

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

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Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY - INDEX OF THE WEEK'S NEWS — September 3, 1955

5 NEW STATIONS start, dozen more due in Sept. Wichita, Mobile, Thomasville, Ga. starters, Chicago & Detroit educationals, bring total to 447 (pp. 1 & 8).

PROGRAM TRENDS of new season include more one-shots & irregular programs, more multiple sponsorships, more movie tieups—and emphasis on color (p. 1).

BRITISH TV IMAGES superior for reason they engineer programs more intensively with more men; program plans for Sept. 22 commercial debut (pp. 2 & 7).

CHANGE IN ALLOCATIONS again urged by FCC Comrs. Hyde & Lee, in speeches this week—but they differ on how far they'd go with vhf drop-ins (p. 3).

FIERCE COMPETITION, stemming from station growth, sparks many complaints, protests and appeals before Commission and Court of Appeals (p. 5).

PRIME TV SALES MARKETS once again are big pre-freeze metropolitan centers, buying replacements & second sets. Another blow dealt fair trade (p. 10).

NARTB PLANS GRASS-ROOTS campaign among local bar groups to fortify TV's right to cover trials & hearings; ABA demonstration success (p. 5).

NATIONAL AWARENESS of TV at unprecedented peak, emphasized by major articles in U. S. News & World Report, Saturday Evening Post, Newsweek (p. 6).

SELZNICK TO RKO as executive producer, handling TV as well as theatrical projects; several bid for backlog. TPA-Screen Gems deny merger reports (p. 7).

SUBSCRIPTION TV no urgent matter at FCC as Sept. 9 deadline for comments nears; Collier's article notes proponents' plans for foreign countries (p. 14).

5 NEW STARTERS, OTHER SEPT. PROSPECTS: Five more new stations are on the air, including 2 educational -- and it looks like a dozen or so others may begin this month to make it the biggest of year for new starters. The 5 latest, which bring count of on-air stations to 447 (108 of them uhf): KARD-TV, Wichita, Kan. (Ch. 3); WKRG-TV, Mobile, Ala. (Ch. 5); WCTV, Thomasville, Ga. (Ch. 6); WTTW, Chicago (Ch. 11, educational); WTVS, Detroit (Ch. 56, educational). [For further details, see p. 8.]

Scheduled for Sept. debuts also, though there's always the possibility of unforeseen delays, are KBMB-TV, Bismarck, N.D. (Ch. 12); KDLO-TV, Florence, S.D. (Ch. 3); WHTN-TV, Huntington, W.Va. (Ch. 13); KTVO, Kirksville, Mo. (Ch. 3); WORA-TV, Mayaguez, Puerto Rico (Ch. 5); WDBJ-TV, Roanoke, Va. (Ch. 7); KCRA-TV, Sacramento, Cal. (Ch. 3); KTBS-TV, Shreveport, La. (Ch. 3); KMVI-TV, Wailuku, Hawaii (Ch. 12); WITN, Washington, N.C. (Ch. 7). Canada also has one Sept. candidate -- CKVR-TV, Barrie, Ont. (Ch. 3).

Most imminent of these are Sacramento and Shreveport outlets. Also previously reporting Sept. starts, but highly uncertain now: WCBI-TV, Columbus, Miss. (Ch. 4); WESH-TV, Daytona Beach, Fla. (Ch. 2); KRBB, El Dorado, Ark. (Ch. 10).

NEW SEASON—'GOLDEN ERA' OF TELECASTING: Fall-winter TV season that gets under way immediately after Labor Day looks like a whing-ding from viewers' standpoint -- and it also means good business for all the TV trades.

Besides the hardy perennials, world series and football, the networks have so much top-grade program material on their agendas, new and old, that it may well be that a golden age of home entertainment really is upon us, albeit the industry is a scant 10 years old. One thing is certain:

Network TV is unshackling itself from certain traditions and rigidities that were handed down from radio -- is creating its own entertainment art forms. And the brilliant lineup of stars lends force to CBS's recent statement that "there is no great pool of talent which TV does not reach." Some 35 brand new regular shows are scheduled on the 3 surviving networks this fall. These seem to be the basic trends:

(1) More one-shots and irregularly scheduled programs, less demand on top-rated performers for weekly stints. For example, Ed Murrow's See It Now will go on

for 60 or 90 minutes only 8 or 9 times this season, instead of weekly; Jack Benny will be seen but once monthly (forsaking radio entirely); Orson Welles will be an irregular, also on CBS-TV.

These are simply scattered examples. NBC-TV is canceling one regular commercial period a month for an hour-length public affairs show based on recent history; it also plans several irregular "telementaries," starting with "1776" Oct. 9, Sun. 4:30-5:30 p.m. They're examples of departure from "formula," adding force to recent closed-circuit remarks of CBS-TV program v.p. Hubbell Robinson Jr.:

"Formula is nothing. Execution is everything. You mark down in the book that any producing organization that goes to the same well too often is going to find it dried up." Every show on the air, he went on, will be there "because of its own creative merit and capability to entertain, to inform or to educate."

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(2) More multiple-sponsor shows. High cost of TV time, talent & production make trend to more participating and alternate-week sponsorships inevitable. Having achieved great success with Today, Home and Tonight, NBC-TV reports it's virtually sold out on its Sun. 7:30-9 p.m. Color Spread (at \$71,000 per 1-min. commercial). Single-sponsor shows will drop to about 60 from 80 last season.

Yet it all will add up to very Big Business. If any further proof of magnitude of the network effort is needed, fact that their first 6-mo. billings (PIB, Vol. 11:32) leaped to nearly \$200,000,000 from \$150,000,000 in same period last year can be cited. It's anticipated second half may go much higher -- maybe by as much as 50%, to make year's total a fantastic half billion dollars -- or more than all radio (with 4 networks and 3300-odd AM-FM stations) aggregated in any one of its 35 years.

(3) More movie tieups: Up-&-coming ABC-TV began this trend with its big hit Disneyland, will also have Disney's new Mickey Mouse Club, MGM Parade, Warner Bros. Presents. CBS-TV has the 20th Century-Fox Hour. NBC-TV hasn't joined in yet. All of these programs have other sponsors footing time and talent bills while Hollywood builds the shows and rides one of the sweetest publicity gravy trains of all time. Whether trend is for TV's betterment or for worse, time alone will tell.

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(4) Emphasis on color shows. Most of the NBC & CBS "spectaculars" will be in color -- not only to stimulate color set sales but to add promotional zing. NBC has three once-a-month 90-min. spectaculars on tap: Color Spread, Max Liebman Presents, Producers' Showcase. In color also will be once monthly Maurice Evans Hall of Fame, portions of bi-weekly Wide Wide World, and unprecedented daily live 3-4 p.m. series titled Matinee Theatre which will become dealers' prime showcase for color sets.

CBS is gradually revealing big scope of its "blockbusters" -- disclosing that Ford Jubilee Theatre will include Noel Coward's Blithe Spirit and Peace in Our Time, Coward starring in both; Bing Crosby in High Tor; stories like The Day Lincoln Was Shot, Maeterlinck's Blue Bird, The Big Banjo (story of American Rhythm). Its Shower of Stars will include Jack Benny in 5 shows and an original libretto to Nutcracker Suite written by Sam & Bella Spewack. Most of Omnibus will be in color, as will six 90-min. films produced by Orson Welles. A daytime color series is also planned.

AMERICANS FIND BRITISH TV IMAGE BETTER: Why are the British Broadcasting Corp.'s TV signals so apparently superior to most of ours? It can't be merely that there's lots of power behind them, the govt.-owned BBC monopoly being unworried about co-channel or adjacent channel interference. Certainly, fact that British TV is on a 405-line standard as against our 525-line should argue just the opposite. British receivers, craftsmen though the Britons are, can't be that much better.

When we undertook our personal inspection of British TV last autumn -- a visit that has since been followed by a veritable "invasion" of American telecasting executives, technicians, admen, even editors -- we remarked on the fine workmanship of British TV sets and on the vastly superior picture we consistently got on a 14-in. set in our hotel room in the Mayfair district of London (Vol. 10:45).

Nobody disputed those observations; in fact, many who followed confirmed them and the promotion-minded TV trade over there made a lot of to-do about them. There

were all manner of explanations -- but this week, from one of the top American TV research & engineering executives, connected with one of the great laboratories and unconnected with any of the U.S. networks, gave the answer that makes most sense:

"The BBC," said this technician, who has just returned from a periodic visit to England, "has 4 times as many engineers per program as we have at our networks and stations. They keep their equipment up to snuff more intensively than we do, and their personnel is top-grade. They have the manpower and time to keep their equipment in tip-top shape all the time. It's as simple as that." The British technicians, he said, are among the best in the world.

Commercial as well as technical success for British TV was foreseen by this observer. He was also of the opinion, expressed in our stories, that commercial TV will go over big despite political and clerical opposition. And for some reasons:

Britons dislike monopoly no less than we do. They're accustomed to film and slide commercials in their theatres on a scale and with blatancy far surpassing anything of the kind done here. They respond to radio commercials from the Continent, notably from popular Radio Luxembourg. And British industrialists and admen, among the smartest merchandisers in the world, know that commercial TV will be a powerful force for creating wants and moving goods.

How much the new TV system will profit by the American example, good and bad, how many programs and what kind they will import and copy from America, remains to be seen when it gets under way Sept. 22. (For report on commercial plans, see p. 7.)

COMRS. HYDE & LEE PUSH ALLOCATIONS CHANGE: Revisions of TV allocations being urged by FCC Comrs. Hyde & Lee (Vol. 11:35) were elaborated on by both in speeches this week -- Hyde at Washington Lions Club, Lee at W.Va. Broadcasters Assn. meeting in White Sulphur Springs, W.Va. As indicated last week, both favor changes in standards to permit drop-ins of more vhf stations -- but they differ greatly in degree.

