drug Co. to sponsor as yet untitled mystery show on ABC-TV in fall, Fri. 9:30-10 p.m., thru Dancer-Fitzgerald-Sample . . . 5 new sponsors on NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m.: Grove Laboratories (Fitch shampoo), 78 partic., thru Harry B. Cohen Adv.; Owens-Corning Fiberglas Corp., 17 partic., thru McCann-Erickson; American Express Co., 15 partic., thru Benton & Bowles; Prince-Gardner Co. (billfolds), 12 partic., thru Grey Adv.; Campbell Soup Co., 5 partic., thru Grey Adv.

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Biggest hookup to date, with 310 stations on 4 networks, surpassing the 235 used on General Foods' Rodgers & Hammerstein extravaganza last spring (Vol. 10:14), is assured for special 2-hour electrical industry program Sun. Oct. 24 from 9-11 p.m., marking 75th anniversary of Edison's invention of electric light. Sponsored by Light's Diamond Jubilee Committee, thru N. W. Ayer & Son, program will mark TV production debut of David O. Selznick, is expected to attract top-rung entertainers.

Telecasting Notes: TV film prices should be based on fixed percentage of individual station's rate card for the time segment when the films are used. This, says WFIL-TV gen. mgr. Roger W. Clipp, would have effect of stabilizing both prices and stations' film-buying methods. Currently, TV film series are offered at prices ranging from 50% below to 300% above station rate cards for the period in which they are played, he said . . . Clipp proposal brought immediate retort from TV film industry spokesmen as "pulled out of thin air," ignoring cost of producing the film program and bound to cause confusion and pandemonium in TV film industry. They said film prices must reflect cost of production, can't be standardized or pinned to the time charges of stations that use them . . . Reverse twist: Matty Fox's Motion Pictures for TV Inc. now preparing to go heavily into theatrical film production—its first movie, *Operation Manhunt*, due for release soon by United Artists. Strangely, MPTV's 2 big theatrical properties were both results of contact made while filming TV interview with former Soviet Embassy code clerk Igor Gouzenko who exposed Canadian spy ring; first movie deals with Gouzenko's experiences, second will be based on his widely acclaimed first novel, *Fall of a Titan*. Fox is reported looking for other movie properties . . . Biggest draws at night clubs and theatres now are TV stars—"worth their weight in gold at boxoffices," reports Hollywood columnist Hal Humphrey. "A performer connected with almost any of the top TV shows can demand fabulous dough [and] draw sell-out crowds." He cites *My Little Margie's* Gale Storm at Dallas State Fair and her \$12,000-a-week booking for 3 weeks in Las Vegas, *Private Secretary's* Ann Sothorn at \$20,000 a week in Las Vegas and a booking at Chicago's Chez Paree, *I Married Joan's* Jim Backus in successes in San Diego and Madison, *Hit Parade's* Dorothy Collins at Las Vegas, and of course

Lucille Ball-Dezi Arnaz in their hit movie *The Long, Long Trailer* . . . Australian films used in U. S. telecasts have doubled in year, most of them documentaries made by Dept. of Interior, reports Australian News & Information Bureau . . . Ziv-TV to open offices in Rome, Paris, Frankfurt, possibly other European cities, sends Edward Stern, pres. of international div. over on survey . . . Westbrook Pegler does 2-series yap at Peabody Awards in columns this week based largely on "expose" by Jack Lait Jr., TV-radio editor, *Los Angeles Examiner*. "By careless common consent, Peabody Award is respected," is essence of complaint, which sees "leftist" significance in fact that Ed Murrow and Elmer Davis each won it 3 times, other winners including Cecil Brown, Raymond Gram Swing, Wm. Shirer, Eric Sevareid, Martin Agronsky, Charles Collingwood, Paul White, Chet Huntley, Gerald W. Johnson. Our prediction: Peabody Awards will outlast both Messrs. Pegler and Lait, as will the reputations of winners . . . "CBS brass winces at each new headline" about Arthur Godfrey, reports July 21 *Variety*, noting that none of Godfrey's shows is among top 10 in latest Nielsen ratings and that the continuing "newspaper notoriety" may have been a contributing factor; June 12 Nielsen rates *Talent Scouts* 11th (it was No. 2 for several years), *Arthur Godfrey & His Friends* 32nd . . . Atlanta's WSB-TV & WSB about to begin construction of new \$1,500,000 home, whose architecture will typify charm and dignity of Old South; Austin Co. is builder of structure on Peachtree St., which will include 50x75-ft. & 40x50-ft. studios and all modern TV-radio appurtenances . . . Helen Traubel, the opera star with flair for comedy and musical satire, signs exclusive CBS-TV contract.

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Power increases: WAAM, Baltimore, July 12, to 316-kw ERP; WABI-TV, Bangor, due to go to 30-kw ERP Aug. 4.

SUMMER vacation shutdowns ended, major manufacturers of TV transmitters and associated equipment this week reported considerable activity—with DuMont reporting 2 transmitter orders and both GE & RCA resuming shipments. DuMont got order for complete 5-kw plant from WTVD, Durham, N. C. (Ch. 11), which has Sept. target; it also has new order for 25-kw amplifier from WFMY-TV, Greensboro, N. C. (Ch. 2), to replace present 5-kw which will be retained as standby, and reports order for 16mm color film scanner from CBS's KNXT, Hollywood.

GE reports shipments of 35-kw transmitter July 23 to KCKT, Great Bend, Kan. (Ch. 2), due on air in Sept.; 5-kw transmitter July 21 to WMVT, Montpelier, Vt. (Ch. 3), due in Aug.; 5-kw July 2 to KTVX, Muskogee, Okla. (Ch. 8), which has Sept. target date and is due to get 50-kw transmitter in Oct. To existing stations, GE also shipped 35-kw transmitter July 22 to WWJ-TV, Detroit (Ch. 22); new 6-bay antenna July 16 to KOIN-TV, Portland (Ch. 6); 12-bay antenna July 16 to upcoming WCNY-TV, Carthage, N. Y. (Ch. 7). Only new order reported this week by GE is for 12-kw amplifier by KBMT, Beaumont, Tex. (Ch. 3), now on air with GE 1-kw.

RCA shipped 25-kw transmitter July 16 to WUSN-TV, Charleston, S. C. (Ch. 2), which plans Sept. 1 start. On July 19, it shipped driver for new 12-kw transmitter to KPTV, Portland, Ore. (Ch. 27), with amplifier to follow later. On Feb. 23, it shipped 50-kw transmitter to WJRT, Flint, Mich. (Ch. 12), whose grant (to Detroit's WJR) is being protested by competing applicant.

Note: In reporting start of KXJB-TV, Valley City, N. D. (Ch. 4) last week, we inadvertently gave wrong transmitter rating; it's a 25-kw DuMont.

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

WMVT, Montpelier, Vt. (Ch. 3), its GE 5-kw transmitter delivered, plans Aug. 15 test patterns, Sept. 7 programming, according to pres. C. P. Hasbrook. Transmitter building (with space for two 50-kw power generators and living quarters for 2 engineers) and GE 4-bay antenna on 50-ft. Blaw-Knox tower will be ready within week. Signal from Mt. Mansfield, state's highest peak, is expected to reach as far north as Montreal as well as neighboring New York and New Hampshire. Montpelier studios are at radio WSKI, and Burlington studios are in new building. Signed as CBS primary, but also expecting to carry other 3 networks, plan is to interconnect by way of Albany. Weed will be rep.

KTVX, Muskogee, Okla. (Ch. 8), now that protests against its grant have been dismissed by the FCC (Vol. 10:28), plans Aug. 28 test patterns, Sept. 1 programming, writes v.p.-gen. mgr. L. A. Blust Jr. GE 5-kw transmitter is due to be ready by Aug. 15, with 50-kw amplifier scheduled for Oct. delivery to site near Haskell, about midway between Tulsa & Muskogee, 44 mi. apart. Andrews 650-ft. tower is to be ready Aug. 18 and 12-bay GE antenna is due to arrive by Aug. 23. Ownership (John T. Griffin interests) interlocks with KWTW, Oklahoma City & KATV, Pine Bluff, Ark., and principals control radio stations KTUL, Tulsa; KOMA, Oklahoma City; KFPW, Fort Smith, Ark. Rep will be Avery-Knodel.

KSWM-TV, Joplin, Mo. (Ch. 12), with 400-ft. tower and RCA 6-bay antenna ready, is installing 10-kw RCA transmitter, hopes to meet Aug. 1 test pattern and Aug. 15 programming targets, reports pres.-gen. mgr. Austin Harrison. It's 25½ mi. from Pittsburg, Kan., where KOAM-TV (Ch. 7) began last Dec. 5, and 68 mi. from Springfield, Mo., where KTTS-TV (Ch. 10) and KYTV (Ch. 3) are operating. KSWM-TV has signed with CBS. Base hour will be \$200. Rep will be Venard, Rintoul & McConnell.

KTLJ, Houston, Tex. (Ch. 13), planning late fall or early winter programming, recently held ground-breaking ceremonies at newly authorized transmitter site on Blue Ridge Rd. near suburban Almeda, according to pres. John T. Jones Jr., nephew of Jesse Jones and pres. of *Houston Chronicle* (KTRH). With 50-kw RCA transmitter on hand and 900-ft. Ideco tower with RCA 12-bay superturnstile antenna due for early Aug. delivery, construction completion date is about Oct. 30. It's currently negotiating with U of Houston for lease of studios of KNUZ-TV, which left the air last June 25 (Vol. 10:27), also is seeking to purchase KNUZ-TV cameras and other studio equipment that can be adapted. Board members include Wright Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KTHH; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Rep not yet chosen.

WLOS-TV Asheville, N. C. (Ch. 13), plans Aug. test patterns, Sept. programming as interconnected ABC & DuMont, reports v.p. Charles B. Britt. After grading 2.3 miles of road and building 3000-ft. inclined railway up 45-degree slope, it has begun work on transmitter house at site atop 6000-ft. Mt. Pisgah in the Smokies, second highest peak east of Mississippi. Federal 25-kw transmitter is due as soon as building is ready, and 300-ft. Lehigh tower with 8-bay Federal antenna is to be ready about July 31. Studios will be in remodeled Westray Battle residence with 12,000-sq. ft. on 4 levels, next to famed Grove Park Inn. WLOS-TV will be first local competitor for WISE-TV (Ch. 62) which began year ago in July. Base rate will be \$250. Rep will be Venard, Rintoul & McConnell.

WCNY-TV, Carthage-Watertown, N. Y. (Ch. 7), has 20-kw GE transmitter, but can't begin installation until building is ready early in Aug., so now plans test patterns about Sept. 15, programming about Sept. 25, writes asst. mgr. James W. Higgins. Tower base and 3 guying piers are ready and construction of 500-ft. tower with 12-bay GE antenna begins Aug. 15. Owner *Watertown Times* gave up Ch. 48 CP in Watertown as condition of Ch. 7 grant (Vol. 10:10). It will carry CBS & ABC, interconnected via microwave. Base hour will be \$150. Weed will be rep.

WCMB-TV, Harrisburg, Pa. (Ch. 27), now has 12-kw GE transmitter it purchased from now-dark WKLO-TV, Louisville (Vol. 10:17, 27), and expects to begin test patterns Aug. 25, programming Sept. 8, reports gen. mgr. Ed K. Smith. Construction of 400-ft. Wind Turbine tower with 5-bay GE antenna begins July 28. Negotiations with DuMont network are "proceeding as planned." It will be third uhf in Harrisburg—WHP-TV (Ch. 55) & WTPA (Ch. 71) having begun year ago. Base rate will be \$200. Rep will be Donald Cooke.

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NCAA football TV schedule, probably to be offered for co-op sponsorship, on ABC-TV: Sept. 18, California-Oklahoma; Sept. 25, Iowa-Michigan State; Oct. 2, Stanford-Illinois; Oct. 9, Wisconsin-Rice; Oct. 16, Oregon-Southern California; Oct. 23, Pittsburgh-Northwestern, Holy Cross-Boston U, Montana-Brigham Young (regionally); Oct. 30, Penn-Penn State; Nov. 6, Baylor-Texas; Nov. 13, Ga. Tech-Alabama; Nov. 20, Ohio State-Michigan; Nov. 25 (Thanksgiving), Maryland-Missouri, Utah-Utah State (regionally); Nov. 27, Army-Navy; Dec. 4, Notre Dame-SMU.

Saturday night's just for laughs, is view of NBC-TV, with 6 back-to-back comedy programs set for that evening this fall: 7:30, *Ethel & Albert*; 8, new Mickey Rooney situation comedy; 8:30, *Great Gildersleeve*; 9, Imogene Coca; 9:30, Jimmy Durante alt. with Donald O'Connor; 10, *George Gobel Show*.

FACTORY AVERAGE \$130 IN LOW-PRICE MARKET: Average factory value of TV set was about \$130 at end of June and was about \$140 for first half of 1954, according to one of industry's top marketing specialists. Compared to \$170 average for all of 1953, it is clear reflection of extent of price downswing since last year.

Thus factory billings of about \$400,000,000 were realized out of production of some 2,800,000 TVs in first 6 months. About 45-50% should be added as markup on sets between factory and consumer, compared to about 60% for all of 1953. So retail value of TV sets in the 6 months would be about \$600,000,000. Adding the cost of components, antennas, accessories, service and miscellaneous other charges -- and it can be conservatively estimated over-counter value of trade was about \$875,000,000.

Average servicing cost to consumer is still said to run about \$20 per year, or average of 2 calls per set -- and likelihood is it will continue at that rate.

That there's less mix than some manufacturers would lead you to believe, is evident from the extremely low factory average. As if to emphasize concentration on low-end, Crosley took full-page ad in July 18 New York Times to proclaim that its \$140-\$160 "Super V" accounted for 46.2% of all 17-in. set sales in March and April.

With second-half prospects bright, it looks like a \$2 billion retail year for TV trade, easily. And with really good Xmas season, it could go quite a bit higher.

Factory value of radios averaged \$20 for the 6 months, down from \$23 for all 1953. Taking production estimate of 4,850,000, plus extras, servicing and all other items, total value is placed roughly at \$175,000,000 -- possibly going up to about \$450,000,000 for the whole year. Last year's radio value was about \$600,000,000.

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Trade is moving sluggishly through July -- production & sales showing normal seasonal downturns. More plants were closed for vacations (RCA's 2-week shutdown started this week) and others were reopened (including Admiral, Motorola, Zenith). Sales chiefs were busy visiting distributors and dealers to push new lines. With one accord, they had optimistic statements on prospects for balance of year.

Motorola spokesman said 1954 could be its biggest in terms of TV unit output, hinting it may go as high as 700,000. He said 2 leader models at \$130 & \$150 (Vol. 10:28) will be made in "generous quantities", felt fall season will be excellent.

Hallicrafters' Wm. J. Halligan, predicting 1954 production of "slightly more than 6,000,000 sets," told distributors industry is on threshold of "golden age of electronics" and trade could anticipate "very strong black-&-white market ahead."

Public's ability to provide strong TV market was buttressed this week by report of Commerce Dept. showing personal income for first 5 months at annual rate of \$285 billion, approximately \$60 billion higher than 5-month rate a year ago -- this despite drop in total industrial production. It indicated too that high level of personal income was likely to continue for rest of year.

Another economic barometer was Census Bureau report showing no substantial increase in number of unemployed, as is usual in June & July, when college graduates normally flood labor market. Nearly all economic surveys look to fall job pickup.

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TV production went up to 47,539 week ended July 16 from 3-year low of 27,997 units preceding week -- reflecting returns from vacations. It was second lowest for any week since July 1952. It was year's 28th week and brought production for year to date to about 2,875,000, compared to 4,080,000 in same period of 1953.

Radio production was 91,008 (49,660 auto), up from 56,526 preceding week but down from 152,536 week ended July 2. For 28 weeks, production was about 4,955,000, compared to approximately 7,225,000 in corresponding period of 1953.