Here's how Hyde put it: "I would suggest the judicious application of less rigid separation standards than those of the Sixth Report, more emphasis on market areas and the use of such engineering techniques as directional antennas where such would contribute to the objective of the overall re-examination. The ultimate purpose of course would be to encourage the larger and more effective use of available TV channels. The ultimate full development of TV in this country should not be hamstrung by having been limited to 12 channels in its pioneer stages."

Hyde frowns on "indiscriminate" drop-ins, however. He said: "The squeeze-in or shoe-horn technique, if experience in other fields is to be relied upon, can be expected to cause interference in outlying areas, the cumulative effect being to provide additional services in population centers at the expense of outlying areas where it is most needed. Any such move would, of course, inevitably undermine present incentive to development of ultra-high channels."

Amplifying on his speech later, Hyde told us: "Drop-ins all over the map, with no overall objective, would take us back to before the freeze. We need deintermixture both ways -- to preserve competition in uhf markets, add competition to vhf markets. You can't get a reasonable amount of deintermixture without some flexibility in allocations. We need more stations rather than reduced coverage."

Lee expounded on his thesis that best solution is to get more vhf channels from the military, but that partial answer is to fit more stations into present 12 channels -- through reduced powers & mileages and directional antennas. He doesn't feel that deintermixture is answer to uhf problems; he'd let uhf operators get vhf. Among portions of govt.-used spectrum Lee has in mind is 132-152 mc, and he feels that military equipment in this band could work just as well in uhf.

Interference which might be created by vhf drop-ins has been worrying FCC staff. One argument against them, they say, is that they'd bollux up the offset carrier situation, a major factor in reducing interference. On the other hand, some consulting engineers claim new offset carrier plan can be devised.

FCC staff is cautious about drop-ins, generally. One member states: "If the Commission concludes that uhf should be forgotten and that we should try to make the most of only 12 vhf channels, it's my belief that we should reexamine the whole

allocation plan, to make it most efficient. The technique of just dropping in low-power vhf stations here and there is only a minor help."

A former FCC staff member, influential in setting up present plan, says: "During the freeze, I told the Commission that the plan would serve only 2-3 years, enough to set the pattern, after which it could be dropped. Well, that's what it has done -- and it looks as if the time is ripe for a change."

Personal Notes: Sydney Rubin, ex-mgr. of NBC licensing div., appointed CBS-TV director of licensing, handling all subsidiary program rights to live & film shows . . . Frank Stanton, CBS pres., returns from short European trip immediately after Labor Day . . . William Grant, attorney, businessman & 5.5% owner of KOA-TV & KOA, Denver, as well as pres. of the licensee corporation in which actor Bob Hope owns 39%, has succeeded Don Searle as gen. mgr. . . . Sylvia Kessler, ex-chief of FCC Office of Opinions & Review, recently with Cohn & Marks, has opened own law offices in Tower Bldg., Washington (District 7-2805) . . . John S. Auld promoted to mgr. of technical operations for DuMont's Electronicam system . . . Charles Singer resigns as MBS chief engineer; John H. Burnett, producer-director of Harry Wismer's TV-radio *General Sports Time*, named sports director, replacing Paul Jonas, resigned . . . Ross Donaldson promoted to mgr. of NBC-TV writing services, buying and developing scripts . . . Barton L. Griffith, TV-radio instructor at U of Michigan, named director of distribution activities, Educational TV & Radio Center, Ann Arbor; Wm. A. Harper, ex-Wittenberg College publicity director, named director of information services . . . Frank Barron promoted to local sales mgr., John Garfield to national sales exec., WXEL-TV, Cleveland . . . Bill Adler, DuMont press & promotion director, promoted to program director . . . Wynn Nathan, MCA-TV sales v.p., announces appointment of these new v.p.'s: Tom McManus, eastern sales mgr., N. Y.; Ray Wild, southwest sales mgr., Dallas; Henry Long, western sales mgr., Beverly Hills, newly named to mideastern sales mgr. at Cleveland under v.p. D'Arv G. Barton and succeeded by v.p. Robert Greenberg . . . Herb Jaffe elevated to exec. v.p., Herman Rust to sales v.p., Official Films Inc. . . . Edward F. Ryan, from parent *Washington Post & Times Herald*, named director of news & public affairs, WTOP-TV & WTOP, Washington . . . Freeman Mann promoted to chief engineer, Dresser-Ideco Co. (towers) . . . Hugh O. Kerwin, ex-KTVI, St. Louis, named TV mgr. of Petry's St. Louis office, succeeding George Stevens, shifted to Chicago office . . . Josephine Maggio, ex-traffic mgr. CBS-TV Spot Sales, joins Petry as head of special services traffic div. . . . Jack Thompson promoted to asst. eastern sales mgr., Free & Peters . . . Albert B. Shephard, ex-Empire Coil Co., recently Forjoe-TV sales mgr., and Richard C. Landsman, ex-Harrington, Righter & Parsons, join Katz . . . Edward Cahn, ex-Avery-Knodel, onetime exec. v.p. of George H. Hartman Co., Chicago agency, heads new Pulse Inc. branch office at 6399 Wilshire Blvd., Los Angeles . . . Guy S. Warren Jr. promoted to exec. v.p., D. P. Brother & Co., Detroit, succeeding Clarence Hatch, now Kudner senior v.p. . . . Norman Heyne resigns as Ruthrauff & Ryan TV-radio production v.p. to become partner in new Wesley, Heyne & Cuca Adv. . . . Robert P. Mountain, Young & Rubicam v.p., takes over as director of TV-radio dept., replacing Dan Seymour, now J. Walter Thompson; Nat Wolff, as v.p. & director of program development, to concentrate on creating new program ideas; David Bradshaw continues as operations mgr. of TV-radio dept. . . . George Haight promoted to west coast TV-radio programming director, McCann-Erickson; Mary Harris promoted to mgr. of TV-radio production, N. Y. . . . Richard W. Bowman, TV copy supervisor, elected v.p., Norman, Craig & Kummel Inc.

Associated Press Radio & Television Assn., by mail ballot announced Sept. 2, added these 9 members to its board, whose next meeting is scheduled for Sept. 19: Albert Larsen Jr., WALL, Middletown, N. Y.; Ted Jaffe, WAAM, Baltimore; Jack Knell, WBTW & WBT, Charlotte; Duane Hatch, WSAV, Savannah; Lester Lindow, WFDF, Flint; John A. Engelbrecht, WIKY, Evansville; H. J. Chandler, KFLW, Klamath Falls, Ore.; James H. Connolly, KGO-TV & KGO, San Francisco; Pat Cullen, KHQ-TV & KHQ, Spokane. Seven holdovers, comprising original association, are Daniel W. Kops, WAVZ, New Haven; Tom Eaton, WTIC, Hartford; Joe H. Bryant, KCBD-TV & KCBD, Lubbock, Tex.; Matthew Bonebrake, KOCY, Oklahoma City; Jack Krueger, WTMJ-TV & WTMJ, Milwaukee; Jack Shelley, WHO-TV & WHO, Des Moines; Les Mawhinney, KHJ-TV & KHJ, Los Angeles (president pro tem).

Robert W. Sarnoff, NBC exec. v.p., named chairman of Advertising Federation of America's committee for National Advertising Week, Feb. 19-25, with Foote, Cone & Belding (Roger Pryor, TV-radio v.p.) serving as task force agency. Committee of 23 top-level admen from all media, as named by Ben R. Donaldson, Ford director of institutional advertising and chairman of AFA, includes from TV-radio: Ted Cott, DuMont; Robert E. Kintner, ABC; Kevin B. Sweeney, Radio Advertising Bureau; J. L. Van Volkenburg, CBS.

FCC Comr. E. M. Webster is in Gothenburg, Sweden, heading group of U. S. observers at Baltic & North Sea Radiotelephone Conference on maritime safety. Others in delegation to 3-week sessions: C. M. Jansky Jr., Jansky & Bailey; John Cross, State Dept.; Austin Bailey, AT&T; Capt. G. C. Graves, Coast Guard.

Paul A. O'Bryan, a senior partner of Dow, Lohnes & Albertson, elected chancellor of Delta Theta Phi law fraternity, highest ranking post, at Washington convention this week. Alfred C. Cordon Jr., with same firm, chosen associate justice of the fraternity's supreme court.

Oliver M. Presbrey, of the agency family, with his wife Martha Rountree, who used to be co-owner and moderator of *Meet the Press*, have applied for 5-kw daytime radio station on 1420 kc in Warrenton, Va., where they now make their home.

Charles F. Nelson promoted to AT&T long lines dept. asst. v.p. in charge of revenue requirements & regulatory matters.

Commercial Film Producers Assn. has been formed in Hollywood with Ray Patin, of Ray Patin Productions, 6650 Sunset Blvd., as pres.

Graphic Consultants, 40 E. 51st St., N. Y. has been formed by Phil Hirsch, ex-mgr., NBC graphics dept.

William G. Butts, 64, FCC examiner, died Aug. 28. Native of Dearborn, Mo., he joined Interstate Commerce Commission in 1929, moved to FCC in 1934, became an examiner in 1952. He had 11 radio and common carrier cases, no TV, pending in various stages of hearing at time of death.

E. Lansing Ray, editor & publisher, *St. Louis Globe-Democrat*, which he sold to Newhouse last March and which owns 23% of KWK-TV & KWK, died suddenly at Rye Beach, N. H., on his 71st birthday, Aug. 30.

TIGHTER COMPETITION, as number of stations increases, was much in evidence this week—in FCC actions and in complaints filed with Commission. They covered great variety of situations:

(1) Responding to complaints following recent decision lifting Zone I vhf stations' ceiling to 1250 ft. (Vol. 11:35), Commission postponed effective date of decision from Aug. 31 to Oct. 1.

(2) Commission turned down request that it issue cease-&-desist order to stop KTVX, Muskogee, Okla. (Ch. 8) from identifying itself as Tulsa station. Complaint was by KVOO-TV (Ch. 2) & KOTV (Ch. 6), Tulsa. Commission said that it "is not inclined to inject itself into commercial situations involving competing broadcast interests," but it noted that KTVX conceded failure to use Muskogee station identification and that it had exaggerated coverage claims in ads. This pattern of operation, Commission said, "has given it pause" in considering case. However, Commission concluded that it would put station on best behavior, "imposing a condition that its future operations will be further reviewed."

(3) WESH-TV, Daytona Beach, Fla. (Ch. 2) was advised, via McFarland Letter, that hearing appears necessary on its application to change site to spot 22 mi. from city toward Orlando and to increase power from 1.26 to 100 kw. Commission also received opposition from upcoming WHTN-TV, Huntington, W. Va. (Ch. 13) to application of WCHS-TV, Charleston (Ch. 8) to move closer to Huntington, increase height to 1218 ft.

(4) Broadcast Bureau recommended hearing on WWSW-WJAS grant of Ch. 11, Pittsburgh, unless stations remove "infirmities" of merger agreement "which run athwart Commission policy and may involve a violation of Section 310(b) of the Communications Act." Objections to grant were raised by WENS (Ch. 16).

(5) Miami-Ft. Lauderdale's WGBS-TV (Ch. 23) and WITV (Ch. 17) asked Court of Appeals to enjoin FCC from finalizing Miami Ch. 7 & 10 decisions before acting on their deintermixture petitions. WFDF, Flint and Butterfield Theatres filed briefs supporting their appeals against grant of WJRT, Flint (Ch. 12).

(6) WNHC-TV, New Haven, Conn. (Ch. 8) requested hearing on sale of WGTH, Hartford (Ch. 18) to CBS; WHUM-TV, Reading, Pa. (Ch. 61) sought hearing to explore sale of WLBR-TV, Lebanon (Ch. 15) to WFIL-TV, Philadelphia; WIRK-TV, W. Palm Beach, Fla. (Ch. 21) protested sale of WEAT-TV (Ch. 12) to General Tele-radio.

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Rule-making on several allocations was begun: (1) Shift of WKST-TV's Ch. 45 from New Castle, Pa. to Youngstown. (2) Move of Ch. 6 from Indianola to Clarksdale, Miss. (3) Shift of Ch. 13 from Calumet, Mich. to Marquette, replacing it with Ch. 5. (4) Move of Ch. 10 from Roswell to Artesia, N. M., requested by KSVP which plans 100-watt station.

Eugene P. O'Fallon, former owner of KFEL-TV, Denver (Ch. 2), filed opposition to shift of Ch. 3 from Pueblo to Alamosa, Colo., stating he plans to apply in Pueblo. Uhf grantee WOBS-TV, Jacksonville, Fla. (Ch. 30) amended its deintermixture proposal to request addition of Ch. 8 to Brunswick, Ga.

One CP was dropped, WBCK-TV, Battle Creek, Mich. (Ch. 58), and one was revoked—WSHA, Sharon, Pa. (Ch. 39). Latter was first TV revocation. Grantee Leonard J. Shafitz had been charged with misrepresenting finances, failed to show up for hearing or communicate with Commission.

NARTB PLANS grass-roots campaign among state bar associations as next step to convince legal groups that TV can unobtrusively cover public courtroom trials and legislative sessions. Its freedom of information committee is setting up arrangements for live coverage of state bar meetings, similar to handling of American Bar Assn. convention last week by the 3 Philadelphia stations, which Judge Justin Miller, ex-NARTB pres., now its consultant, called "highly successful."

Possible guidance for local coverage came from P. A. (Bud) Sugg, exec. v.p. & mgr. of Oklahoma City's WKY-TV. Reporting to NARTB pres. Harold Fellows on his station's demonstration of TV cameras at district judge's meeting July 14 at Grand Lake, Okla., Sugg stated some jurists feared TV stations would not cover trials in full, or would edit films to give biased version. They also felt news media only wanted to cover "sensational" trials.

"Our answer [to the first objection] was that neither the spectators nor the reporters were required to sit through the entire trial, nor is the newspaper required to print each word of testimony," wrote Sugg. As to the "sensational" aspect, he said news cameras at any trial "would provide the public a picture of a dignified judge, presiding over an orderly meeting, and not a mob of citizens crying for vengeance as might be portrayed by some Hollywood movies, or even the newspapers." He said a number of judges were so impressed they invited WKY-TV to cover their courts.

Freedom of information committee chairman Robert D. Swezey, WDSU-TV, New Orleans, said volume of favorable reports and comments about ABA meeting in Philadelphia "indicates the ability of TV and radio to cover public sessions without jeopardizing the dignity and decorum of such proceedings." He said Philadelphia example "illustrates the tremendous advances that have been made in the art of radio and TV news coverage."

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Distinct fear of censorship over TV and other mass communications media is reaction of newspaper editorial opinion to Kefauver subcommittee's report on juvenile delinquency (Vol. 11:35). Most agree that the cure (censorship) for excessive violence and crime on TV would be worse than the "disease." Objecting to any form of censorship, *Washington Post* endorses idea of presidential study commission, commenting: "We know far less than we need to know about a matter that cannot fail vitally to influence the whole shape of the American future." *Washington News* rejects all recommendations, calling each a kind of censorship which would create a "three-headed bureaucracy to impose, directly and indirectly, a censorship—not only on TV but on all 'mass media,' meaning radio, magazines, newspapers and whatever." *St. Louis Post-Dispatch* says proposals skirt censorship and, praising high quality of some children's TV shows, asks: "Are other good children's shows . . . too much of a strain on producers? Is the crime show just the result of laziness?" Meanwhile, NARTB code review board, under chairman G. Richard Shafto, WIS-TV, Columbia, S. C., meets in Washington Sept. 8-9, will review Senate report. Each NARTB regional conference will include workshop session on "The Challenge of the TV Code," conducted by Edward H. Bronson, director of TV code affairs.

A one-shot estimate of sets-in-use, county-by-county, may be released late this year, projected from information now available. Representatives of networks, NARTB, Advertising Research Foundation & Television Bureau of Advertising conferred in N. Y. Aug. 31, agreed such an estimate might be feasible and agreed on "exploratory investigation" for a few weeks. It would be based on data from Census Bureau, Nielsen, RETMA, other sources.

CONSCIOUSNESS of TV has reached all-time peak, as the medium enters its "golden age" with start of great fall programming schedules (see p. 1). Nowhere is this more evident than in the intense coverage being given TV in the general magazines.

Suffering as much as any medium from TV's assaults on its advertisers and readers, magazines seem to be engaged in a sort of "join 'em if you can't lick 'em" program by catering to public's fascination with TV.

Examples: 15-p. cover story "What TV Is Doing to America" in Sept. 2 *U. S. News & World Report*; major feature on KDUB-TV, Lubbock, Tex. in Sept. 3 *Saturday Evening Post*; cover-story analysis of "The \$64,000 Question" in Sept. 5 *News-week*; cover story on General Tire in Aug. 27 *Business Week*, prompted by subsidiary General Teleradio's recent \$25,000,000 purchase of RKO (Vol. 11:35).

We've read all of them and, a vital part of our job being to cull and digest for busy executives, who are our readers, here's a summary of what they say:

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"The greatest new force in American life" is what *U. S. News & World Report* calls TV, but it concludes that it will be at least a generation before anyone knows just what its sociological effect has been—good or bad. Trying to get at TV's impact statistically, magazine comes up with these findings:

(1) Viewing time is rising—average set being turned on 4 hours & 50 min. daily, up 4% from 1954. Viewing hits peak just after set purchase, falls off temporarily, then builds up toward new peak, height yet unknown.

(2) Before buying TV, average person spent 2 hours & 58 min. daily with radio, newspapers and magazines, one hour & 34 min. after buying.

(3) Women watch more than men do, both viewing more than do children. Those low in income, education or job status spend more time with TV than those at higher levels.

(4) Among families with no children, 54% own sets; those with one or 2 children, 79%; with 3 or more, 83%.

Opinions are sharply divided as to sociological impact. One group feels children are losing ability to read and play physically. Some think there's definite connec-

tion between TV and juvenile delinquency, or at least the "calculated risk" seen by Senate committee in report last week (Vol. 11:35). Many parents think most programs are "grossly inappropriate for children" while others say "exposure to a reasonable amount of TV does increase vocabulary, word recognition and general knowledge."

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Small-town TV is paying off for KDUB-TV, Lubbock, Tex. because of showmanship and an uncanny knack of catering to "off-beat" neighborhood needs and tastes, according to article in *Saturday Evening Post*, by Joe Alex Morris. Much credit is given to station's colorful pres. Wesley De Wilde (Dub) Rogers Jr., who started show business as a top-notch clarinet player. First post-freeze station in medium-sized market, starting in Nov. 1952, "Kay-Dub," as it's known locally, immediately began operating like a country newspaper—featuring everything from hill-billy bands to town symphony.

KDUB-TV's rival KCBD-TV is also successful, article reports, stressing a more formal approach (e.g., announcers wear ties), but management of both attribute prosperity to tremendous population growth and natural wealth of area. Coverage area has 400,000 people, per capita income of \$1818 (highest in U. S. for its size), 18,700 farms with annual income of \$316,718,000, world's third largest inland cotton market, 12,000 producing oil wells, etc.

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Excellent analysis of "The \$64,000 Question" in *News-week* examines impact on public, contestants, sponsor & competitors, lists 5 fabulous new quizzes now being offered sponsors, concludes:

"In the light of all this furious and munificent activity, the imaginary quizmaster might well ask his enormous and at least temporarily spellbound audience: 'How long will this current quiz craze last?'"

"Thinking back on the long history of short-lived national fads from mah-jongg, flag-pole sitting, miniature golf, and open galoshes to bank night, the mambo, and raccoon hats, the quizzee would probably greet him with a blank and puzzled look and hesitantly give the only possible answer: 'We don't know.'"