Trade Personals: Ray George, Fred Ogilby, Ray Rich & Sam Regenstreif, all v.p.'s, are slated for election to Philco board of directors at July 28 annual meeting . . . Keeton Arnett, gen. asst. to Dr. Allen B. DuMont, promoted to new post of v.p., administration . . . Edward R. Taylor, Motorola marketing v.p., elected to board and exec. committee of Brand Names Foundation . . . E. Finley Carter, Sylvania v.p. & research director, joins Stanford Research Institute Oct. 1 as mgr. of research operations . . . Robert C. Sprague, ex-RETMA chairman who won RETMA's Medal of Honor this year, named chairman of special awards committee to pick next year's winner . . . H. T. Harrod appointed asst. sales mgr. for Westinghouse defense products, succeeded as mgr. of aviation sales by W. J. Reed . . . E. R. Sliger, in charge of market research for Westinghouse electronic tube div., promoted to div. asst. gen. sales mgr. . . Robert G. Scott promoted to asst. sales mgr. of DuMont CR tube div., under sales mgr. Bill C. Scales . . . A. E. Cascino, Avco market research director, promoted to new post of marketing director for all Crosley & Bendix products . . . James M. Farrell, Crosley eastern regional sales mgr., promoted to new post of national field sales mgr. . . Gerhard G. Schneider elected production v.p. of National Union Electric Corp. . . . A. R. Baggs, ex-Television & Appliance Distributors Inc., New Orleans (RCA), named product mgr. of RCA Victor Radio and "Victrola" div. . . James D. Helm promoted to sales mgr. of GE mobile communication equip-

ment, Syracuse . . . Walter E. Tripp, ex-Consolidated Sales Co., Richmond (Stewart-Warner), named Stromberg-Carlson southeastern district mgr., Richmond . . . Wells R. Chapin named N. Y. district sales mgr. for GE broadcast equipment, succeeded as St. Louis district mgr. by Robert E. Lauterbach, now Atlanta sales rep . . . Jack Weisman, ex-O'Donnell Distributing Co., Syracuse (Crosley), named Emerson Radio northeastern district mgr., Syracuse . . . Neal F. Harmon promoted to southwestern regional mgr. for GE communication equipment, Dallas . . . Robert McNulty, ex-Schiffer Distributing Co., Atlanta (Stromberg-Carlson), named DuMont southeastern service mgr., replacing Ernest Curtis, resigned . . . Thomas M. Blake, exec. v.p. of Littelfuse Inc., elected pres., succeeding E. V. Sundt, who continues as chairman . . . Al Jacobs elected treas. of Symphonic Radio & Electronics Corp., Boston (phonographs), replacing and buying out interest of Bernard Damsky, resigned . . . Henry Munson, head of Chicago rep firm bearing his name, is pres. & gen. mgr. of new Munson Mfg. Corp., organized to make resistors, capacitors, etc. . . . Henry Goldsmith named high-fidelity sales mgr. of Leru Laboratories Inc., Wayne, N. J., new U. S. sales agency for German Siemens radios.

Lawrence V. Wells, 48, partner in Haggerty-Wells Co., Kalamazoo, Mich., onetime chief engineer of Wilcox-Gay, died July 12 at his home in Kalamazoo. He is survived by his widow and mother.

Distributor Notes: Motorola appoints Lee Distributing Co., 845 Washington St., Buffalo (Louis T. Henrichs, pres.), replacing M. E. Silver Corp., which continues as Motorola's Rochester outlet . . . DuMont appoints newly-formed Eastern Wholesalers Inc., 818 W. Baltimore St., Baltimore (Charles Shulman, pres.), replacing H. O. Berman Co. . . . Hallicrafters appoints Graybar, Des Moines . . . Stromberg-Carlson appoints Wood Alexander Co., Hartford (G. R. Wood, pres.) . . . Raytheon appoints H. G. Bogart Co., Toledo (H. W. Sharp, gen. mgr.) . . . Victor H. Meyer & Co., Sylvania N. Y. distributor, becomes Sylvania factory branch under name of Victor H. Meyer Distributing Corp. . . . Television & Appliance Distributors Inc., New Orleans (RCA) names Glen Smith v.p. & gen. sales mgr., replacing A. R. Baggs, now product mgr. of RCA Victor Radio and "Victrola" div. . . Raymond Rosen & Co., Philadelphia (RCA) promotes James Davis to v.p. & asst. to pres. Thomas F. Joyce; he's succeeded as appliances mgr. by Edward H. Rosen, ex-Philadelphia district mgr. . . Codomo Distributors, Miami (Capehart-Farnsworth) appoints Joseph Pentrack sales mgr., replacing Sam Paiken, resigned . . . Graybar promotes R. C. Litchfield and T. A. Huston to joint heads of national TV-radio-appliance sales, replacing George T. Bryant, now Compton Adv. v.p. . . Hoffman Sales Corp. of Oregon, Portland, names Tom Munford, from Los Angeles branch, as mgr., replacing Norfleet Callicott, now sales mgr. of Kansas City branch . . . Nash-Hudson-Kelvinator Sales Corp., St. Louis (DuMont) promotes A. J. Rufkahr to zone mgr. . . American Distributing Co. Inc., Charleston, S. C. (DuMont) announces resignation of gen. mgr. M. D. Steiner, his duties to be assumed by pres. Jack Vane . . . Philco appoints Bob White Inc., 734 W. Hargett St., Raleigh (Robert J. White, pres.), replacing Philco factory branch.

Sylvania dedicated new 422,000-sq. ft. TV plant at Batavia, N. Y. July 15. TV production is concentrated in new plant, which began operations March 22, employs about 1200. TV engineering, including developmental work on color, will continue at Buffalo TV-radio headquarters.

Sen. Williams (R-Del.) this week revived old charges, first aired before Kefauver crime investigating committee, linking Tele King Corp. chairman Louis I. Pokrass with underworld characters Frank Costello and late Benjamin "Bugsy" Siegel. In Senate speech, Williams said Pokrass had been given clearance from Army in 1951 for "top secret" information and that few months later Tele King vice-chairman Franklin Lamb was appointed asst. to GE's Charles E. Wilson, then defense mobilization director, despite testimony that Costello had helped finance Tele King. Pokrass denied charges, saying Williams was "well aware there is no basis for making his statements." Lamb said, "I am not a member of the underworld and do not know and never have known anyone connected with it." He added that "no one has any stock in Tele King except the Pokrass family and myself."

New officers of National Assn. of Music Merchants, elected last week at Chicago convention: pres., Earl Campbell, Campbell Music Co., Washington, succeeding Russell B. Wells, Charles E. Wells Music Co., Denver, who moves up to chairman of American Music Conference; v.p., Paul E. Murphy, M. Steinert & Sons Co., Boston, succeeding Campbell; secy., H. T. Bennett, H. T. Bennett Music Co., Santa Barbara, Cal., succeeding Murphy; treas., Ben Duvall, W. W. Kimball Co., Chicago, succeeding Parker M. Harris.

Injunction restraining Caltech Electronics Corp. from marketing printed-circuit chassis (Vol. 10:25, 29) was voided this week by Los Angeles Superior Court Judge Arnold Praeger. Petition for injunction, granted last week by Judge Praeger, was filed by Kaye-Halbert Corp. which charged secret information on printed circuits was "pirated" by several ex-Kaye-Halbert employes who formed Caltech.

Arvin introduced new line of 12 models, all 21-in., at distributors convention this week in Asheville, N. C. Line begins with \$150 metal table model, goes up to \$340 for blonde console. Optional uhf tuners are \$30 extra. Last year's prices on comparable models ranged from \$200 to \$470. Models have 90-degree tube.

Topics & Trends of TV Trade: All but color sets and tubes, and radios using transistors, get patent royalty reductions of 25-55½% in new RCA schedule announced July 22 to become effective Jan. 1, 1955. The reduced rates apply to black-&-white TV receivers & kinescopes, radios, tubes and certain commercial radio apparatus. Last previous reduction was on June 1, 1950 when rate was cut from 2¼% to 1¾% on TV sets and to 1½% on sound equipment.

The 2¼% rate had prevailed since 1940 when it was cut from 5% set in 1932, which was first reduction from the 7½% originally set in 1927. Export rate is half. Royalty rates are based on manufacturer's selling price, are currently being paid by virtually all TV set & tube manufacturers, notable exception being Zenith which since 1945 has been challenging in the courts RCA's right to impose them.

"These reductions are in accord with RCA's tradition of continuously reducing, so far as practicable, the cost of bringing inventions and scientific developments to the industry and the public," said Ewen C. Anderson, exec. v.p., commercial dept. "These new rates further reflect the efforts of RCA to advance the radio and TV industry.

"The reduced rates are being made available to all RCA licensees whose agreements expire on Dec. 31, 1954 as well as to all the licensees who have already renewed agreements for the period of Jan. 1, 1955 to Dec. 31, 1959. In keeping with RCA's long-standing policy of granting licenses to use its inventions to those desiring to utilize them, the reduced rates will be available to new licensees, as well. RCA license agreements are free from restrictions and contain no provisions affecting selling price, or other merchandising factors, or the quantity that may be manufactured, or the territory in which the licensed apparatus may be sold."

Present rates, new rates and percentage of reductions are as follows:

	Present Rates	New Rates	Amount of Reduction
Sound Radio Receivers (using tubes) ...	1½%	½%	55½%
Sound Receivers (using transistors)....	1½%	1½%	—
Auto Radios (using tubes)	1½%	½%	55½%
Auto Radios (using transistors)	1½%	1½%	—
Commercial Radio Apparatus	2%	1½%	25%
Television Receivers (black-&-white)...	1¾%	1¼%	28½%
Television Receivers (color).....	1¾%	1¾%	—
Kinescopes (black-&-white)	1¾%	1¼%	28½%
Kinescopes (color)	1¾%	1¾%	—
Other Electron Tubes	1¾%	1¼%	28½%

First 7 of new "series string" receiving tube types are now available to TV manufacturers, RCA announced this week. The new tube types correspond mechanically and electrically to standard tubes widely used in TV sets, but feature specially designed 600 milliamper filament so that they may be operated in series directly across power-line supply, eliminating need for power transformer and cutting TV set weight and costs. These are first of line of 24 "series string" tubes announced by RCA 2 months ago (Vol. 10:21).

Hallcrafters introduced 50-lb. "portable" 17-in. table model at \$160 at sales meeting in Chicago July 24. Set uses 90-degree tube, has blonde plastic cabinet, is equipped with luggage handle and is scheduled for Sept. delivery. Also introduced was 21-in. open-faced mahogany console, with 90-degree aluminized tube, at \$200, blonde \$210. Uhf versions are \$30 extra. Also shown were two 4-tube portable radios at \$34 & \$40, and company's first tape recorder, with built-in jacks for connections with TV & radio, at \$180.

Color TV dictionary, defining more than 260 names and terms and containing 45 illustrations, has been published by John F. Rider (70 pp., \$1.25).

Electronics manufacturers listed by Small Business Administration as having received govt. business loans in last 9 months: Oregon Electronic Mfg. Co., Portland (22 employes), \$75,000 (bank participation loan), for working capital; Resdel Engineering Corp., Los Angeles (64 employes), \$81,000, working capital; Industrial Television Inc., Clifton, N. J. (90 employes), \$100,000, working capital; Lynmar Engineers, Philadelphia (7 employes), \$10,000, new machinery & working capital; Pioneer Electronics (picture tubes), West Los Angeles (50 employes), \$85,000, debt payment, new equipment & working capital; Plamondon Magnetics Inc., Chicago (10 employes), \$150,000 (bank participation).

Despite TV & radio, the "music business" is flourishing as never before—and this is how *Billboard* breaks down U.S. total of \$1.16 billion in 1953 expenditures: instruments, \$325,000,000; jukebox music, \$300,000,000; records, \$225,000,000; phonographs, \$150,000,000; band dates, \$75,000,000; concert field, \$50,000,000; sheet music, \$30,000,000; music teachers, \$5,000,000. Spending on music this year is expected to reach new peaks. Louis G. LeMair, pres. of American Music Conference, quotes Federal Reserve Board as estimating that sales of musical merchandise were up more than 20% in first quarter. Big advance is likely to occur in phonograph field, with heavy manufacturer promotion, notably for hi-fi.

TV shipments to dealers totaled 2,370,098 in first 5 months, exceeding production of 2,301,005 in that period, according to RETMA's state-by-state and county-by-county tables released this week and available on request. They compared with 2,695,856 shipped in first 5 months of 1953, when production was 3,309,757. New York led, with 219,165; then California, 165,544; Pennsylvania, 147,991. In May alone, shipments were 304,227, compared with 410,032 in April and 243,348 in May 1953.

RETMA has issued 48-p. booklet, *Instructor's Guide for Advanced TV Service Techniques*, giving detailed recommendations for schools and organizations interested in organizing or improving courses for advanced TV service technicians.

At a cost of £10 (about \$28), a 12-tube miniature TV set has been built by an RAF technician, using 1½x1¼-in. screen, reports *TV Newsletter of London*. Pilot had a 3-in. job in commercial production, listing for \$100, about 5 years ago—but it didn't take with the public.

Sixth edition of product list and membership roster of West Coast Electronics Manufacturers Assn. has been released, copies available from gen. mgr. Don Larson, 339 So. Robertson Blvd., Beverly Hills, Cal.

Why do British prefer 17-in. sets instead of 21-in., as Americans do? GE reports that a recent British visitor to its Syracuse plant, H. G. Foster, managing editor of *Electronic Engineering*, blames it on fact that the British don't have central heating, thus must huddle more closely to coal fireplace—and the TV set.

Report from Bonn, Germany, relates that, of 18,000 TV owners surveyed, more than 25% were "making do" without a bathroom in order to have TV while many others prefer TV to telephone. One was quoted: "If you have a TV, you forget about having a bath—and a telephone only interrupts the program."

First telecast linking eastern & western Canada will be British Empire & Commonwealth Games, July 30-Aug. 7 in Vancouver, B. C. Programs will be microwaved from Vancouver to Seattle, sent across the continent to Buffalo via AT&T, thence to CBC affiliates in Toronto, Ottawa, Montreal, Kitchener, London & Hamilton.

Financial & Trade Notes: Muter Co. stockholders are being asked to vote approval of proposed purchase of 75% of E. L. Oliver Co.'s interest in the Ebert oil lease of 160 acres in Lincoln County, Okla., underlying what is known as the Southeast Sunflower Pool. Seven out of 16 wells have already been drilled, net revenue from them for May having been \$11,126 after working expenses but before depletion and depreciation. Purchase price for the 75% of the Oliver interest, including the 7 wells and equipment, is \$320,000, payable \$160,000 in cash and \$160,000 in Muter stock at \$6 per share (25,667 shares). In addition, purchasers would also pay 75% of cost of drilling wells No. 8-16 inclusive, or approximately \$22,500 per well.

Pres. Leslie F. Muter, in July 20 proxy statement asking for necessary two-thirds majority at July 31 stockholders meeting in Chicago, calls the price "entirely reasonable" and notes that he has had previous experience in the production and sale of crude oil. Muter Oil Co., a syndicate he headed in 1939, operated with financial success both in Michigan & Indiana until dissolved in 1947-48. As of March 31, 1954 Muter Co. had 694,783 shares of common stock outstanding and, except for Mr. Muter, no person holds of record more than 10%. Mr. Muter's holdings were 115,566 shares, or 11.66%. E. L. Oliver Co. wants the Muter stock as an investment and not for resale, says proxy statement.

* * * *

American Broadcasting-Paramount Theatres Inc., for quarter ended June 30, estimates net operating profit at \$715,000 (14¢ a common share) compared with \$756,000 (16¢) for same 1953 period. For first half of this year, net operating profit was \$1,754,000 (37¢) vs. \$2,236,000 (51¢) last year. Capital gains for second quarter were \$25,000, for first half \$96,000, compared with \$62,000 & \$4,314,000 in 1953 periods. Second quarter's drop in profit was attributed by pres. Leonard H. Goldenson to increased depreciation charges, reflecting installation of new theatre wide-screen and sound equipment. He noted pickup in theatre grosses and earnings in June, stating this was in part due to reduction of the Federal admissions tax, and predicted further improvement in third quarter. ABC division's figures weren't broken down, but Goldenson said it operated at about break-even.

Seeking control of Olympic Radio & TV Co., undisclosed purchaser has offered \$6 a share if more than half of the 432,000 outstanding shares can be purchased. Until offer was made public, stock had traded between 3½-4¼ this year on American Stock Exchange. Offer was revealed by Sol M. Zweifach, who has been associated in business enterprises with financier-industrialist Louis E. Wolfson and who says he owns and represents 50,000 shares. Largest individual Olympic stockholder Fox Wells & Co., which owns about 123,000 shares or 28% of the outstanding stock, is reported unwilling to consider the offer.

Control of Alliance Mfg. Co., major maker of antenna rotators, phonograph motors, converters, etc., has been sold to Tectum Corp., manufacturer of building materials, Newark, O. Tectum pres. Murray D. Lincoln now heads Alliance, succeeding Fred Mozley, who remains as consultant. Board has been replaced by directors of Farm Bureau Mutual Insurance Co., Columbus, which also operates radio stations. Tectum bought 80% of Alliance stock, is offering to buy rest at \$40 a share.