Note: Sept. 16 *Collier's* is out with article on subscription TV titled "Will You Pay for TV?" by Bill Davidson (see p. 14); *Saturday Evening Post* article on same subject, by Milton Lehman, due shortly.

Crusading isn't forte of NBC or its stations—but WRC-TV, Washington, has launched a public service campaign that has community and its newspapers buzzing. It's film series titled *Our Beautiful Potomac—Progress Report*, carried in prime time, showing how waste and filth are polluting one of the country's liveliest and most precious rivers and rendering it a menace to health to the shame of the nation's capital. "Putrid Potomac," the narrator and planner Stuart Finley boldly calls it, with visual proof. "We're going to stay with this until something is done about it," says v.p.-gen. mgr. Carleton Smith, who started the whole thing.

FCC turned down protest by Ted Granik and Wm. Cook, major stockholders in WJNO-TV, Palm Beach, against recent approval of \$40,000 sale of radio WMFJ, Daytona Beach, by W. Wright Esch to Harold Kaye & Emil J. Arnold (Vol. 11:25, 27). Granik and Cook seek to block sale in Florida courts on grounds that Esch broke contract to sell them station and CP for WESH-TV, Daytona Beach. FCC said it's up to courts to determine whether Esch violated any agreement and that Granik and Cook were not "parties in interest." WESH-TV has announced plans to get on air in Sept., though FCC is questioning proposed site move.

Control of KALB-TV, Alexandria, La. (Ch. 5) & KALB goes from W. H. Allen to T. B. Lanford, FCC approving deal whereby Lanford pays \$150,000 for Allen's 52% to bring holdings to 97.2% (Vol. 11:32). Lanford also owns 1/3 of KPLC-TV & KPLC, Lake Charles, La.; 13.8% of WJTV, Jackson, Miss.; has interest in 3 other southern radio stations. Also approved was transaction whereby Seaton Publishing Co. (Fred A. Seaton, asst. to President Eisenhower) transfers CP for KHAS-TV, Hastings, Neb. (Ch. 5) to new Nebraska Television Corp., with more than 100 new stockholders. Seaton retains control of new firm, with 56%; only other stockholders with more than 1% are Mission Quirk Grain Corp. and D. H. Mires, each 3.6%.

Denver's KBTB (Joe Herold, mgr.) distributing to timebuyers and friends total of 25,000 shares of Liberty Oil & Uranium Co., prospecting firm.

B. P. (Tim) Timothy, one of founders of Avery-Knodel rep firm, has purchased 75% of KMBY, Monterey, Cal. (250 w, 1240 kc) for \$50,000 from Fred Gwyn; Blackburn-Hamilton handled deal.

TV sets sold within 50-mi. radius of Chicago up to July 31 totaled 1,977,919, up 281,400 in year, reports Chicago Electric Assn.

Telecasting Notes: David O. Selznick becomes executive producer for RKO, his company committed to produce at least one feature a year as well as TV shows, under 3-year agreement made this week with General Teleradio's Tom O'Neil, board chairman of RKO which he recently bought for \$25,000,000 (Vol. 11:29-30). One of Selznick's first chores will be to come up with a TV show, presumably along lines of those of other major movie producers that are making network debuts this season (see p. 1) . . . RKO thus reestablishes itself in movie production, Selznick thus returns to company where he served as production chief, 1931-33. RKO also takes over redistribution of some Selznick productions (*Rebecca, Tom Sawyer, The Third Man, Spellbound, The Paradine Case*)—which presumably sets at rest rumors Selznick is about to release 11 of his features to ABC-TV, although there's no formal agreement on that score . . . Adaptation of TV filming principles to movies is part of RKO "master plan" being discussed by Selznick with RKO exec. v.p. Charles L. Glett, according to *New York Times'* Thomas L. Pryor, who states there's a gentlemen's agreement that Selznick "will assume direct overall operation of the company's theatrical and TV projects" . . . RKO backlog of some 650 films, meanwhile, is reported by *Billboard*, which specializes on TV films, as subject of "spirited bidding"—and it states that price is between \$10-\$14,000,000 plus profit participation plus another \$4,000,000 to clear rights and for selling expenses; MPTV and an unnamed theatrical distributor are said to be chief bidders, latter proposing theatre rereleases ahead of TV . . . "The RKO features," says *Billboard*, "were pitched at the networks but neither CBS-TV nor NBC-TV was interested. ABC-TV has shown some spark, but it doesn't need as many films as the package contained. Whoever gets the features, it is fairly certain that some of them will appear on the networks, certainly in daytime periods and perhaps nighttime" . . . Television Programs of America, which claims to be one of the Big 3 (with Ziv-TV & MCA-TV) of the TV film syndication business, isn't for sale and isn't being sold, according to pres. Milton I. Gordon. "Absolutely nothing to it," says Screen Gems pres. Ralph Cohn; that's their retort to published reports of a merger. Gordon admitted, however, that there have been several approaches by various companies with proposals to consolidate . . . TPA's Mr. Gordon this week announced what he said was "largest transaction of its kind in TV film distribution"—purchase from Chertock Productions Inc. of negatives of 104 episodes of *Private Secretary* starring Ann Sothern. They will be syndicated under new title *Susie*, new Chertock productions under old title continuing for American Tobacco Co. on CBS-TV. Price was stated as \$1,000,000 down plus percentage of gross receipts . . . Locally filmed programs may soon be as important to TV as taped programs in radio, in opinion of rep Joe Weed; he thinks syndicated series and feature-length films, important for national spots, can be enhanced with locally-produced inserts giving "hometown" salesmanship touch . . . Unusual program: WDSU-TV, New Orleans, on its weekly *Sunday Supplement*, telecasts ceremonies of young woman taking vows as nun of the Carmelite Order.

Kiesewetter, Baker, Hagedorn & Smith Inc. goes out of business at end of year, with H. M. Kiesewetter, who founded 25-year-old agency, retiring; S. S. Baker joining Donahue & Co.; H. B. Smith entering another business.

Ad volume of \$15 billion by 1965 is forecast by Foote, Cone & Belding exec. v.p. Elwood Whitney, projecting from *Printers' Ink* 1954 estimate of close to \$8.2 billion (Vol. 11:34).

COMPETITION—it's wonderful, evidenced already by fact that British Broadcasting Corp., longtime TV-radio monopoly, is increasing its service by 15 programs a week as of Sept. 22, debut date for commercial TV. With £1,000,000 (\$2,800,000) added to his budget, BBC program controller Cecil McGivern has announced expansions designed to retain its 12,000,000 audience against the commercial upstart which can claim only about 22% of TV homes (in London area) as yet equipped with dual-band sets capable of receiving the second signal.

BBC promises more sports (Oxford-Cambridge boat races, Wimbledon tennis matches, Ascot races, soccer championships); more light entertainment (including a giveaway show); more drama (in which it excels); more documentaries and children's shows, and even one show a week from the Continent via Eurovision. It has already, as a competitive measure, signed up with UP-Movietone News to compete with extensive news coverage projected by ITA.

When commercial TV begins in London at 7 p.m., Sept. 22, it will be hailed with banquet speeches by the Lord Mayor of London, Sir Seymour Howard; the Postmaster-General, Dr. Charles Hill; the director general of ITA, Sir Kenneth Clark—and there's some talk that Prime Minister Anthony Eden, whose Conservative Party put through ITA against Labor opposition, will participate.

First on "new TV" screens will be panorama of the "face of London"; then the Guildhall ceremonies until 7:45, interspersed with overture conducted by Sir John Barbirolli. Then, at 8 p.m., drama with John Clements, Kay Hammond, Alec Guinness, Pamela Brown, Edith Evans and Sir John Gielgud appearing in 10-min. excerpts from famous plays; 9:10, Terence Murphy-Lew Lazar middleweight championship bout from Shoreditch; 10, news; 10:15, interviews with famous stars, cabaret & fashion show from Mayfair Hotel; 10:50, trailer of shows to come; 11, sign-off.

Schedule for next day starts at 10:45 a.m. with opening installment of *Sixpenny Corner*, Britain's first daily TV serial; then morning magazine show for women. Children's *Tea-V-Time* is from 5-6 p.m. By agreement, both BBC & ITA shut down 6-7 p.m.—it's time for supper and for the youngsters to prepare for bed. From 7-8, there will be news, romantic singer Sheila Matthews, *Sports Club* and *Pets Parade*; 8, *Take Your Pick*, quiz show; 8:30, *Dragnet*; 9, *Confidentially*, family sketches; 9:30, 'Round the World with Orson Welles; 10, news & newsreels, followed by *Out of Town*, featuring Leslie Perrins as a townsman with an inquiring mind; 10:50, *And So to Bed*.

That gives you an idea. Number of U. S. shows is limited by fiat; *I Love Lucy* & *Dragnet* have been bought and there will be others. Quite a few American entertainers will appear on the live and British-produced film shows. Family shows, cookery, beauty hints, music, news will dominate the daytime. Commercials will be interspersed like our spots, but with the advertiser in no way identified with the program.

"We are not offering people something which they have to accept," said Associated-Rediffusion's program controller Roland Gillett, handling Mon.-thru-Fri. London programs, obviously referring to the lack of choice on BBC. "We are offering them the power to switch. We are offering them something which we hope they will like."

Entire first-night profits will go to charity, advertisers paying double card rates and artists performing free. Capt. T. M. Brownrigg, gen. mgr. of Associated, estimates that not less than £10,000 (\$28,000) will go to charity.

LAATEST STARTERS (see p. 1) include one opening up virtually new market—WCTV, Thomasville, Ga. (Ch. 6), located on Fla. border and 64 mi. distant from nearest other station, in Albany, Ga. Test patterns began Sept. 1, and on Sept. 15 it becomes CBS primary non-interconnected, taking some NBC shows, too. It has 35-kw GE transmitter, located halfway between Thomasville & Tallahassee, with 5-bay antenna on 669-ft. tower. Owner is John H. Phipps, who acquired CP from ex-Gov. E. D. Rivers, Jr. and who operates radio stations in Tallahassee & Marianna. Herschel Graves is gen. mgr.; Joe Hosford, program director; Wm. Snowden, chief engineer. Base rate is \$200. Rep is Meeker.

WKRQ-TV, Mobile, Ala. (Ch. 5) begins CBS programming Labor Day, having tested from Aug. 29; it's second vhf in city, has 35-kw GE transmitter with 4-bay antenna. Kenneth R. Giddens heads owners, holds 20%, with local Spring Hill College holding 6.66%. C. P. Persons is v.p.-gen. mgr.; Frank Conwell, asst. mgr.; Bob Johns, production mgr.; James Evans, chief engineer. Base hour is \$400. Rep is Avery-Knodel.

KARD-TV, Wichita, Kan. (Ch. 3) began programming Sept. 1 as an independent after 2 days of tests. It's 4th outlet in area—other being one uhf, 2 vhf. It has 25-kw RCA transmitter, 6-bay antenna on 1000-ft. Stainless tower. Principals are George M. Brown family, local merchants, with v.p.-gen. mgr. Wm. J. Moyer holding 6.8%. Dale W. McCoy Jr., ex-KFBI, is sales v.p.; Tom Maloney, program v.p.; Robert Marie, chief engineer. Base hour is \$350. Rep is Petry.

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Chicago's 5th vhf is WTTW, (Ch. 11), 17th non-commercial educational on air, and it begins regular operation Sept. 6 after short test period, with supt. of schools Benj. Willis addressing city's 14,000 teachers. On Sept. 19, it goes to twice-a-week 4-10 p.m. programming, with more extensive schedule planned later in year after studios-offices move into Chicago Museum of Science and Industry. It is using 5-kw GE transmitter in Field Bldg., with rooftop antenna 617 ft. above ground. It's backed by 60 civic organizations as members of Chicago Educational TV Assn., whose exec. director is John W. Taylor, ex-deputy gen. of UNESCO. Other top executives: James Robertson, ex-WTMJ-TV, Milwaukee, program director; Colby Lewis, ex-WGBH-TV, Boston educational, production mgr.; Duane Weise, ex-U. of Missouri's KOMU-TV, chief engineer.

WTVS, Detroit (Ch. 56, educational) is now testing and aims for Oct. 2 regular programming. It's 4th educational uhf, others being in E. Lansing, Mich., Cincinnati, Madison. It has 12-kw GE transmitter with 5-bay antenna on 500-ft. Stainless tower located at city's board of education headquarters. Studios are at U of Detroit and Wayne U as well as at headquarters. It's operated by Detroit Educational TV Foundation Inc., comprising 18 local organizations. Wm. E. Stirton is exec. secy.; C. Allen Harlan, pres.; Mrs. Frank Couzens, treas.

Next educational stations on air, according to Joint Committee on Educational TV's Ralph Steetle, will be in Denver, New Orleans, Oklahoma City, Atlanta, Columbus, Memphis, Monroe, La. & Andalusia, Ala. All should be on air by next June 30, he believes.

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

KBST-TV, Big Spring, Tex. (Ch. 4) now has Nov. 15 target, according to pres.-gen. mgr. Wm. J. Wallace. Con-

struction of studio-transmitter building has begun. GE 5-kw transmitter, 3-bay antenna and vidicon film chain, studio camera and other gear are to be shipped in 30 days. Owners include Robert W. Whipkey, publisher of *Big Spring Herald*, and Lewis O. Seibert, who owns San Angelo radio KGKL and 45% of KPLT, Paris, Tex. Joining CBS Extended Market Plan, it will have \$150 rate. Rep will be Pearson.

KOKE, El Paso, Tex. (Ch. 13), planned by Gordon McLendon as a specialized station, with emphasis on Spanish-language programs, has moved forward projected starting date to Dec. 15, plans Standard Electronics transmitter, has fixed no rates as yet. Meanwhile, McLendon, who operates radio KLIF, Dallas, is on tour of stations around country to study TV operations.

WJRT, Flint, Mich. (Ch. 12) may be delayed until sometime in 1956, reports v.p.-gen. mgr. Worth Kramer, who states economic injury protests filed with FCC by WKNX-TV, Saginaw, WTOM, Lansing and WWTW, Cadillac prevent WJRT from building at site near Chesaning, northwest of Flint, until final decision is issued. WJRT has leased former uhf WTAC-TV facilities, plans to use Emsco tower, already has RCA 50-kw transmitter and 12-bay antenna on hand. Signed with CBS, it has stated base rate will be "at least \$450." Rep will be Harrington, Righter & Parsons.

WNYC-TV, New York (Ch. 31), granted in May 1954, is still in "indefinite status", reports Seymour N. Siegel, mgr. of municipally-owned WNYC. Last week he asked City Planning Commission for 1956 budget of \$446,485, most of funds to be used for new uhf TV station. Among other public services, he cited televising of Police Dept. lineups as way of saving some 400 man-hours per week.

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CKRS-TV, Jonquiere, Que. (Ch. 12) has ordered 2-kw RCA transmitter for delivery first week in Oct., is already working on new transmitter house and 250-ft. wavestack antenna, has set Oct. 10 as target date for test patterns, Oct. 15 for programs, according to mgr. Tom Burham. It will cover headquarters of Saguenay River area. Rep will be Joseph A. Hardy & Co.

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W. Walter Tison is selling WALT, Tampa (1110 kc, 1-kw) for \$100,000 plus lease of building for \$400 monthly, according to application filed with FCC this week. Sale was made to fulfill commitment made during hearing preceding grant of Tampa's Ch. 13 to WTVT, of which Tison is v.p.-gen. mgr. & 20% owner. WALT's new owners are admen Harold Kay & Emil J. Arnold, who together own 50% of WORC, Worcester, Mass. and recently acquired radio WLOW, Portsmouth, Va. and WMFJ, Daytona Beach (Vol. 11:20, 27).

Equipment shipments: From GE—5-kw transmitter this week to KLEW-TV, Lewiston, Ida. (Ch. 3), due on air in Nov.; 35-kw amplifier to KRLD-TV, Dallas (Ch. 4); 12-bay batwing antenna to WSJS-TV, Winston-Salem (Ch. 12). From RCA—12½-kw amplifier Aug. 26 to WCOV-TV, Montgomery, Ala. (Ch. 20). GE also reports orders for 1-bay helical antenna to be shipped in Oct. to WIIC, Pittsburgh (Ch. 11), due in mid-Nov.; 12-kw transmitter for Nov. shipment to WTSK-TV, Knoxville, Tenn. (Ch. 26).

FCC denied request of KOTA-TV, Rapid City (Ch. 3) to intervene in hearing on competing applications of Bartlett & Reed Management and Blackhills Video Co. to build microwave to serve Rapid City community antenna system. At same time, it granted request of AT&T to join in hearing because it might help determine need for such microwaves. It denied KOTA-TV on grounds that microwave wouldn't compete with station.

Network Accounts: Pontiac, further demonstrating auto makers' affinity for network TV, on which they will spend estimated \$83,400,000 in coming season (Vol. 11:35), this week bought 2 and took option on 4 of Ed Murrow's 90-min. *See It Now* programs on CBS-TV, and bought entire series of hour-long "Project 20" telementaries on NBC-TV, thru MacManus, John & Adams. Both series will be spotted irregularly throughout prime evening time. First 2 Murrow shows, in late Oct. and mid-Nov., will cover job of U. S. Vice President and a profile of N. Y. The first 3 "telementaries" will be *Nightmare in Red*, depicting rise of communism; *Jazz Age*, covering 1920s; *Rise and Fall of a Dictator*, story of Hitler's life . . . Chevrolet to sponsor filmed drama series, *Crossroads*, based on true experiences of clergymen, on ABC-TV starting Oct. 7, Fri. 8:30-9 p.m., thru Campbell-Ewald . . . Lettuce Inc., Salinas, Cal. is latest (and 14th) sponsor of *Mickey Mouse Club* on ABC-TV starting Oct. 3, Mon.-thru-Fri. 5-6 p.m., thru John Cohan Adv., Salinas; it bought 15 min. segment for 26 weeks . . . Helene Curtis replaces Speidel Watch Bands as 20-min. sponsor of *Caesar's Hour* on NBC-TV starting Sept. 26, Mon. 8-9 p.m., thru Earle Ludgin Inc. . . Hazel Bishop to sponsor *Arthur Murray Party* on NBC-TV starting Oct. 2, Sun. 10:30-11 p.m., thru Raymond Spector, following cancellation of *Louella Parsons Show* in that time period by Brown & Williamson and Toni . . . Quaker Oats to sponsor *Sgt. Preston of the Yukon* on CBS-TV starting Sept. 29, Thu. 7:30-8 p.m., thru Wherry, Baker & Tilden . . . Necchi Sewing Machine Co. & Quality Goods Mfg. Co. to be co-sponsors of *Stop the Music* on ABC-TV this fall, Thu. 8:30-9 p.m., thru Grey Adv. . . State Farm Insurance Co. to sponsor *Red Barber's Corner* on NBC-TV starting Sept. 2, Fri. 11:30-11:45 p.m., thru Needham, Louis & Brorby . . . Lever Bros. (Liquid Lux & Rinso Blue) to sponsor Fri. 10:15-10:30 a.m. segment of *Garry Moore Show* starting Oct. 7, thru J. Walter Thompson; Scott Paper moves to Fri. 11:15-11:30 segment . . . Amana Refrigeration Co., one of 4 sponsors of NCAA football on ABC-TV last fall, buys half of Big 10 and Pacific Coast regional schedule on CBS-TV starting Sept. 24, thru Maury, Lee & Marshall, N. Y. . . Charles Antell (Lanolin hair preparation) to sponsor 3 segments of Ern Westmore's *Hollywood Backstage* on NBC-TV this fall, Mon.-thru-Fri. 10:30-11 a.m., thru T.A.A. Inc., Baltimore . . . GE's *20th Century-Fox Hour* will start Oct. 5, instead of Sept. 21, on CBS-TV Wed. 7-8 p.m., because of production delays.