Dividends: RCA, 25¢ payable Aug. 23 to stockholders of record July 16; International Resistance, 5¢ Sept. 1 to holders Aug. 16; Audio Devices Inc., 10% stock July 20 to holders July 9; American Electronics, 10¢ (initial div.) Sept. 15 to holders Sept. 1.

Among officers' and directors' stock transactions reported by SEC for May: Thomas A. O'Hara bought 500 Avco common, 200 pfd., holds 1595 common, 235 pfd.; Marvin A. Heidt bought 100 Bendix (April), holds 122; George E. Stoll bought 150 Bendix, holds 257; Octave Blake sold 1310 Cornell-Dubilier in April, 356 in May, holds 35,042 directly, 7139 through I. O. Blake estate; Wm. H. Miller sold 100 Gabriel Co. in April, 300 in May, hold 13,010; John W. Belanger sold 133 GE, holds 1000; Frederick D. Herbert Jr. received 3744 General Precision Equipment in exchange for Kearfott Co. Class B preference stock, sold 2562, holds 11,497; Wladimir A. Reichel received 5905 GPE in exchange for Kearfott stock, sold 500, holds 12,020; Richard A. O'Connor sold 996 Magnavox, holds 55,686; Earl W. Mutnz sold 51,000 Muntz TV (pledged stock sold by trustees) in Feb. & March, holds 187,999; Stanley P. Lovell bought 375 Raytheon, holds 1000; Wm. B. Harrison sold 300 Sylvania, holds 171; Don G. Mitchell sold 100 Sylvania, holds 3235; Milton R. Schulte bought 300 Tung-Sol, holds 2445 and Daystrom Inc. bought 55,000 Weston Electrical Instrument, holds 171,000 (including commitment to purchase 116,000 shares).

General Electric's pattern of economic growth is spelled out in report listing record first-half 1954 earnings of \$93,856,000 (\$1.08 per common share), up 24% from \$75,417,000 (87¢) earned in first 6 months of 1953 and \$57,119,000 in 1952. Earnings record was achieved despite decline of 7% in sales, which totaled \$1,447,597,000, down from \$1,560,448,000 in first 6 months of 1953 but up from \$1,171,202,000 in first half of 1952. Taxes were \$114,500,000 vs. \$195,000,000 in 1953 and \$96,500,000 in 1952. Higher earnings on lower sales were attributed in part by pres. Ralph J. Cordiner to repeal of excess profits tax. He said sales of appliance and electronics group, including TV, were higher than in first half of 1953. He said too that sales of commercial products in 1954 "should not be far from the high level attained in 1953" but that defense billings were expected to be 20% below 1953. Second-quarter profit was \$45,827,000 (53¢) after taxes of \$56,500,000 on sales of \$732,001,000, compared to \$41,568,000 (48¢) after \$99,000,000 on sales of \$782,629,000 in second quarter of 1953 and \$28,095,000 after \$60,000,000 on \$610,645,000 in 1952.

Sylvania's first-half earnings were \$3,522,785 (\$1.08 per common share) on sales of \$127,070,638, compared to profit of \$5,169,092 (\$1.70) on \$149,092,932 in same 1953 period. Second-quarter earnings were \$1,401,298 (41¢) on sales of \$60,075,187, compared to profit of \$2,395,849 (78¢) on \$69,032,624 in second quarter year ago. In semi-annual report, chairman Don G. Mitchell and pres. H. Ward Zimmer noted that TV inventory adjustment was just about over and industry is now moving "from its rapid expansion phase into a smoother, more stable, upward trend." They said Sylvania TV sets sales in second quarter were almost equal in units to year earlier but that "heavy price competition induced by the widespread inventory correction" caused drop in dollar volume. Sylvania CR tube sales increased in second quarter, over both first quarter of 1954 and second quarter of 1953, and receiving tube orders showed pickup towards end of second quarter.

Loew's Inc. (MGM) earnings were \$4,466,376 (87¢ per common share) after taxes of \$2,684,504 on sales of \$138,250,000 in 40 weeks ended June 10, up nicely from profit of \$3,185,871 (62¢) on \$133,612,000 in corresponding period preceding year. For 12 weeks ended June 10, earnings were \$1,267,210 (25¢) on sales of \$41,144,000, compared to profit of \$1,014,142 (20¢) on \$39,684,000 in comparable 1953 period.

Color Trends & Briefs: Though true mass production of color sets is still nowhere in sight—because of uncertain color picture tube situation (see p. 3)—a very few manufacturers are willing to go out on a limb and predict rate of growth as far as 10 years ahead.

A few months ago (Vol. 10:13), RCA predicted following progression of color set sales: 350,000 in 1955; 1,780,000 in 1956; 3,000,000 in 1957; 5,000,000 in 1958.

This week, GE's John T. Thompson, mgr. of tube dept. distributor sales, spoke at parts distributors' seminar in Seattle, gave out fruits of his market researchers' labors. He stated that 4-5,000 sets have been built (RETMA reports 7715 for first 5 months of year), but that mere 200 have been sold to customers. But, he said: "In 1955 we will expect some action."

Thompson didn't estimate 1955-56 sales, but he foresaw 7,500,000 color sets in use in 1957; 24,500,000 in 1960; 37,500,000 in 1964.

Color picture tube replacement sales will be \$65,000,000 in 1957, Thompson estimated, and that year black-&-white tube sales will be \$180,000,000, while receiving tube replacement sales should amount to \$312,000,000. For 1960, he visualized \$262,000,000 in color tube replacement sales, \$102,000,000 for monochrome, \$321,000,000 in receiving tubes. Then, for 1964, he gave this picture: \$476,000,000 in color tube replacements, \$69,000,000 in monochrome, \$321,000,000 in receiving tubes.

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First NBC-TV color "spectacular" of the 13 to be produced by Leland Hayward will star Mary Martin in 3 playlets from Noel Coward's *Tonight at 8:30*. Producer Max Liebman leads off with first of his series Sept. 12—musical comedy featuring Betty Hutton. Meanwhile, among color program possibilities being considered by NBC-TV are pickups from the stations with live cameras—WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WTMJ-TV, Milwaukee—to be inserted in 11-noon *Home* show. Daily chromatic *Here's Looking at You*, carried on WNBT, N. Y. only, goes off Aug. 6. On Aug. 11, it's planned to offer 11-11:15 a.m. feature in color as part of big Army-sponsored demonstration of TV's use in tactical warfare, to be conducted at Ft. Meade, Md. On Aug. 16, color film *My Favorite Show* is due to be carried on WNBT only. CBS's sole color show, *Time for Color*, seen via WCBS-TV, N. Y. only, goes off Aug. 16.

NBC-TV's sole regular color program, *The Marriage*, Thu. 10-10:30 p.m., has turned out to be smash hit, already has perked interest of several sponsors. Fact that it's in color is insignificant to advertisers, because of minuscule color set circulation, but program has proved definite exception to one tentative generality—viz., that color means little to a dramatic show. Program appears drab indeed in monochrome to anyone who has seen it in color.

Network color schedules: NBC-TV—July 28, mobile unit at Philadelphia rookie fire demonstration, in 7-9 a.m. *Today* and 11-noon *Home*; July 29 *The Marriage*, 10-10:30 p.m.; July 30, mobile unit at Philadelphia Art Museum, *Today & Home*; July 26-July 30, WNBT, New York only, *Here's Looking at You*, 1:30-2 p.m. WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m.

DuMont has opened "color theatre" at its new N. Y. Tele-Centre, available for agencies and sponsors to test color film and slides.

Revised edition of color TV manual for servicemen, *Practical Color TV*, has been issued by RCA, is available from RCA Service Co., Camden, N. J., at \$2 each, \$1.60 in quantities of 12 or more.

Shipment of its first color set, 15-in., is reported by Capehart-Farnsworth.

Electronics Reports: Assailing govt. procurement methods, House Military Operations subcommittee this week charged millions of dollars had been spent by Air Force on an "untested model" radio transceiver which has so far proved "so unreliable as to be of no practical use." Subcommittee took secret testimony on details of "\$100,000,000 procurement of an advanced type of long-range radio set [AN/ARC-21] for military aircraft." Its report said many millions of dollars had been needlessly spent as result of large-scale procurement of the radio from RCA "before its development had been completed or the set tested and proven." Contracts were started in 1948, according to report, and approximately 790 sets have been delivered out of total of 5743 ordered. Subcommittee added it will cost \$4200 a set to make necessary modifications to these already delivered. RCA actually received 2 contracts for the sets, one at estimated price of \$54,000,000 (now re-estimated at \$71,000,000) and a second at approximately \$38,000,000. While report assailed Air Force methods, it was careful to point out "there was no evidence reflecting upon RCA's integrity or upon its good faith in its efforts to solve these difficult engineering problems."

Automatic machine to produce glass capacitors at rates up to 30 times faster than present manual methods was announced this week by Corning Glass Works, which will initiate automatic production of 4 sizes of high-quality capacitors. New technique, Corning says, will make America independent of foreign sources for raw material supply—most high-quality capacitors now use foreign mica.

"Subminiaturization Techniques for Low-Frequency Receivers" (Bureau of Standards Circular 545), covering second phase of program for development of miniaturization techniques applicable to airborne electronic equipment being conducted by NBS with Navy support, is now available for 50¢ from Govt. Printing Office, Washington.

New technical books and servicing aids out recently: *Transistors—Theory & Practice*, by Rufus P. Turner (Gernsback, 144 pp., \$2); *Servicing TV Vertical & Horizontal Output Systems*, by Harry E. Thomas (Rider, 176 pp., \$2.40); *TV Field Service Manual (Vol. I, Admiral through Automatic)*, edited by Harold Alsberg (Rider, 128 pp., \$2.10).

Microwave Associates Inc., owned by American Broadcasting-Paramount Theatres and headed by Dana W. Atchley Jr., will locate soon in new plant being constructed at Lowell, Mass.

New magazine *Popular Electronics*, is due to be started in October by Ziff-Davis, publishers of *Radio & Television News*.

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Russell E. Cramer, pres. of Radio Condenser Co., Camden, N. J., had an eerie experience night of July 18 when, sitting with his family in living room of their summer home at Ocean City, N. J., a bullet crashed through the window and lodged harmlessly in a wall. A 14-year-old grandson was slightly cut by flying glass. Also in room were Mrs. Cramer and a married daughter. Mr. Cramer told police he heard a car roar away after the incident, and police said the bullet had been fired from a .22 or .25-caliber rifle.

Harry W. Chesley Jr., Philip Morris v.p., named national chairman of TV-radio films committee of United Community Campaigns of America, succeeding Joseph M. Allen, TV-radio director of Assn. of National Advertisers.

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Rudolph Block, 59, Washington correspondent for group of western stations, including KOMO-TV & KOMO, Seattle, where he once was city editor of the *Times*, died July 22 in Washington, D. C. of Hodgkins disease.

FCC hearing on Edward Lamb, concerning allegations he had Communist affiliations (Vol. 10:29), was postponed from July 28 to Sept. 15. Examiner Herbert Sharfman granted the delay this week, pending FCC action on Senate Commerce Committee's request that Commission furnish Lamb with "bill of particulars" concerning precise origin and nature of the allegations. In discussion with Sharfman July 20, Walter Powell, FCC chief of renewals & transfers, insisted that it was up to examiner to determine whether Lamb should get the information. Lamb counsel J. Howard McGrath argued that Commission itself should release it. Sharfman set Aug. 9 for argument on the matter. Three slander suits seeking total of \$1,500,000 damages were filed this week in Nashville by J. Lacey Reynolds, Washington correspondent for Lamb's *Erie Dispatch-Herald* and TV-radio stations, against Rep. Sutton (D-Tenn.) in connection with latter's campaign talkathon charges of Lamb-Reynolds "Communist associations" (Vol. 10:29). Lamb himself sued same parties for same amount last week (Vol. 10:29).

Half interest in WHYN-TV, Springfield-Holyoke (Ch. 55), and radio WHYN (1 kw on 560 kc, CBS) was acquired this week by Republican Television Inc., owned by the Employes Beneficial Fund of the *Springfield Union, News and Sunday Republican*, headed by editor Paul F. Craig. Fund paid \$250,000 for 50%, FCC approving transfer. Formerly, Wm. Dwight and family owned $\frac{2}{3}$, gen. mgr. Charles DeRose $\frac{1}{3}$; though the DeRoses publish *Northampton Daily Gazette* and Dwights own *Holyoke Transcript*, neither has any ownership in the Springfield newspapers.

Commenting on FCC procedures, Committee on Communications of American Bar Assn., headed by Washington attorney Arthur W. Scharfeld, takes Commission severely to task for vacillating on "protests" and for adopting hearing procedures that "soon foundered on the rocks of stubborn practicality." In a last-minute supplement, report analyzes new hearing rules issued last week (Vol. 10:29), lauds elimination of "points of reliance" but lambastes requirement that entire direct case be in writing.

Youngsters, parents and teachers aren't watching TV as much as they did, says 5th annual study by Northwestern U's Prof. Paul A. Witty. It embraces 1500 elementary and 400 high school children and their parents and teachers in Chicago and Evanston. The 1954 figures show average elementary pupil watched TV 21.5 hours per week, compared with 23 hours in 1953; high school students 14, compared to 17. Viewing by parents decreased to 16.5 hours from 19, by teachers to 11.5 from 12.

NARTB conducts referendum among members on resolution, submitted at recent Chicago convention, opposing use "by governmental bodies or tax-supported institutions (such as state universities) of any part of the spectrum for commercial broadcasting operations." Deadline is Aug. 20 for return of ballots to NARTB secy-treas. C. E. Arney Jr. Resolution would affect such stations as Iowa State College's WOI-TV, Ames, and U of Missouri's KOMU-TV, Columbia.

Interconnected to AT&T network circuits this week was WTHI-TV, Terre Haute, Ind. Due for hook-up Aug 1: WCHS-TV, Charleston, W. Va.; WSM-TV, Nashville; KSBW-TV & KMBY-TV, Salinas-Monterey, Cal. Latter 3 stations have been getting network programs via private pickups; WSM-TV has had own microwave from Louisville for years.

WTVN-TV are new call letters of WTVN, Columbus, O., latter call being taken over by radio adjunct, formerly WHKC. Both are owned by Cincinnati Enquirer (Hulbert Taft Jr.) interests who also operate WKRC-TV & WKRC, Cincinnati.

FCC's security proposal (Vol. 10:24), aimed at eliminating subversives among commercial and amateur operators, brought dozen or so pro and con comments this week. Among those in favor: RCA Communications, American Merchant Marine Institute Inc., NABET-CIO, Cecil E. Smith, mgr. of KUOA, Siloam Springs, Ark. Those against, or disagreeing in part: American Communications Assn., Conference of American Maritime Unions, American Civil Liberties Union, Friends (Quakers) Committee on National Legislation, KPFA, Berkeley, Cal. Those against proposal generally argued it would unduly restrict personal freedoms without catching any Communists. Those in favor felt it would tighten security by weeding out subversive or criminal elements. NABET-CIO had novel proposal; giving idea "whole-hearted approval," it suggested that station owners and managers be covered by same rules.

Possibilities of international TV and other governmental uses of international telecommunications will be investigated by 9-member commission, which will report to Congress by end of this year. House this week passed and sent to White House S.J. Res. 96, setting up Commission on Governmental Use of International Telecommunications with \$250,000 budget. Five members will be named by the President, 2 Senator members by Vice President Nixon, 2 Congressman members by House Speaker Martin (R-Mass.). Senate approved bill last July (Vol. 9:29-30).

Alfred E. Politz Inc., N. Y. research firm hired by NARTB to pre-test markets for projected TV sets-in-use audits (Vol. 10:26), has virtually completed preliminary work on methods to be used in census and expects to start field sampling in specific areas in about 3 weeks. Entire pre-testing project is expected to be completed in Oct. Markets to be pre-tested will be closely-guarded secret, says NARTB.

"TV squat" and "TV slump" are latest in long series of TV-induced ailments we've been hearing about for last 10 years. Dr. August L. Schultz warned National Chiropractic Assn. in St. Louis that "TV squat" will injure millions of children who sit cross-legged on floor to watch TV, while "TV slump" weakens sacroiliac of adults who don't do their viewing in an erect position.

"TV photography"—taking snapshots from TV screens—has become fad with camera fans, even was subject of column by *New York Herald Tribune* photography editor Don Langer July 22; he specifically mentions flood of entries in TV snapshot contest being conducted by comedian Ernie Kovacs over New York's WABD.

NARTB radio v.p. John Meagher this week wrote major record manufacturers asking for early meeting to discuss possible modification of record companies' recent switch from 78rpm to 45s in promotional shipments to radio stations (Vol. 10:27). Latter have protested against cost and delays in buying or converting turntables.