Good idea for tiding over time lag before networks return to standard time schedules: WMAR-TV, Baltimore, will program different first-run *Sherlock Holmes* films 6 nights a week, 10-10:30 p.m., from Sept. 25, when Maryland returns to EST, to Oct. 29, when networks do so. After that, show will be moved to once-weekly after 11 p.m. V.p. E. K. (Jack) Jett explains that plan is designed to establish the film series strongly in Baltimore, while providing local sponsor with prime evening time and high-rated network adjacencies. Each episode will be sold to single or 3 partic. sponsors.

Walter Winchell has sued ABC for \$7,000,000 for alleged breach of "lifetime" contract, terminated last March 10. Network says it would fight suit to finish, claiming Winchell had negotiated to take his Sun. night program to another network and had asked to be released. Later, ABC stated, he asked to be reinstated but the network declined. Note: Winchell now scheduled to start on MBS Sept. 11, Sun. 6-6:15 p.m.

New network affiliation: WTTV, Indianapolis area outlet (Ch. 4) becomes fulltime ABC affiliate Sept. 15; it has been sharing NBC with WFBM-TV.

FARM TV SET count for Nebraska was released this week by Census Bureau as part of its Oct.-Nov. 1954 Census of Agriculture. Based on 20% sample, Nebraska was shown to have TVs on 33,661 of its 100,846 farms—or about 33%—with stations in Omaha, Kearney, Lincoln & Scottsbluff and with out-of-state viewing possible from stations in Iowa, Missouri, South Dakota & Wyoming.

NEBRASKA					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adams	1,271	319	Johnson	1,042	520
Antelope	1,758	309	Kearney	958	546
Arthur	107	1	Keith	594	9
Banner	254	77	Keya Paha	377	7
Blaine	178	2	Kimball	463	106
Boone	1,531	494	Knox	2,074	590
Box Butte	707	12	Lancaster	2,351	1,430
Boyd	703	32	Lincoln	1,596	88
Brown	518	2	Logan	211	12
Buffalo	2,000	677	Loup	224	4
Burt	1,321	941	Madison	1,731	663
Butler	1,685	883	McPherson	166	7
Cass	1,597	1,065	Merrick	1,130	303
Cedar	1,948	1,035	Morrill County	854	43
Chase	612	20	Nance	890	201
Cherry	812	20	Nemaha	1,178	673
Cheyenne	953	149	Nuckolls	1,172	149
Clay	1,079	272	Otoe	1,833	1,143
Colfax	1,313	635	Pawnee	1,024	318
Cuming	1,801	971	Perkins	685	8
Custer	2,625	214	Phelps	998	447
Dawes	676	10	Pierce	1,491	461
Dawson	1,759	578	Platte	1,892	662
Dakota	688	21	Polk	1,242	571
Deuel	411	33	Red Willow	828	130
Dixon	1,321	792	Richardson	1,562	714
Dodge	1,641	1,238	Rock	397	9
Douglas	1,432	1,204	Saline	1,644	525
Dundy	527	23	Sarpy	801	541
Fillmore	1,377	448	Saunders	2,203	1,359
Franklin	908	203	Scotts Bluff	1,741	163
Furnas	1,003	282	Seward	1,674	845
Frontier	873	113	Sheridan	1,018	19
Gage	2,274	862	Sherman	1,021	117
Garden	528	17	Sioux	525	29
Garfield	371	8	Stanton	1,150	561
Gosper	559	167	Thayer	1,369	297
Grant	70	0	Thomas	123	5
Greeley	800	87	Thurston	914	545
Hall	1,386	551	Valley	1,038	80
Hamilton	1,343	400	Washington	1,309	1,026
Harlan	764	308	Wayne	1,393	800
Hayes	436	8	Webster	1,013	178
Hitchcock	683	23	Wheeler	272	46
Holt	1,873	137	York	1,563	571
Hooker	78	0			
Howard	1,201	191			
Jefferson	1,357	306			
			State Total	100,846	33,661

Note: Previously published tabulations—NeV., N.H., Vt. (Vol. 11:28); Wyo. (Vol. 11:29); N. D. (Vol. 11:30); Ida., Utah (Vol. 11:31); Mont., S. D. (Vol. 11:32); Colo., Minn. (Vol. 11:33); Wis., Kan. (Vol. 11:34); Okla. (Vol. 11:35).

FCC approved sale of WTRY, Troy, N. Y. for \$500,000 this week to Providence broadcasters George Taylor & Robert Engle, 28% each; adman Maury Lowe, 22%; ex-mgr. Ken Cooper of WORC, Worcester, 22%. Sellers are Col. Harry C. Wilder and 19 others (Vol. 11:19) who retain 50% interest, with Stanley Warner Theatres, in now-silent WTRI, Troy (Ch. 35), whose CP is being transferred to National City Bank of Troy as trustee pending litigation with CBS over shift of affiliation to WROW-TV, Albany (Vol. 11:6, 9).

Rate increases: KABC-TV, Los Angeles, Sept. 15 raises base hour from \$1500 to \$1750, min. \$275 to \$400. WBEN-TV, Buffalo, has raised base hour from \$800 to \$950, min. \$140 to \$175; KVDO-TV, Corpus Christi, hour from \$150 to \$200, min. \$30 to \$40; CHCH-TV, Hamilton, Ont., from \$400 to \$450, & \$90 to \$100.

"Big-name" authors' works will be adapted for weekly *Pontiac's Playwright Hour* on NBC-TV starting Oct. 4. First will be Philip Wylie's "The Answer," followed by other adaptations from Faulkner, Hemingway, F. Scott Fitzgerald and others.

New reps: KEDD, Wichita, Kan. to Adam Young (from Petry); KTVW, Tacoma-Seattle to Hollingbery (from Adam Young); KTVQ, Oklahoma City to McGillvra.

BACK-TO-THE-BIG-CITY TRADE MOVEMENT: The trend to replacements and second sets -- plus the slower pace of new market openings -- is once again making primary sales markets out of big pre-freeze metropolitan centers, which were the biggest sources of initial sales in TV's earliest days.

Monthly RETMA county-by-county tabulation of shipments to dealers, not made available for publication, give statistical support to fact that the industry's best markets are again the highly-saturated metropolitan centers.

So does American Research Bureau's recent 31-market survey (Vol. 11:35) showing highest replacement purchases in such centers as Philadelphia (75.3%), Chicago (73.9%), Detroit (71.8%), Dayton (71%), New York (70%). National replacement rate is 44.4%. ARB defines "replacement rate" as "the percentage of sets sold in last 15 months to homes already having a TV set." Advertest Research found in June survey of N.Y. TV homes that more than 12% have more than one set -- much higher than the national ARB average of 4.3% for second-set ownership.

RETMA exec. v.p. James D. Secrest, addressing Franchised Appliance Dealers Assn. of Atlanta Aug. 31, said: "One out of every 5 TV receivers sold so far this year has gone to a second-set customer. As this trend is rising, the ratio is expected to be one out of 3 by the end of the year." A RETMA spokesman later said the bulk of second sets were sold in metropolitan centers.

"Older sets are wearing out faster than many of us realize," said one major manufacturer. "Inasmuch as the older sets are mainly in metropolitan areas, it's only natural that they're getting the most replacement business. In a few years the newer, smaller markets will get the big replacement business, and then it will shift back again to the big cities. You can expect those marketing waves for some time."

Scrappage figures compiled by Sylvania Research, published in TV Factbook No. 21 (p. 19), give further documentation. They show steadily rising discard rate in the 18 months ended June 30, totaling 600,000 sets scrapped in first half of 1955 -- and it seems sure that rate will continue to rise. Sylvania figures give no indication of where the scrappage was highest -- but spokesman said it was "entirely logical" to assume it was concentrated in pre-freeze metropolitan centers.

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Westinghouse's decision to abandon fair trade prices on electric housewares and other small appliances dealt a shattering setback to concept of fair trade. It left field almost entirely to GE and Sunbeam to police -- with whatever aid state courts give them, since Justice Dept. has ruled it's powerless to help enforce such laws (Vol. 11:14). How long they can continue the battle is anybody's guess.

Willard H. Sahloff, GE v.p. & gen. mgr. of small appliance div., commented: "We intend to continue our vigorous fair trade policy as far as is legally practicable in all states where the laws permit. This division has already invested a considerable amount of money in its fair trade program and has filed 1274 legal actions against alleged violators of our fair trade prices." He said the sales gains of his div. this year were attributable in great measure to "effectiveness" of fair trade.

Westinghouse's action was frank acknowledgement that fair trade laws weren't working, according to John J. Anderson, mgr. of portable appliances. He said: "It is our belief that the public will recognize the value of a quality product that is displayed attractively and priced fairly. Actually, we believe in fair trade, but under the present conditions it is not workable."

Electrical housewares affected: roaster ovens, frying pans, mixers, toasters and coffee makers, grill and waffle irons, hot plate rotisseries, heating pads. TV sets are not generally fair traded, except by a few smaller manufacturers.

Brief highlights of other major trade developments this week:

Philco Service: Philco plans to establish factory service branches in those cities where adequate service is not being provided by dealers -- but at the moment has no plans to create a national service subsidiary a la RCA. That's official word from company spokesman, though admitting "situation is very fluid and could change overnight." He said company's purpose in establishing service branches in Chicago, Philadelphia & Pittsburgh (Vol. 11:35) was to "supplement the efforts of independent servicemen." He wouldn't say where company would move next.

Selenium Shortage: A selenium recovery program for TV-radio industry has been launched by Commerce Dept.'s Business & Defense Services Administration. Shortage of selenium, needed for rectifiers and other TV-radio components, resulted mainly from recent copper mining strike (Vol. 11:33-34). Set makers and service firms have been urged to return to rectifier producers all used or defective rectifiers from which metal can be extracted and re-used. RETMA is cooperating in drive, sparkplugged by Harry Sharpe, director of BDSA miscellaneous metals & minerals div. TV-radio industry uses about 1,000,000 pounds of selenium a year, or half of U.S. supply. Meanwhile, Sarkes Tarzian disclosed he's giving 10¢ credit on each rectifier turned in.

Consumer Credit: Still going up -- but is it dangerously high? Shortly after Federal Reserve Board reported installment credit rose another \$562,000,000 during July, reaching all-time high of \$32.896 billion as of Aug. 1, Research Institute of America concluded that installment obligations are not out of line with consumer income. Said exec. director Leo Cherne, one of nation's top economists: "We find no significant increase in repossessions. There is less wild credit than generally believed. In our judgment, it is fringe stuff -- not enough to rock the boat. A.W. Zelomek, of International Statistical Bureau Inc., generally sides with Cherne. He points out that disposable income is rising rapidly -- and, as a result, consumers will be able to support a continually higher level of installment debt. Some experts in govt. disagree. This bloc sees an inflationary spiral resulting from the high installment buying, wants to establish tighter monetary controls. But National Foundation for Consumer Credit, declaring installment purchasing is in healthiest condition since World War II, reported credit delinquencies lowest in several years.

Texas Taxes: Set manufacturers and distributors are carefully studying, for its possible industry-wide implications, a new Texas tax law requiring any distributor who sells or gives away a set to a consumer to classify himself as a retailer, and to get a retailer's permit and pay sales tax. New law was advocated by dealer groups to prevent unfair competition and curb "back-door" selling. Some set makers have expressed belief privately that law goes too far and industry will suffer if other states adopt similar legislation. They say it's common practice for distributors to sell or give sets to friends or to customers for special occasions.

Production: TV output totaled 167,471 week ended Aug. 26, compared to 180,094 preceding week and 154,798 week ended Aug. 12. It was year's 34th week and brought TV production for year to date to about 4,890,000 vs. 3,875,000 in same 1954 period. Radio production totaled 239,401 (96,538 auto) week ended Aug. 26, down from 255,855 preceding week and 240,148 week before. For 34 weeks, radio output was estimated at 8,740,000 vs. 6,750,000 in corresponding period of 1954.

"The Vice-President Problem" titles sometimes-serious sometimes-amusing article by Perrin Stryker in Sept. *Fortune Magazine*. Conclusion is that production of v.p.'s has gone on at such a vigorous rate that the title is beginning to have a "tinny ring." Most profligate with the title are ad agencies, McCann-Erickson being most brass-laden—84 v.p.'s, with average of 27 employes each—compared with, for example, General Motors' 31 who average 18,602 employes. Among largest industrial companies, range is from U.S. Steel's 93 to DuPont's 10. In TV-radio field, article says CBS pres. Frank Stanton gives as one reason for 19 v.p.'s in TV & radio divisions the "contamination by advertising agencies, since one vice president has to take another vice president to lunch." CBS has 27 more in other divisions. NBC lists 25 all

told, ABC has 17. RCA has 32. There seems to be 6 categories of v.p.'s, largest of which embraces "those who have been knighted for the sake of customer relations." Banks are most notable example of category; Bank of America leads with 149 v.p.'s.

TV-radio retail business failures declined in first 7 months to 122, with liabilities of \$3,000,000, from 185 failures & \$5,717,000 liabilities in first 7 months of 1954, reports Dun & Bradstreet. In July, 20 failures representing \$546,000 in liabilities were reported, compared to 27 & \$769,000 in June and 39 & \$1,010,000 in July 1954.

RCA Service Co. to be host Sept. 7-8 to about 75 independent local service organizations from all regions, to bring them up to date on color developments and to tour Camden, Cherry Hill & Princeton facilities.

Topics & Trends of TV Trade: Record industry has been thrown into turmoil by Columbia Records' newly-formed record-of-the-month subscription club (Vol. 11:34), with dealers either heartily endorsing or violently opposing—few taking middle ground. Extremes impelled pres. James B. Conkling to issue statement explaining club's formation as (1) necessary to prevent raiding of Columbia's talent, and (2) best means of creating new customers.

In New York, for example, one prominent dealer reported signing up 300 subscribers, while another said he was canceling all Columbia orders because of his opposition. In Philadelphia, many dealers were reported enthused; but Raymond Rosen & Co., RCA distributor, sent letter to dealers warning that mail order business in records "eventually eliminates the retailer, and while you may not be interested, the wholesaler, too!" Washington dealers generally favored plan, judging from reports. Opposition was said to be strongest in Los Angeles.

Conkling said Columbia was on verge of losing to opposition record clubs such contract properties as N. Y. Philharmonic, Philadelphia and Cleveland symphonies & Andre Kostelanetz. He said such "raids" would have raised hob with company's classical catalogs and depreciated dealers' inventories. He said further that record clubs are far better way than lowering prices to create demand among those who buy no records. He observed:

"The entire program is man-made and as such was certain to have a number of flaws . . . However, we will make refinements in its operation as we go along, as we ourselves see some of its shortcomings and as our dealers point them out to us."

* * * *

GE offers new finance plan to enable service dealers to sell picture & receiving tubes and installations on credit and be reimbursed in full immediately by GE tube distributor. Under plan, announced by tube distributor sales mgr. J. T. Thompson, customer pays minimum of \$5 and is given 6 months to pay balance. It covers tubes themselves, all parts needed for installation, dealer's labor costs & complete TV overhaul. GE Credit Corp. assumes all bookkeeping problems from dealers. Said Thompson: "Our surveys show that a great deal of dealer capital is tied up all times in sets which are fully repaired but unclaimed because their owners are without the cash to pay for the service performed. The new GE plan will enable dealers to eliminate this problem, and use all their capital for the development of their business." Another advantage, he said, lies in new service business to be created by more liberal financing. "We know as many as 1,000,000 TV sets are inoperative because of money problems," he said. "Now this dormant business will come to life and new service dollars will be created."

Britain's TVs, dominantly 14-in. with some 17-in. among the newer models, may trend to 21-in. soon as result of agreement this week whereby Sylvania and Thorn Electrical Industries Inc. will set up new company, Sylvania-Thorn CR Tubes Ltd., with investment of about £1,000,000, to produce them at expected rate of 500,000 annually. Thorn is Britain's largest producer of electric lighting products; is parent of Ferguson Radio Corp. Ltd., said to be country's largest TV set producer; has long had tieup with Sylvania in connection with lighting items, last year joined with Sylvania in setting up color TV labs. New project may mean Sylvania's entry on bigger scale into export field, with British plant handling some of present export business of U. S. firm. Note: While in London, Sylvania pres. Don G. Mitchell disclosed that Sylvania last year manufactured 2,500,000 CR tubes, said it's aiming to exceed that total this year.

Trade Personals: John Stevens promoted to director of engineering & manufacturing, Hoffman Radio div. of Hoffman Electronics; Charles Nichols, ex-Packard-Bell, named director of engineering activities under Stevens, Robert Unger continuing as director of industrial relations; Marvin Whitney promoted to new post of administrative asst. at Los Angeles headquarters . . . Emanuel Sacks, RCA staff v.p., off for Europe on business on the *Queen Elizabeth* Aug. 31 after 3 weeks delay; he returns Oct. 2 . . . Nathaniel B. Nichols, mgr. of Raytheon research div., promoted to mgr. of commercial equipment engineering activities . . . Edward Kantrowitz, Emerson Radio adv. mgr., promoted to asst. to Lester Krugman, v.p. in charge of marketing . . . Lewis D. Spencer, Motorola legal director, elected to board of Tax Executives Institute Inc. . . . Benjamin C. Bowker, onetime gen. mgr. of radio WLIB, N. Y., heading own public relations firm in Toledo recently, named public relations mgr. of DuMont manufacturing divs., succeeding Jacob H. Ruiter, now adv. & promotion mgr. of technical products div. . . . George S. Peterson, ex-Chicago district mgr. of GE TV-radio dept., named western sales rep for TV cabinets, headquartering in Chicago . . . Orville Barnes, ex-Philco Detroit, named Bendix Radio's Great Lakes regional mgr., Detroit . . . Frank Loring resigns as DuMont midwest regional sales mgr. . . . Robert Barnard promoted to Arvin service mgr., succeeding Arthur J. Richards, now chief radio engineer of electronics div. . . . Ed Manzo, from Atlanta office, named eastern sales mgr., General Precision Labs, headquartering at Pleasantville, N. Y. . . . Richard Johnson promoted to mgr. of Syracuse sales office, International Resistance Co.

* * * *

DISTRIBUTOR NOTES: Admiral appoints Tarbell-Watters Co., 144 Chestnut St., Springfield, Mass. (L. H. Tarbell, pres.), replacing own Boston factory branch . . . Emerson West Coast opens factory branch at 234 NW 14th Ave., Portland, Ore. (Ralph Sachs, mgr.) . . . Olympic Radio organizes Cardinal Distributors, 7155 Manchester Ave., St. Louis, as factory branch (Maurice L. Krieger, mgr.) . . . Graybar Buffalo (Crosley-Bendix) appoints Dwight Slade mgr. of major appliances . . . American Elite Inc., exclusive U. S. agent for German Telefunken radios, appoints Aaron Lippman & Co., Newark . . . Almo Radio Co., Philadelphia parts distributor, appoints Moe Eisenberg, ex-mgr. of Emerson Radio of Pennsylvania, as asst. to pres. & sales director . . . Lyon & Healy, Chicago, one of nation's largest music retail chains, appoints Donald Broman mgr. of TV-radio-phonos, replacing Gerald Ward, resigned.