Substitution of a uhf channel for Ch. 7 in Tyler, Tex. is requested in petition filed this week by KTVE, Longview (Ch. 32). Though Ch. 7 is granted to KLTV, KTVE argues that neither itself nor KETX, Tyler (Ch. 19) will be able to survive if KLTV takes to air on Ch. 7.

"The Smallest TV Station in the World" titles article in RCA's house organ *Radio Age* for July, describing 8-watt Air Force station at Limestone Air Base, Maine (Vol. 9:52 & 10:26).

CBS Inc. and Time Inc. are cited as best-managed companies in their respective industries in *The Corporate Director*, issued by American Institute of Management.

Coast-to-coast TV: KEYT, Santa Barbara, Cal., reports receipt of card from Harvey Eckler, who logged the Ch. 3 station at Cooperstown, N. Y.

Television Digest

with **ELECTRONICS** REPORTS

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UHF TAX RELIEF PASSES FIRST HURDLE: "We asked for a loaf of bread and got a slice." Thus Sen. Johnson (D-Colo.) sums up action of Senate Finance Committee in approving \$7 Federal tax credit to manufacturers for every TV set equipped with uhf tuner.

Committee's vote was 8-5 at July 26 meeting. Johnson, member of the Finance as well as Interstate Commerce Committee, pushed hard for plan to exempt completely from the 10% manufacturers' excise tax all uhf-equipped sets. He argued for a full hour -- but fellow Senators were unimpressed, in face of statement by Treasury that such exemption would cost Govt. \$115,000,000 a year (apparently based on 7,000,000 TVs a year, all uhf-equipped, at average factory cost of about \$165).

Some Finance Committee members appeared openly hostile to proposal. Among suggestions made by Senators: (1) Tell FCC to "force" manufacturers to equip all sets for uhf. (2) Increase -- rather than eliminate -- excise tax on TV sets.

Johnson then called in Sen. Potter (R-Mich.), chairman of communications subcommittee, who summarized recent uhf hearings, pleaded for tax exemption. When he saw the proposal was making no headway, Johnson submitted the \$7 compromise.

The \$7 is figured as differential between cost of vhf tuner and vhf-uhf tuner -- and manufacturers and tuner makers we contacted said they thought the figure was realistic. Though final language hasn't been worked out, it's assumed credit would apply to all-channel sets only -- not to sets which receive only some uhf channels.

Uhf tax fight isn't over -- it's just begun. Tax credit proposal was added as amendment to HR-6440, a catch-all tax bill already approved by House. Next, the bill goes to Senate floor, where uhf amendment is given good chance of passage, then to House-Senate conference committee, thence to House, whose attitude is uncertain.

Communications subcommittee still hopes to call meeting of set manufacturers to explore ways of increasing production of uhf sets, has gotten tentative OK from Justice Dept. -- but with warning to be sure that any such meeting or agreement does not trample on the rights of the smaller set makers. Meeting could be held next week, or week after, or -- considering mercurial nature of Washington politics today (see story below) -- never.

UHF & NETWORK PROBES CAUGHT IN GOP POLITICS: Under pressure from Republican National Committee -- and perhaps even the White House -- plans of Sen. Bricker (R-Ohio) to immediately begin slam-bang probe of TV-radio in general, and the networks in particular, most likely will wither on the vine.

By the same token, it now appears that the already-announced plan of Sen. Potter (R-Mich.) to form "ad hoc" committee of impartial experts to study uhf problems (Vol. 10:30) might die with the waning Congressional session. A disillusioned group of uhf operators, meanwhile, took a look at the Senate situation and concluded "no sound relief is forthcoming now or even in the foreseeable future."

Publicly, Sen. Bricker says he hopes to call meeting of full Senate Commerce

Committee next Wed., Aug. 4, for a vote on his plan to begin gathering evidence now for hearings in Jan. on his network control bill (S-3456). But privately, he concedes there is very little likelihood of another Commerce Committee meeting this session. And he pledges to push his network probe with full vigor next January -- that is, if he is still chairman of the Committee.

Behind the whole investigation muddle is the intra-party rift which has plagued the GOP throughout the Eisenhower Administration -- along with a liberal sprinkling of strong behind-the-scenes lobbying. Sens. Bricker and Potter are on opposite sides of the GOP schism -- Bricker in the old guard, and Potter among the so-called "Eisenhower liberals."

Bricker makes no bones about his feelings toward the Potter uhf probe. He feels it uncovered valuable facts, but he thinks the subcommittee isn't taking the right action. Subcommittee's proposal for ad hoc committee is merely "buck-passing", as Bricker sees it, and he flatly pledges that no such committee will be appointed while he is chairman of the full Commerce Committee.

The key to the uhf problem is programming, and the key to programming lies with the networks -- that's Bricker's publicly expressed view. When word leaked out that he was considering an investigation -- starting this summer, and with ex-FCC Comr. Jones slated for the driver's seat -- there was swift action by the networks. It's understood Bricker was informally advised by the Republican Committee that a network probe now would be "most unwise." There are even reports that the networks have reached ear of President Eisenhower.

Every scheduled meeting of Commerce Committee in last 3 weeks has been postponed -- generally at last minute. There's good reason to believe postponements are parliamentary tactic by Chairman Bricker to avoid taking up certain bills and recommendations -- including Potter subcommittee's uhf proposals.

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What's motivating the ultra-conservative Sen. Bricker? It's said to be, in part at least, pique at networks for what he feels was unfair treatment during the recent bitter fight over his treaty amendment, opposed and beaten by his own party. He has been outspoken in opinion that networks and their commentators should not express own opinions -- possibly referring to Ed Murrow's cause celebre with McCarthy. Also, he has been strongly influenced and well coached by Ohio constituents, notably Ronald Woodyard, whose WIFE in Dayton (Ch. 22) was a uhf casualty last March.

Note: If Democrats capture control of House in this year's elections, it's understood there are plans for full-scale investigations of the networks and AT&T by special committee to be headed by Rep. Wayne Hays (D-Ohio).

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Uhf telecasters who favor reallocation have written off Potter subcommittee investigation as virtually worthless. Harold H. Thoms (WISE-TV, Asheville, N.C.) and Fred Weber (WFPG-TV, Atlantic City, now off air), the pres. & v.p. of UHF Industry Coordinating Committee (85 members), spent entire week in Washington, visited all members of communications subcommittee, other Commerce Committee members and FCC commissioners, then sent this report to uhf members July 30:

"This latest series of discussions on the Hill with those in authority compel us to report that no sound relief is to be forthcoming now or even in the foreseeable future...[The Senators'] many other Congressional duties before adjournment make them unwilling to take bold action, and a reallocation plan will not be adopted now, soon, or possibly ever."

Of the Finance Committee's excise tax credit plan for uhf sets (see p. 1), the report said: "This positively is no solution and is ephemeral and we have emphatically told this to all [Commerce] Committee members."

"We would be remiss if we did not advise you that little can now be accomplished in behalf of the uhf industry," report continues. "Neither can we offer realistic hope that even reasonable time will produce an equitable, necessary solution to present disparities between vhf & uhf when subjected to direct comparison."

The uhf representatives predicted that "the present domination by a limited number of vhf stations" will lead to "ultimate regulation and damaging effect even to the present stations with their unnatural and peculiar advantages."

Report made one recommendation to uhf telecasters: "Many operators report serious consideration of applications for vhf facilities that do not conform to the present mileage restrictions but which propose the use of new techniques & standards including boosters, satellites and directional antennas. Substantial expression of such operator interest may eventuate a method of producing additional competitive facilities. This is not wholly foreclosed even by FCC in its reports and opinions."

ONE UHF COMES BACK AS 2 MORE SIGN OFF: First uhf station to return to the air after suspending operations for lack of economic support is WACH-TV, Newport News-Norfolk (Ch. 33), which resumed test patterns this week and was due to resume programming Aug. 1. There were reports, too, that Houston's KNUZ-TV (Ch. 39) might also resume on a reduced basis, even as FCC was informed this week that WKAB-TV, Mobile, Ala. (Ch. 48) and WCOC-TV, Meridian, Miss. (Ch. 30) were going off air Aug. 1. Former says it hopes to return after microwave facilities have been completed about Oct. 1, and Meridian station told FCC it was signing off "until Sept. 15."

That makes 22 uhf stations to quit to date, most of them retaining their CPs, with 122 still on air. Its generally believed few of them will ever resume. This week, Flint's WTAC-TV (Ch. 16), which quit air in April, turned in its CP -- despite reports that the Trendle-Campbell interests, who founded it, were about to sell it.

(For complete list of all the stations that had gone off air up to last July 15, see our TV Factbook No. 19, p. 28.)

WACH-TV is one of 3 uhf stations in 4-station area where uhf conversions reportedly have now passed 50%. It began last Oct., suspended in March after experimenting with various film-only formats and losing about \$12,000 a month. Though it still has no network, new gen. mgr. Hal Seville believes he has found a formula for uhf success in Norfolk market: simulcasting.

During 4 months of TV silence, AM affiliate -- daytimer WACH -- has undergone metamorphosis, even changing call from WHYU. It now specializes in "sweet music" and news. TV time will be sold in combination with AM, at \$300 an hour national, \$150 local. Cameras will pick up disc jockeys, local personalities, film & live commercials, while news strip and clock are continually superimposed on screen.

AM station is now in the black, says Seville, and 60 of its 150 sponsors have already signed up for the simulcasts. He thinks easy-going pace of the shows, along with plenty of local personalities, will be welcome change from network fare.

BUFFALO, TRAVERSE CITY & REGINA: Two more vhf stations, including Buffalo's second, can be added to roster of stations now on the air -- with another also starting in Canada. With one uhf resuming and 2 more suspending (see story above), that makes 391 stations now in operation in U.S., 13 in Canada. Week's starters:

WGR-TV, Buffalo, N.Y. (Ch. 2), facing up to pre-freeze WBEN-TV (Ch. 4) and uhf WBUF-TV (Ch. 17), started intermittent test patterns July 26, begins programming Aug. 14 as basic NBC. It has 25-kw RCA transmitter in Hotel Lafayette penthouse and 436-ft. Emsco tower with 6-bay antenna. Studio & offices are at 184 Barton St. It's new TV project in which George F. Goodyear (10%) heads large group of stockholders, including Kudner's Myron Kirk whose 10.66% is largest single stockholding. Niagara Falls Gazette has option to buy 25% after disposing of its radio WHLD, the WGR-TV group having bought out Leo Fitzpatrick-Ike Lounsberry radio WGR. Joe Bernard, ex-Kenyon Brown stations, is gen. mgr.; Karl Hoffman, ex-WGR, engineering mgr.; Ollie Howard, sales mgr.; Van Devries, program mgr. Base hour is \$800, rep Headley-Reed.

WPBN-TV, Traverse City, Mich. (Ch. 7) began test patterns July 24, starts NBC kines Aug. 1, plans microwave relay from Grand Rapids for live network. It's second outlet in that Lake Michigan area -- WWTW, Cadillac (Ch. 13), about 40 miles away, having started Dec. 11. It uses 10-kw RCA transmitter and 6-bay antenna on 460-ft. tower. Owner is Paul Bunyan Network, which operates string of 5 radio locals and is

controlled by pres.-gen. mgr. Les Biederman, with Wm. H. Kiker as v.p. & chief engineer, R.E. Detwiler sales mgr. Base hour rate is \$120. Rep is Hal Holman.

CKCK-TV, Regina, Sask. (Ch. 2) began tests July 28, goes commercial Aug. 1, 7th privately owned station out of the 13 now on air in Canada. It uses 5-kw GE transmitter, 4-bay antenna on 600-ft. tower. Clifford Sifton is pres. of licensee Transcanada Communications, which operates radio CKCK, Regina & CKRC, Winnipeg, and has minority interest in CHCH-TV, Hamilton, Ont. (Ch. 11). Sifton Newspapers publish Regina Leader-Post, Saskatoon Star-Phoenix, Winnipeg Free Press. CKCK-TV gen. mgr. is H.A. Crittenden, with Lloyd Westmoreland as sales mgr. and E.A. Strong chief engineer. Base rate is \$160. Reps are Weed and All-Canada.

2 VHF GRANTS, NOTRE DAME TO GET UHF: This week's FCC decisions included 3-2 vote in favor of local group for vhf in Portland, Ore.; vhf to ex-uhf CP holder Birney Imes Jr. in Columbus, Miss.; initial decision paving way for commercial uhf operation by Notre Dame U in South Bend, Ind., already opened up as "uhf country" by WSBT-TV.

Oregon TV Inc. won Portland's Ch. 12 in final decision upholding 8-month-old initial decision, based largely on local ownership, civic activities, diversification of control. Grantee group are local business men who won out over the Wesley Dumm-Portland Journal combination and over company headed by San Francisco-Hawaii station operator John D. Keating. Vote was Comrs. Webster, Doerfer & Lee vs. Hyde & Bartley.

Bartley's dissent said majority should have given "controlling weight to the outstanding record of performance" of Portland Journal and its radio KPOJ. Hyde also thought KPOJ's record merited more consideration. Mr. Dumm was principal in recently approved \$6,000,000 sale of KPIX, San Francisco, to Westinghouse (Vol. 10:27).

Ch. 4 grantee in Columbus, Miss., Mr. Imes (WCBI), once held CP for Ch. 28, owns 4 Miss. AMs, publishes Columbus Commercial Dispatch. Comr. Hennock dissented on grounds of "undue concentration of mass media" in line with her oft-voiced opposition to newspaper ownership.

Notre Dame plans to build on Ch. 46, which it will get automatically; only opponent was radio WHOT, South Bend, which it bought out last week (Vol. 10:30).

* * * *

Commission this week adopted new interpretation of who is entitled to enter hearing as "party in interest" -- one which probably will be used extensively by uhf stations when hearings are held on vhf applications for their areas. Based upon a recent court ruling, FCC now permits party to enter a hearing on making "allegation of economic injury." On that basis, Commission this week permitted WENS, Pittsburgh (Ch. 16) to intervene in Irwin, Pa., Ch. 4 hearing, and KACY, Festus-St. Louis (Ch. 14, now off air) to enter St. Louis Ch. 12 hearing as "parties in interest."

In other actions this week, the FCC: (1) Proposed to substitute Ch. 38 for 65 at Sunbury, Pa., 74 for 38 at Lewistown, and add Ch. 65 to Shamokin. (2) Rejected petition by 5 Pennsylvania uhf stations to reconsider its decision granting power & height increase and site change to Lancaster's WGAL-TV (Vol. 10:10). (3) Cancelled 3 uhf CPs at request of grantees -- E. Anthony & Sons' Ch. 50 in Boston & Ch. 28 in New Bedford, and WTAC-TV's Ch. 16 in Flint (now off air). Anthony has applied for Ch. 12 in Providence, already granted to WPRO-TV, but being held up by protest.

WHY ONE TV OWNER IS QUITTING RADIO: Speaking of trends in radio forced by impact of TV, as we did in recent items in these columns (Vol. 10:25-26,29), here's an old-time broadcaster who's quitting radio in favor of fulltime attention to his TV -- and for reasons that may be quite significant, whether or not you agree with him.

Joseph B. Fuqua set up WJBF-TV, Augusta, Ga. (Ch. 6) last Sept., with Martin Theatres as 35% partner. Now he's selling out his highly profitable radio WJBF (250 watts on 1230 kc, NBC) for \$125,000. Buyer is Media Inc., of Tarboro, N.C., headed by V.E. Fountain Sr., operating other radio stations. Agreement permits Media Inc. to retain the WJBF call for 6 months after FCC approval.

Joe Fuqua tells us he's getting equivalent of about \$200,000 for the radio station. "Profits have been off since we went into TV," he says, "but we felt that it was largely because of the occupation of management with TV, although there is no

use kidding ourselves that our local TV sales haven't to some extent come from radio money. After analyzing every point, I decided it was foolish to compete with myself.

"The TV billing has already gotten up to several times the radio. And profit potential in TV is so great compared with radio, that I felt the time diverted by myself and my associates from TV to radio would yield comparatively small results... It is obviously more profitable to spend more time selling a TV spot for \$50 than a radio spot for \$4." He even looked into newspaper ownership, he said, and came away convinced that "radio stations tended to be stepchildren to newspapers and I am sure they will likewise be stepchildren to TV owners." Then, too:

"The tax angle encourages the sale of successful radio stations. In our case, our net profit after taxes from the sale will be the equivalent of several years profit after taxes, even if the radio station continued to be reasonably profitable. Since we take our profits now while it is sure, instead of diverting our time from TV and hoping that we would get it over the next several years, it seems a good move.

"While I do not deprecate the future of radio, I will make the prediction that the most successful operators in TV will be those who have no radio affiliation. While a lot of us talk about it, I know of no complete separation of management of radio and TV where they are under the same ownership...

"This TV is a rugged business to get started in, but I am very well pleased with the way it has treated us. We have been out of the red for several months, and I am very enthusiastic about the future."

Note: Only about 3 out of every 20 TV stations is without any AM affiliation, and record shows many TV grantees have acquired AM ownership after first going into TV. This is second case of a TV operator selling out his AM to devote full attention to TV -- other one having been Gene O'Fallon's KFEL, Denver (Vol. 10:9, 17).

Personal Notes: Rosel Hyde, FCC acting chairman, leaves week of Aug. 9 for 3-week vacation in Ida.-Wyo., as Comr. George Sterling returns from July vacation in Maine . . . A. Donovan Faust, ex-managing director of WENS, Pittsburgh, and ex-WDTV, to be gen. mgr. of upcoming WJRT, Flint, Mich. . . Clarke A. (Fritz) Snyder resigns as CBS-TV station relations director, though date of departure hasn't been set; after vacation, he expects to enter TV station management . . . John J. (Chick) Kelly, WPTZ promotion mgr., appointed asst. adv.-sales promotion mgr. of Westinghouse Broadcasting Co., assuming duties in N. Y. offices Sept. 1 and reporting to David E. Partridge . . . John Cleghorn, gen. mgr. of WHBQ-TV & WHBQ, Memphis, recently acquired by General Teleradio Inc. (Tom O'Neil), named v.p. and director of that General Tire subsidiary . . . Kenneth H. Berkeley, gen. mgr. of WMAL-TV & WMAL, Washington, negotiating for purchase of own radio station, expected to resign shortly from *Washington Star* stations . . . Richard L. Geismar, promoted to exec. asst. to DuMont managing director Ted Bergmann, is replaced as network business mgr. by Louis Arnold; Henry J. Opperman promoted to new post of program procurement mgr. . . . George D. Robinson resigns as mgr. of WSUN-TV & radio, but will continue his newscasts . . . Wm. B. Faber resigns as v.p. in charge of TV at Headley-Reed rep firm . . . Martin Umansky promoted from radio sales mgr. to gen. mgr. of upcoming KAKE-TV, Wichita (Ch. 10), due in Sept. . . . Paul Martin promoted to national adv. mgr., Don Lee, Hollywood, succeeding Art Mortenson, now mgr. of KFMB, San Diego . . . A. M. Cadwell, pres., is acting as gen. mgr. of KOAT-TV, Albuquerque, N. M., with departure of v.p. Phil Hoffman to become station mgr. of KLZ-TV & KLZ, Denver, under gen. mgr. Hugh B. Terry . . . Wayne Kearn, relinquishing his post as mgr. of KGMB-TV, Honolulu, because of illness in family, has been retained as consultant by the station . . . Daniel M. Lissance, ex-Emil Mogul Co., name NBC Spot Sales mgr. of sales development & research . . . John D'Auitolo, ex-O. L. Tay-

lor Co., named national sales mgr., WTRI, Albany . . . John F. Sloan, ex-WOR-TV sales mgr., and Stanley Smith, ex-eastern sales mgr. of ABC-TV, join N. Y. staff of Ziv TV under city sales mgr. I. E. (Chick) Showerman . . . Richard C. Huntley, production mgr. of WWOR-TV, Worcester, joins upcoming WCAX-TV, Burlington, Vt., as program mgr.; Norman C. Locke succeeds him at WWOR-TV, with Harold Eckman becoming film director . . . Paul Dawson, ex-Arizona stations, named continuity chief, WKJG-TV & WKJG, Ft. Wayne, Ind. . . . Casey Shawhan, city editor of *Los Angeles Mirror*, appointed NBC Hollywood press director under Les Raddatz . . . Wallace Hutchinson, ex-Los Angeles sales rep for now-closed KBID-TV, Fresno, named promotion mgr. of John Poole Bcstg. Co., Hollywood . . . Warren Ambrose, ex-Leo Burnett Co., and Winfield Hoskins, ex-Needham, Louis & Brorby, join TV commercial staff of McCann-Erickson, N. Y. . . . Donna Quigley promoted to TV director, Cayton Inc., N. Y. . . . Robert H. Forward, ex-asst. gen. mgr. of KABC-TV, Hollywood, appointed production director, Sportsvision Inc., San Francisco . . . Lovick Draper named TV-radio director, Bozell & Jacobs, Houston . . . Harold P. See, KRON-TV, San Francisco, elected chairman of newly formed West Coast NBC-TV Affiliates Organization, launched July 23 with luncheon for John West, NBC West Coast v.p.; Sheldon Hickox, newly assigned station relations mgr., and others.

Clayland Tilden (Clay) Morgan, 60, onetime French Line and Air France public relations director, who from 1936-49 held various publicity and promotion posts with NBC, died July 26 in New York Memorial Hospital. He had been in ill health for many months. His wife died last Jan.

James Ed (Smilin' Ed) McConnell, 62, on the radio with children's shows for the last 32 years and recently filmed for TV, died July 23 on his cabin cruiser docked at Newport Beach, Cal. He had been living in California for last 8 years. He is survived by his widow and 2 children.

Station Accounts: Top 25 spot advertisers in second 1954 quarter, with number of spots they used, are reported in latest quarterly *Rorabaugh Report on Spot TV Advertising* as follows: Procter & Gamble 714, Brown & Williamson 443, Standard Brands 326, Colgate 240, General Mills 184, National Biscuit 179, U. S. Rubber 172, General Foods 170, Bulova 167, Sterling Drug 160, Lehn & Fink 157, General Motors 154, Miles Labs 150, Reynolds Tobacco 144, Carter Products 141, Toni 125, Ford Motor 124, GE 102, Swift 102, Best Foods 98, Coca-Cola 97, B. T. Babbitt 96, Armour 90, Miller Beer 89, Ratner Mfg. (Sona cosmetics) 89. Year ago (Vol. 9:32), top 25 included Lever Bros., American Chicle, Ronson, Williamson Candy, Kellogg, Pacific Coast Borax, Borden, Paper-Mate, Rival Packing, Trico, Kraft, S.O.S. . . . Niagara Mfg. & Distributing Corp., Adamsville, Pa. (mechanical massage units) using TV-radio and newspapers in 125 cities to promote "Relax and Live Longer" slogan during National Relaxation Week, Aug. 2-7, thru Olian & Bronner, Chicago . . . Lion Oil buys Ziv's *Meet Corliss Archer* for 9 markets, Sealtest for 6, Carolina Power & Light for the Carolinas, among 54 markets in which it has been sold . . . RCA buying TV-radio spots with introduction of new TV line, starting with NBC-owned stations Aug. 2, thru Kenyon & Eckhardt . . . Lemon Products Advisory Board using some TV in summer campaign for California frozen lemonade, thru McCann-Erickson . . . Piel Beer & Robert Burns Cigars first to buy into WPIX's 69 Madison Square Garden events starting Oct. 27, both thru Young & Rubicam . . . Among other advertisers reported using or preparing to use TV: Manco Chemical Co., Denver (Manco for lawn, Kill-Weed, Kill-Mouse), thru Bocard, Dunshee & Jacobson, Denver; Anso Div., General Aniline & Film Corp. (cameras), thru Biow Co., N. Y.; Campbell Soup Co. (frozen soup), thru Leo Burnett, N. Y.; Dad's Root Beer Co., Chicago (Dad's Old Fashioned Root Beer), thru Grant Adv., Chicago; Anahist Co., Yonkers, N. Y. (Super Anahist anti-histamine tablets), thru Ted Bates & Co., N. Y.; S. B. Thomas Inc., Long Island City, N. Y. (bread & muffins), thru Robert W. Orr & Assoc., N. Y.; Deering, Milliken & Co., N. Y. (Miliium fabric), thru Sterling Adv., N. Y.; S. G. Innocenti, N. Y. (Lambretta motor scooter), thru Doyle Dane Bernbach, N. Y.; Barbizon Studio of Fashion Modeling, N. Y. (fashion & photograph modeling courses), thru Blaine-Thompson Co., N. Y.; Hercules Chemical Co., N. Y. (R-D root destroyer for blocked sewers), thru Lewin, Williams & Saylor, N. Y.; Dixie Cup Co., Easton, Pa. (Dixie paper cups & containers), thru Hicks & Greist, N. Y.; Cardinal Products Inc., Hollywood, Fla. (Mattress Fresh mildew stop & anti-ant deodorizer), thru Harris & Whitebrook Agency, Miami; Trio Chemical Works, Brooklyn (Amazon Germicidal floor wax), thru Peck Adv., N. Y.

BAB report on 64 pre-freeze TV markets, released this week to its 850 radio station members, shows radio sets now have 99% penetration in homes in those markets, compared to 81% for TV, and that last year 6,786,000 radios were sold there vs. 2,803,000 TVs. Further, says BAB, radio set sales in the 64 markets last year were 25% above 1952, whereas TV sales declined 22%. Report attributes continuing high radio sales to trend to extra sets in home, plus growth of auto radio business, "now virtually a medium in itself."

American Assn. of Advertising Agencies has issued 1954 edition of its *Roster and Organization*, listing 303 AAAA member agencies operating 553 offices in 81 U. S. and 27 foreign cities. Included are texts of standards of practice, agency service standards, qualifications for membership.

Network Accounts: Polaroid Corp. buys 8 partic. thru BBDO as first sponsor of Steve Allen's new NBC-TV show, *Tonight*, starting Sept. 27. An on-again-off-again proposition for last 6 months, show was finally set this week, will be seen Mon.-thru-Fri. 11:30 p.m.-1 a.m. in east, midnight-1 a.m. in midwest as far as Omaha. Show will be sold in same manner as *Today* (7-9 a.m.) and *Home* (11-noon), with 4 one-min. commercials available each half-hour. In addition, 5-min. local station cut-ins are planned each half-hour for local news, sports and weather. Show will place primary emphasis on entertainment . . . Miles Labs, returning to TV networks after 3-year absence, buys into 4 shows, thru Geoffrey Wade Adv., Chicago: Mon. 2-2:15 p.m. segment of *Robert Q. Lewis Show* on CBS-TV starting Sept. 27; Mon. 3:30-3:45 p.m. segment of *Bob Crosby Show* on CBS-TV, also starting Sept. 27; alt. Wed. & Thu. 10:45-11 a.m. portion of *Three Steps to Heaven* on NBC-TV, and alt. Wed. & Thu. 3:45-4 p.m. segment of *Concerning Miss Marlowe* on NBC-TV . . . Pillsbury Mills and Green Giant Peas to sponsor *Mickey Rooney Show* on NBC-TV starting Aug. 28, Sat. 8-8:30 p.m., thru Campbell-Mithun & Leo Burnett . . . Kent Cigarettes to sponsor *Father Knows Best*, replacing *The Web*, on CBS-TV starting Oct. 3, Sun. 10-10:30 p.m., thru Young & Rubicam . . . Hazel Bishop (lipstick) to sponsor Martha Raye in untitled variety show every 4th week on NBC-TV starting Sept. 28, Tue. 8-9 p.m., thru Raymond Spector Co. . . . Preston Enterprises, Upper Darby, Pa., acting as clearing house for several hardware manufacturers and retailers, all but signed to sponsor new Goodson-Todman panel show, *It's in the Family*, on ABC-TV starting in fall, on unspecified time . . . Geritol (drugs) buys Fri. portion of *Douglas Edwards and the News* on CBS-TV, Mon.-thru-Fri. 7:30-7:45 p.m., thru Edward Kletter & Assoc. . . . Maytag Co. buys 28 partic. in 7-9 a.m. *Today* on NBC-TV, thru McCann-Erickson; Ralston-Purina Co., 20 partic., thru Gardner Adv.; Armour & Co. (poultry), 10 partic., thru John W. Shaw Adv.; Nebraska Consolidated Mills (Duncan Hines mixes), 23 partic. in central time zone only, thru Gardner Adv. . . . Swift & Co. (poultry) buys 5 partic. on NBC-TV's *Home*, 11-noon, thru McCann-Erickson . . . Florsheim Shoes to sponsor Tam O' Shanter golf finals from Chicago on ABC-TV in N. Y., Chicago & Detroit Sun. Aug. 15, 8-9 p.m.; it will be offered as co-op in other cities . . . DuMont offers *Paul Dixon Show*, originating from WCPO-TV, Cincinnati, Mon.-Fri. 3-4 p.m., on partic. basis from Aug. 2.

"Is Madison Ave. Selling UHF Short?" Definitely not, says supervising time-buyer Jim Luce of J. Walter Thompson Co. in article in July 26 *Broadcasting-Telecasting*. Advertising agencies "are extremely anxious that uhf be successful," he writes, because advertisers need TV very badly in areas where there has been no TV or a single vhf station. Breaking down some of his agency's typical network shows, he points out one uses 40 uhf stations, others use 16, 14, 11, 10 & 9. "The most harm done uhf has been by individual stations themselves," he opines, claiming: (1) Too many rushed on air without proper engineering facilities. (2) In many cases, conversion claims are far in excess of what exists. Agencies judge uhf stations "in exactly the same manner as other local media," he concludes.

New weekly TV program magazine, carrying local and national advertising and sold only in selected eastern areas at outset, will be published this fall by Curtis Circulation Co., Philadelphia, which handles newsstand & subscription services of Curtis Publishing Co. Presumably it will compete with Walter Annenberg's localized TV Guide. As yet unnamed, it will sell for 15¢. Robert D. Wheeler will be publisher & editor, Jonathan Kilbourn managing editor.

Telecasting Notes: Networks may soon start own film production, despite union restrictions, as one way of halting spiraling production costs. First to make move, CBS-TV has held at least 3 negotiating sessions with Screen Actors Guild in Hollywood on wages for actors (present film scale: \$70 a day minimum, or \$250 weekly), plans to discuss matter with at least 10 other unions involved. Unions now forbid networks to use own facilities, plenty adequate in Hollywood at least, for film production—hence one problem will be to lease adequate space, not to mention possibility of touching off inter-union warfare . . . Hurdling union curbs can mean substantial savings, declares Hollywood *Variety*, citing costs of outside filming of such existing shows as CBS's *I Love Lucy*, *Our Miss Brooks*, *Amos 'n Andy*, *Life With Father*, *That's My Boy* and such projected shows as *My Wife Irma* and *The Mighty*. NBC-TV farms out such shows as *Life of Riley*, *The Falcon*; ABC-TV does same for the Danny Thomas, Ray Bolger, Ray Milland, Frank Leahy and other shows. Along same line, July 31 *Billboard* reports CBS-TV officials feel "the only way they can keep a check on costs is to produce for themselves so as at least to be able to absorb the producer's cut." . . . Programs filmed for TV and sold on network, national spot or syndicated basis—called TV's "pugnacious young offspring" will be \$130,000,000 business this year, says *Variety*. That's not counting sales of feature films to stations or filming of TV commercials. Distribution companies will gross some \$70,000,000 in direct sales to stations and local-regional sponsors—and *Variety* names 4 of them as "certain to exceed the \$6,000,000 mark" in individual billings: Ziv, CBS-TV Film Sales, NBC Film Div., MCA-TV . . . 4 Brit-

ish labor unions promise retaliation if Hollywood unions succeed in forcing U.S. TV film makers to stop shooting programs in England . . . Ace TV director Worthington (Tony) Miner returns to Broadway to direct and co-produce, with Theatre Guild, *Home is the Hero*, Dublin's Abbey Theatre success by Walter Macken, due Sept. 22 at the Booth, N. Y.; and Fred Coe, now in Hollywood, has given up plans to produce Horton Foote's *The Trip to Bountiful*, which others are producing for Sept. premiere on Broadway . . . Newark's WATV, which operates with the 6 other N.Y. metropolitan area stations from Empire State Bldg. antenna, tells *Advertising Age* it's making money and gives this formula for success: Signs on at noon, carries about 85% film, offers lowest rate in area (\$1000 an hour); billings for first quarter of this year were up 60% over last year, with 22 new national advertisers . . . Recommended reading: "10 Ways to Put More Sell in Your TV Commercials," by Irving Settel, and "How Well Can UHF Sell?"—both in July 26 *Sponsor*; latter cites case histories of commercial results in intermixed as well as uhf-only areas . . . WABC-TV enters early-morning sweepstakes with 8-9 a.m. *Good Morning Show* to compete with NBC-TV's *Today* and CBS-TV's *Morning Show* . . . More rate increases: WDTV, Pittsburgh, raises base hour from \$1200 to \$1400, min. \$190 to \$250; WHAS-TV, Louisville, \$700 to \$850 & \$140 to \$170; WAGA-TV, Atlanta, \$750 to \$850 & \$120 to \$135; KHQ-TV, Spokane, \$400 to \$500 & \$80 to \$100; KLZ-TV, Denver, \$500 to \$550 & \$100 to \$120; WFBC-TV, Greenville, S.C., adds new Class AA min. only rate of \$100 for 7:29-10 p.m. daily and raises Class A hour from \$325 to \$400, min. \$65 to \$80.

AMENDMENT of FCC political broadcasting rules to require a station to give discount time rate to individual candidate if his opponent gets discount as part of pooled purchase (Vol. 10:26) was opposed this week by NARTB. It said FCC's interpretation "goes unnecessarily beyond the Congressional enactment" of Section 315 of Communications Act and "its application would unnecessarily compound the administrative and legal problems of the Commission, licensees, candidates and political parties."

In another political allusion this week, FCC Comr. Lee told luncheon of Washington's National Press Club that broadcaster who is required by law to provide equal time but cannot edit remarks of speaker is "truly the man in the middle." As remedy, he suggested all states adopt laws to protect station operators from libel suits resulting from political broadcasts, as some have already done. He deplored fact that broadcasters are legally required to provide equal time while no check was made on newspapers' coverage to determine if equal space was given. He felt self-regulation was best policy for all media. Also, he said he was opposed to FCC regulation of networks, as proposed in Bricker bill (Vol. 10:30).

In reply to question, "Why does FCC discriminate against newspaper ownership of TV-radio stations?", Lee replied he wasn't aware of any discrimination, pointing out that of 3000 TV & radio stations, some 800 were owned wholly or in part by newspaper interests. He said there was no question of monopoly, said they were doing a good job, expressed hope more newspapers would enter TV-radio.

It was generally agreed Lee, newest FCC member, handled himself well before critical audience of press, attorneys, govt. officials, etc., particularly with his ready quips and his deft replies to loaded questions about his relations with Sen. McCarthy. To question, "Do you still love Joe?", he replied: "I take friendships very seriously. And while I sometimes disagree with my friends, the answer is: 'Yes, I still like Joe!'"

Unified TV sales promotion bureau under auspices of NARTB (Vol. 10:26-27) will operate with annual budget of \$400-500,000, under plan to be submitted to 4-man all-industry steering committee in Washington Aug. 4, day before meeting of 10-man group representing NARTB and now-disbanded Television Advertising Bureau. Steering committee consists of Clair McCollough, WGAL-TV; Roger Clipp, WFIL-TV; Campbell Arnoux, WTAR-TV; Richard Moore, KTTV. McCollough said he hopes bureau will be in operation by Oct., or just about time Alfred E. Politz Inc. concludes its pre-testing on sets-in-use census, the companion to sales promotion organization. He said several applications received for director will be considered at Aug. 5 meeting. He foresaw amicable session with TvAB representatives, though it was reported some in NARTB are disgruntled because they were not consulted before TvAB Chairman Moore sent questionnaire to about 120 station supporters asking their views on operating details of projected organization. Lawrence H. (Bud) Rogers, WSAZ-TV, another prime mover in TvAB, followed up questionnaire this week with letter urging early replies so 5 TvAB representatives can have "a definite mandate for action" at meeting. He said only purpose of questionnaire was to make certain views of supporters hadn't changed since organization was disbanded. Like McCollough, he also foresaw amicable meeting and defended TvAB against "anti-network" charges, which he said resulted from "inflammatory publicity."

Meeting of major record manufacturers with NARTB radio v.p. John Meagher, to discuss possible modification of recent switch to 45rpm of promotional record shipments to radio stations (Vol. 10:30), has been tentatively set for Aug. 5 at N. Y. Athletic Club.

Mrs. Arch Robb, wife of the NBC director of program services, suffered fractured ribs in an auto collision July 24, near Pickens, S. C. Mr. Robb and their 10-year-old son were bruised.

GOOD PICTURES out to 45-50 miles are reported from this week's after-hour tests of RCA's first 12½-kw uhf amplifier, put in operation July 26 at WBRE-TV, Wilkes-Barre, Pa. (Ch. 28) where it was to go on regular programming July 31. Station started with 1-kw RCA transmitter, now has about 250-kw ERP, will go up to 500-kw ERP when new high-gain antenna being built for it is ready toward end of year.

RCA also delivered 12½-kw amplifiers this week to WKBN-TV, Youngstown (Ch. 27) and WSBT-TV, South Bend, Ind. (Ch. 34), and now promises production and deliveries at rate of 7 per month. Next ones are due for Aug. deliveries to WHP-TV, Harrisburg, Pa. (Ch. 55); WCOV-TV, Montgomery, Ala. (Ch. 20); WAFB-TV, Baton Rouge, La. (Ch. 28); KPTV, Portland, Ore. (Ch. 27); KMJ-TV, Fresno, Cal. (Ch. 24); WSUN-TV, St. Petersburg, Fla. (Ch. 38); WITV, Ft. Lauderdale, Fla. (Ch. 17).

New order shipped by RCA July 29 was 10-kw to WSAU-TV, Wausau, Wis. (Ch. 7), due on air in fall. Also shipped this week were 50-kw to KMBC-TV, Kansas City (Ch. 9) and 25-kw to KELO-TV, Sioux Falls, S. D. (Ch. 11). Note: In this column last week, we mistakenly reported Feb. 23 shipment of 50-kw to upcoming WJRT, Flint, Mich. (Ch. 12); it should have read *July 23*. We also erred in giving channel of WWJ-TV, Detroit, getting delivery of GE 35-kw; it should have read *Ch. 4*.

DuMont shipped 25-kw transmitter July 27 to KTIV, Sioux City, Ia. (Ch. 4), which plans mid-Aug. start.

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

KUTV, Salt Lake City (Ch. 2), has started construction of 200-ft. Blaw-Knox tower with 3-bay RCA antenna, now plans tests about Sept. 1, with ABC programming to begin Sept. 7 or later, according to gen. mgr. Frank Carman. Its 20-kw composite transmitter and 5-kw auxiliary were built in own Salt Lake City workshops. Owners are Frank Carman & Grant Wrathall (25% each) and *Salt Lake Tribune* and *Telegram* (50%). Base hour will be \$450. Rep will be Hollingbery, who will offer it under "group market plan" along with 5 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), which began year ago; KLIX-TV, Twin Falls, Ida. (Ch. 11), and KWIK-TV, Pocatello, Ida. (Ch. 10), both due in fall; KIFT, Idaho Falls (Ch. 8), due in 1955; KTVI, Nampa-Boise, Ida. (Ch. 6), without target.

WMBV-TV, Marinette, Wis. (Ch. 11) has RCA 10-kw transmitter and 500-ft. tower with 12-bay antenna ready, plans test patterns Aug. 9, programming next day, writes gen. mgr. Joseph D. Mackin. Transmitter site is but 26 mi. north of Green Bay. It will be NBC affiliate for Marinette-Green Bay area. Base rate will be \$250. George W. Clark will be rep.

KLIX-TV, Twin Falls, Ida. (Ch. 11) is "still several months away from on-the-air date," reports v.p.-gen. mgr. Frank C. McIntyre. It's owned by Frank Carman-Grant Wrathall group. Partially-built transmitters are being moved to Twin Falls for completion from Salt Lake City workshop operated jointly by Carman stations. Grant Wrathall is building antenna. Studio equipment is being installed in new studio-office building as it arrives from Carman's Salt Lake City workshop. Base rate will be \$120. Hollingbery will be rep, will include it under "group market plan" (see KUTV above).

WBLK-TV, Clarksburg, W. Va. (Ch. 12), hasn't ordered transmitter, but plans test patterns by Dec. 15, programming Jan. 1, 1955, reports pres. Austin V. Wood. Recently the FCC dismissed protest against grant by *Clarksburg Exponent & Telegram* which has held up progress since it was granted last Feb. (Vol. 10:27). Rep not yet chosen.

WGBH-TV, Boston (Ch. 2, educational), now is testing RCA 10-kw transmitter on dummy load, but won't make Aug. test pattern target because of delays in work on studios and tower, reports asst. operations mgr. Hartford N. Gunn Jr. Lehigh 129-ft. tower with 101-ft. RCA 6-bay antenna is scheduled to be ready by mid-Oct., and test patterns are now planned in Oct. or Nov., programming in "late fall."

KETC, St. Louis (Ch. 9, educational), plans to begin test patterns between Aug. 15-20, when Ideco tower, moved to site between St. Louis U High and Oakland Stadium, is scheduled to be ready, according to gen. mgr. Richard J. Goggin. RCA 5-kw transmitter is 75% ready. Programming is planned for mid-Sept., 4-5 hours daily, 5 days a week.

KAKE-TV, Wichita, Kan. (Ch. 10), RCA transmitter ordered for Aug. delivery, plans Sept. tests and "early fall" programming, reports gen. mgr. Martin Umansky. It will use 1079-ft. Parkersburg tower. Construction of transmitter house has begun, bids for studios will be asked shortly. It will be third outlet in area—KTVH (Ch. 12) having begun in June, 1953 and KEDD (Ch. 16) in Aug., 1953. Hollingbery will be rep.

KFVS-TV, Cape Girardeau, Mo. (Ch. 12) won't make Aug. 1 target, now plans early Sept. test patterns, writes pres. Oscar C. Hirsch. With RCA 10-kw transmitter due Aug. 7 and 12-bay antenna already on hand, 808-ft. Truscon tower is due for delivery and completion in Aug. It will be primary interconnected CBS. Base hour will be \$250. Pearson will be rep.

KOVR, Stockton, Cal. (Ch. 13), has changed tower plans, still hopes to make Aug. 15 test pattern and early Sept. programming targets, reports exec. v.p.-gen. mgr. A. E. Jocelyn. State Parks Division turned down application to place anchors for guyed tower on state property and station now has bought self-supporting Blaw-Knox 325-ft. tower from a defunct uhf, but still has problem of dismantling and getting it across country. Installation of RCA 25-kw transmitter is proceeding on schedule on 3849-ft. Mt. Diablo, from which good signal is expected over San Francisco bay area. Pres. & principal owner is H. L. Hoffman, TV manufacturer. Base rate will be \$700. Blair will be rep.

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CFPA-TV, Port Arthur, Ont. (Ch. 2) has 200-ft. self-supporting tower with 3-bay RCA antenna due to be ready first week in Aug., plans late Aug. test patterns, Sept. 5 programming, writes owner Ralph H. Parker. RCA 2-kw transmitter is ready in TV-radio building remodeled from former city firehouse located at highest point in city. Base hour will be \$150. Reps will be Weed and All-Canada.

CJCB-TV, Sydney, N.S. (Ch. 4), 10-kw RCA transmitter on hand and 400-ft. tower with RCA 12-slot wave-stack antenna due for late Aug. completion, now plans Sept. 1 test patterns, reports pres.-gen. mgr. Marvin Nathanson. Base hour will be \$200. Reps will be Weed and All-Canada.

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Projected XEFE-TV, Nuevo Laredo, Mexico (Ch. 13), opposite Laredo, Tex., apparently is at standstill despite reports that two 200-ft. towers have been built and studio-transmitter building partially completed. Mexican grantee Rafael Caranza, who operates radio XEFE, has contacted various Texas interests for aid, and has reportedly sought unsuccessfully also to interest the Azcarraga-O'Farrill group of Mexico City, who operated the now-defunct XELD-TV, Matamoros (Ch. 7), opposite Brownsville, Tex., only to fold it when the peso was devalued (Vol. 10:18). Meanwhile, no FCC applications are pending or CPs outstanding for Laredo, Tex. (U. S. pop. 51,910) despite fact that it has been allocated Ch. 8 & 13.

Color Trends & Briefs: What about projection sets as a way of by-passing the bottle-neck of expensive and complicated color picture tubes? That question comes up every so often—and a number of set makers are known to be doing “top secret” experimentation with various projection methods—but this week, for first time, a manufacturer’s name was openly linked with color projection. The company, Olympic, was not one of those previously rumored to be working with projections.

Olympic pres. Morris Sobin termed reports “premature,” but said meetings this week end would determine “when and if” company would actually go into production. He did say, “We have reached the stage where we may be ready to go into production,” and called projection the “logical approach from the standpoint of picture size, simplicity and price”—which he termed the 3 shortcomings of today’s direct-view color tubes. Olympic’s color work is being carried on by subsidiary Olympic Development Co., Stamford, Conn., under Dr. R. Bowling Barnes, ex-v.p. of American Optical Co. Dr. Barnes says he has been working on projection TV since 1948.

But there’s many a slip, particularly where color TV is concerned, and in general our sizeup of color projections 7 months ago (Vol. 9:48) still holds up. At that time, we pointed out color projections seem to suffer much the same limitations as black-&-white projections, which never gained public acceptance. We reported then that a number of companies were exploring possibilities of projection, some said to be showing considerable enthusiasm. This is still true, but it doesn’t necessarily mean that anyone has decided on projection; rather, it means the larger companies are covering the entire waterfront in their attempts to work out the best and cheapest way to bring large-screen color TV to the public.

One projection enthusiast says that while big drawback of black-&-white projections was lack of brightness, that doesn’t hold true in the case of color projections. Use of 3 small tubes—one for each primary color—results in brighter image on projection screens than today’s color tubes. But there are still many problems to be worked out—and aside from Olympic, we’ve heard of no manufacturer who has even come close to deciding on projection, though a number are still “playing with it.” Best sizeup: It’s still a long shot.

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Further color “spectacular” plans of NBC-TV: Max Liebman’s Saturday night series of 90-min. shows will lead off Sept. 25 (9-10:30 p.m.) with Ann Sothern in Moss Hart’s musical play, *Lady in the Dark* (sponsored by Oldsmobile). This is in addition to Sunday night series, also produced by Max Liebman, beginning Sept. 12 with original musical comedy starring Betty Hutton (Hazel Bishop, Reynolds Metals, Sunbeam), and Monday night series beginning Oct. 18 with Leland Hayward production of Noel Coward’s *Tonight at 8:30* with Mary Martin, David Niven, Joseph Cotten (RCA & Ford). Each series will be seen every 4 weeks, thirteen 90-min. shows per series.

First regular color show from west coast will be CBS’s Thu. 8:30-9:30 series, sponsored by Chrysler beginning Sept. 30. Televised live from Hollywood Television City, series will be in 2 parts—once-a-month extravaganza *Shower of Stars* and drama series called *Climax*. Chrysler promises: “What will probably be the top budget for TV this fall will certainly assure the most ambitious entertainment effort yet made in Hollywood by a major network.”

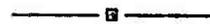
WAVE-TV, Louisville, is latest station to get network color from AT&T’s color-corrected routes, July 29, in time for NBC-TV’s *The Marriage*.

REVOLUTION in TV timebuying is the way July 31 *Billboard* describes “sales blitz” which resulted in full sponsorship of 3 NBC-TV color “spectaculars” this fall (Vol. 10:29). But it poses, in effect, this question: From advertiser’s standpoint, is it desirable to sink so much of the TV budget into big-splash extravaganzas every 4th week, rather than patiently develop audiences slowly in an identifiable time position on same network?

“Is the pattern of continuous every-week advertising on video to be discarded for occasional blockbuster programming?” it asks. “Will such programming generate sales or only hoopla?”

Quoting unidentified Madison Ave. media specialist, story goes on to say that centering entire network TV campaign around “spectaculars” might prove to be costly gamble. Nevertheless, some sponsors are doing just that. Reynolds Metals is dropping high-rated *Mr. Peepers* to buy 3 “spectaculars” and Hazel Bishop reportedly will drop popular *This Is Your Life* to make way for purchase of portion of Sun. night “spectaculars.”

It’s assumed “spectaculars” will produce high ratings, says *Billboard*—but question is whether ratings will be high enough for advertisers on a cost-per-thousand basis. Furthermore, it asks, “are sales drives to be coordinated with them [spectaculars] to see whether such programming can sell?”



Motorola’s Paul V. Galvin, reiterating bullishness on immediate outlook for color (Vol. 10:28), this week told N. Y. gathering of newsmen he’s planning to produce 25,000 color sets this year because of 3 major reasons: (1) Company has confidence it has a successful color set at \$895 & \$995. (2) Color programming will increase, starting in next few weeks. (3) “We found someone who can make a good, large color tube,” referring to CBS-Hytron tube used in Motorola’s sets (Vol. 10:29-30). He said 1000 color sets will be made in Aug.

Magnavox’s color plans await satisfactory development of 21-in. tube, says pres. Frank Freimann, contending 19-in. tubes “will be obsolete even before they are placed on sale.” At press showing of his new line in N. Y. he said RCA’s announcement of 21-in. color tube (Vol. 10:29) “had already torpedoed the 19-in. tube, though the 21-in. model may still be a gleam in the technicians’ eyes.”

Its daily color show sold out, Oklahoma City’s WKY-TV has added second program to color schedule. First non-network-owned station to have color camera (Vol. 10:17-18,21), it reports sellout of its Mon.-Fri. 1-2 p.m. *Cook Book*, has added Thu. evening variety show, *Sooner Shindig*, with commercials—and sometimes whole show—in color. Station charges advertisers no premium for color at present time, but estimates total extra cost to sponsors should be 10-20%. Station has put out new booklet, *Hue and You*, mailed to Oklahoma City retail dealers, explaining the whys and wherefores of color TV.

DuMont color film scanner will be shipped next week to WBTV, Charlotte, N. C. Package includes two 16mm film color cinecon units and two 2x2 color slide changers. DuMont scanners have already been shipped to CBS, New York, and KTLA, Los Angeles.

To each person who attended unveiling of CBS-Hytron 19-in. color tube at Newburyport, Mass. 3 weeks ago (Vol. 10:28), CBS has sent as souvenir one of the 3-element electron guns, heart of new tube.

Network color schedules: NBC-TV—Aug. 5, *The Marriage*, 10-10:30 p.m.; WNBT, New York only, Aug. 1-6, *Here’s Looking at You*, 1:30-2 p.m. CBS-TV—WCBS-TV, New York only, Aug. 1-6, *Time for Color*, 5-5:30 p.m.

Saturday Review's second annual TV-radio program awards for public service: Ed Murrow's *See It Now*, "for responsible journalism with fine institutional commercials," with sponsor Alcoa cited for "maintaining the correct relations with the directors of the program"; *Omnibus* and sponsors (Greyhound Bus, Scott Paper, American Machine & Foundry and Kelvinator) for "willingness to underwrite above average content on TV and to associate themselves with a program which broke through established formulas to please the judicious without patronizing the larger public"; Ford's 50th anniversary program, *The American Road*, for "superb taste in presenting light, entertaining Americana on a national scale with no overt commercials"; *Ding Dong School* and sponsor General Mills for "genuinely motivated and socially constructive pre-school age show"; *NBC-TV Opera* and *NBC Symphony* and sponsor Socony-Vacuum, for "distinguished presentation of fine music by fine artists." Among 26 advertisers honored for "distinguished advertising in the public interest" were RCA and GE.

U of Nebraska, with local banker Byron J. Dunn acting as trustee, acquired former Ch. 12 facilities of KOLN-TV, Lincoln, Neb. (now operating on Ch. 10), from John E. Fetzer this week as result of FCC approval of transfer. Need for hearing was obviated by satisfactory answer to "McFarland letter" questions concerning transfer (Vol. 10:20). Sale price of DuMont 5-kw transmitter and RCA 6-bay antenna was \$100,000. Because funds for purchase won't be available until the next state appropriation in July, 1955, Mr. Dunn will be in control during interim, working with TV Advisory Committee of U of Nebraska. Fetzer will install and operate station. If the school is unable to consummate transaction, Mr. Dunn is empowered to sell to another educational institution, the CP reverting to Fetzer in 1956 if facilities haven't been sold by then. KOLN-TV switches to Ch. 10 Aug. 1, after running test patterns on new channel; Ch. 12 remains dark until educators begin operation.

Looking toward intercontinental TV, Sen. Wiley (R-Wis.), chairman of Senate Foreign Relations Committee, hailed passage of International Telecommunications Commission bill last week (Vol. 10:30) with Senate speech July 23. "Through the miracle of regional and possibly global transmittal of films and live pictures into homes, offices, factories, farms and public squares throughout the world mankind is offered a golden opportunity of almost unlimited horizons," he said. "It is an opportunity to help improve standards of living—to stimulate education and culture—to improve trade, to increase understanding—and to spread the truth concerning the epic battle of the forces of the free world against Communist dictatorship." Bill was signed by President Eisenhower July 29.

Second annual TV film and talent awards by *Billboard Magazine*, based on votes by TV station executives, film producers, film distributors, ad agencies & leading sponsors: best series, *Dragnet* (NBC-TV); drama, *Four Star Playhouse* (CBS-TV); situation comedy, *I Love Lucy* (CBS-TV); other comedies, *Red Skelton Show* (CBS-TV); adventure, *Foreign Intrigue* (NBC-TV); quiz, *You Bet Your Life* (NBC-TV); public service, *Victory at Sea* (NBC-TV); sports, *Greatest Fights* (NBC-TV); western, *Death Valley Days* (no network); children's, *Time for Beany* (no network); new series, *Make Room for Daddy* (ABC-TV); best actor, Jack Webb (*Dragnet*); best actress, Loretta Young (*Loretta Young Show*).

FCC approved transfer of WTSK-TV, Knoxville (Ch. 26) this week to owners of radio WIKY, Evansville, Ind., who assume liabilities of \$216,500 in \$300,000 sale deal (Vol. 10:23, 29).

Trade Personals: Fred J. Borch, from Cleveland lamp div., elected GE v.p. in charge of marketing at N. Y. headquarters . . . Frank M. Folsom, RCA pres. now in California attending Bohemian Grove, scheduled to speak on color TV Sept. 14 before N. Y. Board of Trade and Sept. 23 before Chicago Security Analysts . . . Ernest A. Marx, director of DuMont international div., sails Aug. 14 on *Ile de France* for business trip to 9 European countries . . . John B. Swan Jr., Philco, reappointed chairman of RETMA traffic committee; Wm. L. Fogelson, P. R. Mallory & Co., renamed vice-chairman . . . James F. White, ex-CBS-Columbia, now marketing consultant for Kimco Sales Inc. (towers), which has taken new quarters at 11 W. 42nd St., N. Y. . . . Rudolf Selbmann named engineering mgr. of Oak Mfg. Co.'s new advance development lab, Rockville Centre, N. Y. . . . B. G. H. Rowley has relinquished post of technical representative for British Marconi in N. Y.; he returns to Chelmsford headquarters and is succeeded here by John S. V. Watson . . . Wm. W. Wexler named adv. & sales promotion mgr., Raytheon equipment sales div. . . . Ben D. Drezner promoted to head new Raytheon contract sales dept., in charge of shipments to motels, hotels, institutions, etc. . . . Frank Loasby promoted to Raytheon TV-radio service mgr., succeeding C. Wm. Hoshour, resigned; Curtis L. Peterson, ex-Cowan & Dengler Adv., Chicago, named Raytheon asst. adv. mgr. . . . T. R. Mathews, ex-Raytheon eastern sales mgr., named Trav-Ler Radio upstate N. Y. factory rep; Jack Geartner to cover Florida, Sidney S. Adler Colorado & Wyoming . . . Jack J. Baxter, ex-Bendix Radio, named Florida sales & service rep for DuMont mobile communications equipment; Lawrence H. Arnold, who headed own radio parts distributorship in Richmond, to cover Virginia . . . Milton C. Perlmutter, v.p. of B&R Electronics, N. Y., elected exec. v.p. in charge of sales & merchandising for newly-acquired subsidiary Tele-tone Co. of America, N. Y. (radios & phonos) . . . Wm. H. Brodie resigns as Crosley western sales rep for electronic products to join Dancer-Fitzgerald-Sample, Chicago . . . Charles A. Groene promoted to sales training mgr. for Crosley & Bendix appliances . . . John C. Taylor named merchandising supervisor for Sylvania equipment CR tube sales dept. . . . Capt. Andrew H. Bergeson, USN ret., electronics specialist, named Stromberg-Carlson consulting engineer . . . Edward Sherman named chief engineer of Tele King . . . James W. Safford named Sylvania eastern regional sales mgr., N. Y.; Virgil W. Wittman named southern regional mgr., Raleigh . . . George Brodley named merchandising asst., Sylvania TV-radio tube divs., under E. P. Atcherley.

GE has set up two \$500,000 funds for "charitable, scientific, literary and educational purposes" in honor of Owen D. Young, chairman from 1922-45, and the late Edward W. Rice Jr., pres. from 1913-22—both of whom took leading parts in originally setting up RCA & NBC.

Dr. Wm. J. Shockley, inventor of junction transistor, now on leave as director of Bell Labs' transistor physics dept. to serve as director of research for Defense Dept.'s Weapons System Evaluation Group.

Maj. James C. Grosser succeeds Lt. Col. R. W. Couch as commander of N. Y. regional office, Signal Corps Supply Agency for N. Y., northern N. J. and New England, latter being assigned to staff college at Ft. Leavenworth, Kan.

C. E. Tonahill, 49, owner of Scooters Radio Supply, Ft. Worth parts jobber, and v.p. of National Electronic Distributors Assn., whose "jobber of the year" award he won in 1951, died suddenly at his home July 25.

Edward Rogers Tolfree, 81, pres. of "X" Laboratories Inc., N. Y. chemical manufacturer who is credited with introducing the pyrex insulated condenser and indirect sound speaker into early radio, died July 29.

17-in. EBBING, PHILCO LINE MAINLY 21-in.: New Philco line, being shown distributors Aug. 2 at Waldorf-Astoria, N.Y., then to dealers around the country, is dominantly but not exclusively 21-in. It contains no 17-in. and includes Philco's first separate phonograph units. At this writing, no advance details on models and prices could be obtained -- but it will be surprising if they aren't lower than old line at low end.

Pres. Wm. Balderston, after reviewing year's operations, goes along with the other major manufacturers in predicting production and sale of at least 6,000,000 TVs this year (Vol. 10:28-29). Elaborating on his speech at July 28 stockholders' meeting, he's expected to go into more detail on effects of 6-week strike at TV-radio-electronics plants which, combined with usual summer plant vacations, forced Philco to be last of major manufacturers to introduce TV-radio line.

Distributors are also due to get clarification of Balderston's extemporaneous remark to stockholders that Philco is currently working on a color TV "system". A Philco spokesman declined to say anything beyond this, and all that's known so far is trade talk about its so-called "Apple" project -- code name said to connote own new tube and circuit, as yet unpublicized (Vol. 10:30).

"We're on the right track," was Balderston's allusion to color when he spoke to stockholders. When the "right answer" to marketable color materializes, he said, Philco will be in position of leadership. Without mentioning any company, he said recent industry claims about tubes and circuits (Vol. 10:29-30) have confused public.

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Philco is only major set maker to abandon 17-in. entirely. (RCA did so on temporary basis last spring but resumed after Crosley made such a big showing with "Super V".) It has produced none this year, choosing to concentrate on 21-in. New Philco line is also expected to have some 24 and/or 27-in. models.

All lines shown to date by industry's leaders seem to have chosen 21-in. as bread-&-butter item. The 24 & 27-in. shown thus far have moved quite slowly and have been included in mix of only a few companies in hope they might catch on.

The 21-in. size is apparently proving the most acceptable to public. For all of last year, production & sales of this size represented 69% of industry's total; in same period, 17-in. averaged about 26%. During first 6 months of this year, the 21-in. represented about 77% of all output, the 17-in. approximately 18%.

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Trade's pace continued slack this week, as preparations were being made for big fall season. TV orders at annual Western Furniture Mart in San Francisco were reported about 20% below last year. But H. Leslie Hoffman said orders written at his company's space were just about equal to last year.

Motorola pres. Paul V. Galvin, looking ahead to fall season, reiterated his "very enthusiastic" outlook for last 6 months of year, said Motorola would aim for 10% of the 6,500,000 sets he predicted would be produced in 1954.

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TV output jumped to some 104,252 week ended July 23, reflecting resumption of production after vacations, from 47,539 preceding week and 27,997 week ended July 9. It was year's 29th week and brought production for year to date to about 2,975,000, compared to approximately 4,150,000 in corresponding period of 1953. Output in all of July thus will be between the 198,921 in July 1952 and the 316,289 in July 1953. Inventory as of Aug. 1 is estimated at about 2,000,000 vs. 2,300,000 year ago.

Radio production was 129,234 (52,830 auto), up from 91,008 week ended July 16 and 56,526 week before. For 29 weeks, output was about 5,080,000, compared to about 7,400,000 in corresponding period of 1953.

Topics & Trends of TV Trade: Magnavox pres. Frank Freimann, always outspoken on causes close to him, lit out at TV dealers this week in an open letter blaming them, in effect, for many of the evils of discount houses. At same time, he said Magnavox line, because it is fair-traded and sold direct from factory to dealer, is the only one safe from depredations of discounters.

Freimann's letter to nation's dealers said as matters stood, they were confronted with 2 alternatives in fighting discount houses—cut their own prices so low as to leave no room for discounting, or stop advertising the brands discounters sell. He wrote:

“You sell these brands (if the discounter doesn't get your customers first) frequently at no profit or at a loss—often on the premise that you are ‘building traffic’ or sometimes because the distributor pays for the ad. How much longer will you continue to be the advertising signpost and display room for the discounters?”

He said Magnavox sold to fewer than 2% of all retailers “in the interest of giving maximum profit opportunities to our dealers,” adding: “When we fall down on our obligation to provide our dealers the ‘wherewithal’ which will enable him to gain adequate sales volume in that market, we hold ourselves to blame. The other side of the job and attendant obligations rest with the dealer.”

Two large dept. stores recently adopted policy of discontinuing all brands handled by discounters, Freimann wrote. “Why continue to promote the sale of such brands through advertising bearing your endorsement for the benefit of discounters?” he asked.

Meanwhile, advocates of Federal legislation to restrict discount operations got setback this week when Justice Dept. and Federal Trade Commission opposed S-3596 to ban discounts and transshipments in auto industry. Now being considered by business & consumer interest subcommittee of Senate Commerce Committee, bill could provide basis for banning appliance discount houses—but opposition of Federal agencies appears to doom it, at least for this session.

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Pre-trial examinations in Zenith's triple damage counterclaim against RCA, GE & Western Electric, charging conspiracy as outgrowth of patent wrangle, given go-ahead last month by Chicago Federal district court (Vol. 10:25), were stayed this week by Appeals Court Justice J. Earl Major, on petition by RCA. Thus, what was hailed last month as a “smashing victory” by Zenith pres. E. F. McDonald, has been sidetracked, at least temporarily. RCA had asked for stay pending outcome of earlier patent suit filed by Zenith in Delaware courts. Suit by RCA was filed in Chicago in 1948, charging patent infringement on various CR tubes. Zenith's counterclaim, alleging it had been excluded from Canadian TV-radio market as result of conspiracy by RCA and others, asks \$13,356,000 for itself, \$2,700,000 for tube-making subsidiary Rauland Corp.

H. Paul Butz, Federal Trade Commission examiner who has conducted 3-year hearings on fair practice rules for TV-radio merchandising (Vol. 10:23-24,26), this week began preparation of his recommendations to FTC, expects to forward his report to chief of trade practices conference div. next week. From there it goes to Bureau of Consultation (old Bureau of Industry Cooperation), and thence to commissioners. When rules will be finally approved is anybody's guess—but at least it's certain no more hearings will be held.

More than 1800 service dealers and technicians have won 9-lesson home study course in color offered by RCA on basis of their purchase of receiving tubes.

Distributor Notes: CBS-Columbia, continuing national expansion, appoints Lew Bonn Co., Minneapolis (Lewis J. Bonn, pres.); Columbia Distributing Co., Seattle (D. Dark Russell, pres.); Consolidated Appliances Inc., Amarillo (Harvey Corn, pres.); Edwards Inc., Salt Lake City (Edward M. Abrahams, pres.); Femco Corp., Ft. Wayne (Fred Miholic, pres.); Midwest Timmermann Co., Davenport (Gerald J. Timmermann, pres.); Providence Electric Co., Providence (Samuel I. Cohen, pres.); Ry-Bar Distributing Co., Portland, Ore. (Alex J. Barberis & Donald H. Ryan, owners); Standard Electric Supply Co., Milwaukee (Morris Stern, pres.); A. K. Sutton Inc., Charlotte (A. K. Sutton, pres.) . . . Raytheon appoints Delta Distributors, New Orleans; La Salle Supply Corp., Detroit; Mid-State Distributing Co., Des Moines; Dixie Distributors Inc., Birmingham; Joe Lapkin Co., San Francisco; Boyd Corp., Portland, Me. & Cambridge, Mass.; Harper-McIntire Co., Davenport, Ia.; Certified Electronics Inc., Middletown, N. Y.; Mid-State Electric Supply, Harvey, N. D. . . . Capehart-Farnsworth names Olson & Co., Inc., ex-DuMont Philadelphia outlet, replacing Trilling & Montague . . . Emerson appoints M.&N. Distributing Co., 620 Washington St., Buffalo (Felice Mirti & Adolph Gentile, co-owners) . . . Philco Distributors Inc., N. Y., extends territory to cover northern N. J., replacing T. A. O'Laughlin Inc., Newark . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) appoints Wm. F. Smith, ex-Abraham & Straus dept. store, as sales v.p.; David H. Rubinger promoted to electronics v.p. . . . Lee Distributing Co., Buffalo (Motorola) promotes Arthur G. Juhre to TV-radio sales mgr. . . . Igoe Bros. Inc., Newark (CBS-Columbia) appoints Warren Russell TV sales mgr. . . . Keps Electric Co., Pittsburgh (Admiral) promotes Irwin S. Schutzer to gen. sales mgr. . . . Philadelphia Distributors (Stromberg-Carlson) appoints Al Bloom, ex-Motorola-Philadelphia, as sales promotion mgr.; John Signor, adv. mgr., resigns to join radio KYW . . . Bernard Distributing Co., Peoria (DuMont) extends coverage to eastern Iowa.

Trans-Vue Corp., Chicago (David Krechman, pres.; Edward Kaye, v.p. & secy.) absorbs predecessor Jackson Electronics & Television Inc., as well as Mercury Electro-Products Inc., and now produces TVs and other electronic items at 1805 S. Michigan Ave., cabinets at 1522 W. Adams St. It's reported planning to bring out 17-in. vertical chassis table model at \$100 in 45 or 60 days.

Corporation Mercantil de Mexico, S.A. (Gregorio Shapiro, pres.), Stromberg-Carlson Mexico City distributor for several years, now makes TV & radio receivers under Stromberg label for sale in Mexico. Stromberg-Carlson says newly-signed licensing agreement is “a solution to the sales problem in Mexico, resulting from the high import duty.”

Radio shipments to dealers, excluding auto radios, totaled 1,775,539 in first 5 months, according to RETMA's state-by-state and county-by-county report released this week and available on request. No comparable figures are available for previous years, since data was compiled on quarterly basis until 1954. May shipments were 406,382, compared to 384,390 in April.

Excise tax exemption for components (except tubes and cabinets) used in non-entertainment-type TVs, radios and phonos was approved this week by Senate Finance Committee as amendment to tax bill (HR-6440). Exemption was requested by manufacturers of commercial and govt. radio and electronic equipment.

Montgomery Ward's fall-winter catalog presents line starting with 17-in. brown metal vertical chassis table model at \$140. Another is 21-in. mahogany veneer horizontal chassis table model at \$170, uhf \$200. In addition, five 21-in. consoles were reduced \$30 each.

Financial & Trade Notes: National Credit Office Inc. reports that first quarter revenues of 18 TV-radio-electronics manufacturers, with aggregate sales of \$789,538,000, were off 9.2% from the \$857,690,000 for same 1953 period while their net profits of \$26,874,000 were off 8.1%. Report is an interim one, for NCO uses 40 companies for its annual financial study which in 1953 showed 29% gain in sales, good increase in earnings, and "satisfactory" 15% return on invested capital.

Brightest spots for manufacturers, concludes NCO, are in industrial and military electronics. Industrial electronics accounted for sales of more than \$400,000,000 last year and if present rate of expansion continues, volume should be well over billion dollars by 1960. Products included in industrial electronics are broadcast equipment, microwave relay systems, industrial control instruments, data processing equipment, X-ray equipment & tubes.

"The over-all financial condition of the industry," it states, "was strengthened, for better than half of earnings was reinvested in the form of a substantial addition to working capital. Inventory turnover improved and was quite acceptable in view of the complex nature of the products manufactured. The collection period of receivables remained steady. Liquidity was excellent. Additions to fixed assets were financed by long-term borrowings, with much of the equipment purchased under certificates of necessity."

* * * *

RCA looks to possible first \$1 billion year, with sales for 6 months ended June 30 attaining record volume of \$444,369,000, up 8% from previous peak of \$410,686,000 for same 1953 period. Net earnings after \$20,335,000 for Federal taxes amounted to \$19,268,000 (\$1.26 per share), up from \$18,185,000 for 1953 period (\$1.18). Sales for second 1954 quarter were \$217,760,000, up 7% over the \$202,679,000 for same 1953 quarter. Net was \$9,202,000 (60¢) compared with \$8,892,000 (57¢).

Standard Coil Products Co. reports consolidated net sales of \$19,571,648 for second 1954 quarter, net income \$952,690, or 65¢ a share on 1,470,000 common shares outstanding. This compares with \$23,409,595 sales and \$999,386 profit (68¢) for same 1953 quarter. For 6 months ended June 30, sales were \$33,542,948 vs. \$49,450,324 for same period last year. Net income for the 6 months was \$1,358,996 (92¢ a share) after \$1,476,730 Federal taxes as against \$2,736,431 (\$1.86) after \$4,012,000 taxes in first half of 1953.

Stromberg-Carlson earnings were \$1,177,759 (\$2.26 on 504,183 common shares outstanding) after taxes of \$1,276,000 on sales of \$31,928,861 in first 6 months, compared to \$1,071,271 (\$2.43 on 420,875 shares) after taxes of \$2,501,000 on sales of \$31,042,754 in first 6 months of 1953. Pres. Robert C. Tait predicted earnings and sales in last 6 months would exceed first half. He said production on 2 large defense contracts, delayed for months, is now starting.

Pacific Mercury TV Mfg. Corp., part owned by Sears Roebuck and a supplier of its Silvertone TVs, reports net income of \$196,014 after taxes for fiscal year ended March 31, compared to \$426,297 for preceding year. Sales were \$13,996,558 vs. \$15,756,288.

General Precision Equipment Co. reports sales of \$54,305,196 and net income of \$2,541,652 (\$3.37 a share on 700,352 shares) in 6 months ended June 30 vs. \$41,102,567 sales and \$1,469,067 profit (\$2.22 on 649,087 shares) in same 1953 period.

Magnavox will report record sales of \$62,500,000 for fiscal year ended June 30, compared to \$57,979,000 for 1953 fiscal year, said pres. Frank Freimann at this week's N. Y. showing of new products.

Stewart-Warner Corp. earnings were \$1,511,560 (\$1.13 per common share) after taxes of \$1,802,745 on sales of \$48,974,416 in 6 months ended June 30, compared to \$2,143,064 (\$1.60) after \$2,143,064 taxes on sales of \$67,338,941 in corresponding 1953 period. In semi-annual report, chairman James S. Knowlson and pres. Bennett Archambault said "while decreases in sales were experienced in most of our product lines, the principal sales decline was in military items for the government." Charles J. Calderini, member of law firm of Winston, Strawn, Black & Towner, Stewart-Warner gen. counsel, was elected to board, replacing Wm. A. Patterson, resigned.

Westinghouse profits and sales set new records in first half of 1954, earnings being \$45,359,000 (\$2.75 on 16,117,206 common shares) after taxes of \$54,300,000 on sales of \$811,709,000, compared to profit of \$35,660,000 (\$2.19 on 15,870,271 shares) after taxes of \$59,755,000 on sales of \$780,489,000 in first half of 1953. Second-quarter earnings were \$19,073,000 (\$1.15) after taxes of \$24,038,000 on sales of \$405,172,000, compared to \$18,802,000 (\$1.15) after taxes of \$30,484,000 on sales of \$398,263,000.

Dividends: Standard Coil Products, 25¢ payable Aug. 18 to stockholders of record Aug. 6; P. R. Mallory, 50¢ Sept. 10 to holders Aug. 13; Westinghouse, 50¢ Sept. 1 to holders Aug. 9; Stewart-Warner, 40¢ Sept. 4 to holders Aug. 13.

RKO and subsidiaries earned \$958,118 in 6 months ended June 30, more than double the \$368,553 earned in corresponding 1953 period. Second-quarter profit was \$418,666, after \$305,000 taxes, compared to \$92,240 net in second quarter year ago.

Philco increased board of directors to 21 members July 28 when annual stockholders meeting elected v.p.'s Raymond B. George, Frederick D. Ogilby, Samuel N. Regentrief and Raymond A. Rich.

Packard-Bell Co. reports net income of \$334,850 (49¢ a share) on sales of \$14,727,419 for 9 months ended June 30, compared with \$1,151,729 (\$1.67) on record sales of \$24,952,801 for same 1953 period.

Aircraft Radio Corp. earnings were \$316,000 (\$1.13 a common share) on sales of \$4,488,749 in 6 months ended June 30. Last year's figures are not available.

Sturtevant Hinman and Robert D. Michels elected v.p.'s of Television Shares Management Corp.

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RCA's 20th TV technical training program, for TV station technical personnel, begins Sept. 27 in Camden, N. J., with heavy emphasis on color. In addition to technical presentation, program includes studio, transmitter and antenna laboratory tours with optional tour of Medford (N. J.) antenna testing site.

To the 4 TV stations in Mexico City have been added 3 more CPs by Ministry of Communications. The grants are for Federal govt.-operated outlet on Ch. 11, educational station operated by Universidad Autonoma on Ch. 13, and commercial station (grantee undisclosed) on Ch. 7.

RCA extends warranty period on vidicon camera tubes from 250 to 500 hours, users being compensated on prorated basis for failures after 50 hours' service. Affected are types 6198 (industrial) and 6326 (film camera).

New "silencer" for TV commercials—and all speech, in fact: Vocatrol (\$49.50), made by Vocatrol Corp., Cambridge, Mass., installed on TV or radio, automatically suppresses all speech, permitting only music to be heard.

San Francisco Seals haven't suffered any loss in gate receipts as result of summer telecasts of its games over uhf KSAN-TV, says ball club's pres. Damon Miller.

Splendid legacy: Mother of war vet willed 33 TV sets for ward use in VA hospital at Lyons, N. J.

Network TV-Radio Billings

June 1954 and January-June 1954

(For May report see *Television Digest*, Vol. 10:26)
(For preceding years, see *TV Factbook No. 19*, p. 15)

JUNE NETWORK billings, as reported by Publishers Information Bureau, show CBS-TV widening its lead over NBC-TV while radio billings continue to slip. June billings for the 4 TV networks totaled \$24,507,123, down only slightly from May, with CBS-TV accounting for \$11,448,180 and NBC-TV \$9,969,779. June radio fell to \$10,738,445, lowest in 5½ years, CBS leading with \$4,173,407 (down from \$5,115,837 in May and \$5,227,026 in June 1953), NBC a poor second with \$2,618,614, ABC a close third with \$2,405,994, MBS \$1,540,430.

Upsurge of TV is indicated in Jan.-June total of \$149,948,469, which compares with \$104,972,432 for same 1953 period. Network radio total for first 6 months of this year is \$74,503,773, down from \$82,774,891 in 1953 period. The PIB figures:

NETWORK TELEVISION				
	June 1954	June 1953	Jan.-June 1954	Jan.-June 1953
CBS	\$11,448,180	\$ 7,399,078	\$65,916,429	\$44,236,751
NBC	9,969,779	7,324,315	62,273,076	45,369,088
ABC	2,310,244	1,607,320	15,200,029	9,876,272
DuMont	778,920	835,768	6,594,935	5,490,321
Total	\$24,507,123	\$17,166,481	\$149,984,469	\$104,972,432

NETWORK RADIO				
	June 1954	June 1953	Jan.-June 1954	Jan.-June 1953
CBS	\$ 4,173,407	\$ 5,227,026	\$29,707,034	\$31,292,509
NBC	2,618,614	3,979,471	18,570,178	24,732,789
ABC	2,405,994	2,113,725	15,170,597	15,355,841
MBS	1,540,430	1,926,865	11,055,964	11,393,752
Total	\$10,738,445	\$13,247,087	\$74,503,773	\$82,774,891

NETWORK TELEVISION—January-June 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	2,310,244	11,448,180	778,920	9,969,779	24,507,123
Tot.	\$15,200,029	\$65,916,429	\$6,594,935	\$62,273,076	\$149,984,469

NETWORK RADIO—January-June 1954					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174	\$1,896,925	\$ 3,391,873	\$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr.	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,647*	1,908,198*	2,780,725	12,112,599*
June	2,405,994	4,173,407	1,540,430	2,618,614	10,738,445
Tot.	\$15,170,597	\$29,707,034	\$11,055,964	\$18,570,178	\$74,503,773

* Revised as of July 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.

FCC decided to give Edward Lamb more detailed information about pro-Communist allegations it has received against him, as requested by Senate Commerce Committee—but denied his plea for names of witnesses who will testify against him, together with sources of the charges. It also denied his request for postponement of Sept. 15 hearing date, saying he will have the information by Aug. 15, giving him full month to prepare case. Commission directed its Broadcast Bureau to furnish Lamb "a resume of basic allegations [including] a specification of the alleged false statements of Edward Lamb and the other basic facts which are planned to be established."

WLOK-TV, Lima, O. (Ch. 73) has not been sold, despite story published in *Lima News* and picked up by AP, according to mgr. R. O. Runnerstrom, who said newspaper has always been bitter opponent since station was established in March, 1953 by L. A. Pixley, of Columbus. However, it's known to have been offered for sale due to illness of one of major principals.

WANT PROOF of the profitability of uhf—in some instances, at least? Here's what Louis G. Baltimore filed with FCC this week by way of a pro forma earnings statement in connection with application to assign his WERE-TV, Wilkes-Barre (Ch. 28) to new corporation to be known as WBRE-TV Inc.:

In 6 months through June, WBRE-TV enjoyed gross sales of \$318,453, of which \$243,007 came from local & national, \$75,445 from NBC. Expenses ran \$179,236, including \$59,706 for production, \$38,764 technical, \$34,327 direct, \$20,764 general & administrative, \$13,782 sales, \$10,737 program, \$1354 taxes. Net before depreciation was \$139,216, from which is deducted \$17,402 management fee, \$23,664 estimated depreciation, \$4014 interest, etc.—so that tentative net profit for the 6 months is placed at \$94,135.

For month of June alone, revenues totaled \$56,188 (\$44,917 from local & national sales, \$11,270 from NBC), expenses were \$37,845. After estimated depreciation of \$3971 and other charges, tentative net profit is given as \$11,428.

Mr. Baltimore and son David also operate highly successful radio WBRE (250 watts on 1340 kc, NBC) but its figures aren't given. Current assets of WBRE-TV Inc. are stated as \$99,677, net fixed assets \$263,908; current liabilities \$75,858, term liabilities \$124,256; capital stock, \$10,100; surplus, \$153,371. TV station went on air Jan. 1, 1953, so has had just over 1½ years of operation.

RCA's uhf booster field tests near Vicksburg, Miss. have been highly successful, says engineering products v.p. Theodore A. Smith, now preparing detailed report for presentation to FCC. Operating under experimental authorization (Vol. 10:17), RCA set up 1-kw booster "shadow" area 37 mi. from WJTV, Jackson, Miss. (Ch. 25), where it had previously been difficult to get picture from the uhf station. Smith said booster stepped up field intensities to Grade A quality and produced very little interference with signal of parent station. Development and tests of booster were supervised by RCA Labs' Dr. George H. Brown. If FCC gives approval to boosters as means of filling in holes in coverage, RCA hopes to add them to its line of broadcast equipment. It's understood WJTV was pleased with booster's performance, may petition FCC to keep experimental one where it is and authorize regular operation.

Negotiations for sale of KFSD-TV, San Diego (Ch. 10), along with its radio KFSD (5-kw on 600 kc, NBC), were in progress this week, with attorney Glen McDaniel in San Diego representing purchasing principals—unnamed N. Y. financial interests (not J. H. Whitney Co.). Price is \$2,800,000, proposed new owners buying out the two-thirds interest of veteran broadcaster Tom Sharp and the one-third owned by TBC Television (comprising some 40 local stockholders), and taking over an option on one-third of Mr. Sharp's holdings held by Charles E. Salik, who recently sold his local radio KCBQ in order to buy into the TV-radio setup (Vol. 10:25). The 3 groups had gotten together last fall to avoid competitive hearing, put TV on air Sept. 9.

"Round robin" microwave route encircling northeastern quarter of nation will be put in operation Aug. 1 by AT&T. System provides 4 video channels, 2 in each direction, along 2400-mi. circular pathway from New York to Chicago via Buffalo and back via St. Louis, Pittsburgh & Washington. Closed-loop arrangement makes it possible for any station on route to transmit or receive programs to or from any other station with minimum of switching. AT&T's interconnection schedule for this week: WLAC-TV, Nashville, Aug. 6; WNAM-TV, Neenah, Wis., Aug. 7.