Hoffman factory branches on west coast will start distribution of ABC laundry line this month, but pres. H. L. Hoffman insists company does not plan to manufacture laundry equipment or merge with any white goods producer. In message in company publication, he said: "However, we do believe that it makes sense for our sales corporation to distribute a top quality laundry line."

RETMA's fall meetings at New York's Plaza Hotel Sept. 13-15 to consider: Federal Trade Commission's new trade practice rules for TV-radio merchandising (Vol. 11:27); pending excise tax legislation; plans for National TV-Radio Week starting Sept. 18; military specifications for electronic components. All divisions and committees meet first 2 days, board final day.

Bendix Radio was hit by strike Sept. 1 as 4-week walkout at parent Bendix Aviation in Cleveland spread to TV-radio plant in Towson, Md. Some 3000 members of International Assn. of Machinists (AFL) rejected company's proposal for 18¢ hourly pay hike, spread over 3 years.

Financial & Trade Notes: United Business Service, Boston, in tabulating 200 stocks with "above-average growth prospects" on Aug. 29, lists these 17 under category of Electronics & Radio-TV:

	Recent Price	1954 Earnings	Price-Earn'gs Ratio	Div. Rate	% Yield
Allied Control	†14	\$1.31	10.7	\$0.80	5.7
American Electronics	†13	0.57	22.8	0.50	3.8
Beckman Instruments	†22	0.85	25.9	Nil	Nil
Clark Controller	†18	2.09	8.6	1.00	5.6
Collins Radio A	†19	1.77	10.7	0.35	1.8
Columbia Broadcasting A	26	1.56	16.7	0.80	3.1
Consolidated Engineering	†22	0.95	23.2	0.40	1.8
Daystrom, Inc.	27	2.61	10.3	1.20	4.4
Electronics Corp. of America	†14	0.23	60.9	Nil	Nil
Hazeltine Corp.	†42	3.99	10.5	2.00	4.8
Hoffman Electronics	22	2.08	10.6	1.00	4.5
International Tel. & Tel.	28	2.80	10.0	1.20	4.3
Motorola, Inc.	49	3.91	12.5	1.50	3.1
Norden-Ketay	†12	1.01	11.9	Nil	Nil
Radio Corp.	49	2.66	18.4	1.35	2.8
Sylvania Electric	44	2.93	15.0	2.00	4.5
Zenith Radio	123	11.53	10.7	3.00	2.4

† American Stock Exchange. ‡ Over-the-Counter. All others N. Y. Stock Exchange.

RCA may shortly borrow additional finances to cover "expanding business in electronics in the military and civilian fields," according to statement by chairman David Sarnoff following board meeting Sept. 2. "The issuance of \$100,000,000 of subordinated convertible debentures in anticipation of these future needs was discussed," he said, "but final decision as to the amount or the manner in which these funds would be raised has not yet been made. The corporation is carrying on discussions with Lehman Bros. and Lazard Freres & Co. with respect to its financing program."

RCA's capitalization now consists of \$200,000,000 in long-term notes held by insurance companies, 900,824 shares of preferred stock (\$1.50 div.), 14,031,016 shares of common. Its 1954 gross was record \$940,950,220, net after taxes \$40,525,459 (\$2.66 per share) vs. \$853,054,003 & \$35,021,778 (\$2.27) in 1953 (Vol. 11:9); for first 6 months this year gross was \$488,510,000, net \$22,061,000 (\$1.46), up from \$444,369,000 & \$19,268,000 (\$1.26) in same 1953 period (Vol. 11:31). Net assets were \$234,865,104 at end of 1954, up from \$130,902,127 at end of 1950.

Philco borrowed \$15,000,000 from John Hancock Mutual Life Insurance Co. this week through sale of 25-year 3½% sinking fund notes, financial v.p. Courtney Pitt stating it was to finance "expanded volume . . . in the advanced electronic and appliance fields, particularly with the coming of color TV and the mass production of transistors." It also took option to borrow another \$10,000,000 on same terms within next 18 months.

Teleprompter Corp. gross revenues went up to \$420,435 during first half of 1955 vs. \$217,886 in same 1954 period and \$533,661 for all 1954. Net earnings were \$34,081 vs. \$11,889; for all 1954 they were \$49,421. Chairman-pres. Irving B. Kahn, in Aug. 30 report, forecast "continuation of this excellent trend," noted that goal of 21 new installations per month has been exceeded so far in 1955, gave details of proposed merger of Teleprompter National Sales Corp. into parent firm, depending on stockholder approval at Sept. 8 annual meeting.

Dividends: Bendix Aviation, 50¢ payable Sept. 30 to stockholders of record Sept. 10; Canadian Westinghouse, 50¢ Oct. 1 to holders Sept. 15; Canadian GE, \$1 Oct. 1 to holders Sept. 15; WJR The Goodwill Station, 10¢ Sept. 16 to holders Sept. 6; Columbia Pictures, 30¢ Oct. 31 to holders Sept. 30; Loew's Inc., 25¢ Sept. 30 to holders Sept. 9; RCA, 25¢ Oct. 24 to holders Sept. 16.

American Electronics Inc. earned \$144,161 (29¢ per share) on sales of \$3,074,878 for 6 months ended June 30 vs. \$138,325 (27¢) on \$2,073,002 in same 1954 period.

Color Trends & Briefs: Distributors' attitudes on color prospects aren't deviating much from policies expounded by their manufacturer-suppliers, we find in a spot-check survey—following up on our recent poll of manufacturers (Vol. 11:33-34). RCA's distributors are among most optimistic, e.g., Raymond Rosen & Co., Philadelphia (Vol. 11:35). But distributors of GE, Philco & Admiral, who responded to our query, range from cautious to downright resentful about color.

John P. Stewart Jr., mgr., Southwest Radio & Equipment Co., Oklahoma City (Philco), sees color as eventual "very big boost" but not this year. He feels that price and stability of sets must improve before mass market emerges. W. G. Medaris, pres., Medaris Co., Dallas (Philco), calls current color push "premature," says it can lead to confusion and loss of black-&-white sales.

K. V. Martin, radio-TV-appliances sales mgr., GE Supply Co., states: "We are a very small and newer market with very little of the 'Cadillac trade' that RCA plans to hit." A. A. Demarest, appliance div. sales mgr., Stratton-Baldwin Co., New Orleans (Admiral), also called current color promotion "premature." "We all realize and agree," he says, "that color is inevitable and it does add to the enjoyment of TV, but why muddy the waters now? I think color TV should be looked upon as something for the immediate future only after prices and service problems have been dealt with."

Color Balop "that works" is the new device reported last week by WTMJ-TV, Milwaukee (Vol. 11:35). Developed by staff under chief engineer Philip B. Laeser, new "Colorbal" permits direct colorcasts from "live" art work, bypassing process of making 2x2-in. color transparencies. Advantages of device, as listed by Laeser:

- (1) Permits use of larger art work, reducing possibilities of faulty reception as color screens become larger.
- (2) Eliminates cost of making transparencies, which run \$4-\$5 each.
- (3) Avoids loss of color fidelity through aging of transparencies.
- (4) Employs very stable equipment.

"Colorbal" uses flying-spot scanner and 3 photoelectric cells, picking up 7½x10-in. cards. In addition to art work, unit also handles small and relatively flat packages or products, and it can be used for black-&-white. One limitation is that ambient light in rooms must be quite low.

Network color schedules for next 2 weeks: NBC-TV—Sept. 5-9, *Home* segments, 11:45-noon; Sept. 6 & 8, *Vaughn Monroe Show*, 7:30-7:45 p.m.; Sept. 11, *Color Spread*, "The Skin of Our Teeth," starring Helen Hayes, Mary Martin, George Abbott & Florence Reed, 7:30-9:30 p.m.; Sept. 12-16, beginning of regular *Howdy Doody* colorcasts, 5:30-6 p.m.; Sept. 17, NCAA football game, Miami vs. Georgia Tech, 3:30-6 p.m.; Sept. 19, *Producer's Showcase*, "Our Town," starring Frank Sinatra, Eva Marie Saint & Paul Newman, 8-9:30 p.m.

Market for some 250,000 color sets in New York area, at \$750, is implied in survey reported by Advertest Research. June poll of 751 owners of black-&-white sets shows: (1) "Less than 7%" willing to buy color now. (2) More than 20% have seen color. (3) About 70% know color sets are on the market. (4) "Most" feel it will be 4-5 years before they own color set. Applying the "less than 7%" figure to 4,000,000-plus TV homes in area gives market potential of approximately 250,000.

GE reports order from WJIM-TV, Lansing, Mich. (Ch. 6) for continuous motion color projector with dual projectors and dual slide equipment.

Newly leased Ziegfeld Theatre will be used by NBC-TV to originate N. Y. color programs in about year.

WITH DEADLINE for pay-as-you-look comments up next week, Sept. 9, FCC has little sense of urgency in disposing of the matter—being much more concerned with uhf-vhf-allocation problems (see p. 3). Formerly quite eager for quick action on pay-TV, Comr. Lee is now much more active in pursuit of solution to allocations matters. Only other commissioner who seemed anxious for speed was Comr. Henneck, no longer in office. At staff level, too, most would like to see allocations problems made first order of business.

Major parties to subscription-TV fight, meanwhile, are prepared to unload on FCC their summer's work of seeking loopholes in opponents' arguments. However, there won't be quite the deluge of paper that snowed FCC under when first comments were filed last June 9 (Vol. 11:24). Attorneys for parties generally indicate that their briefs will be considerably slimmer—though several will run 50-100 pages.

There have been few formal filings with Commission since June 9. One was request of off-air WFMZ-TV, Allentown, Pa. (Ch. 67) for permission to be "guinea pig" (Vol. 11:31). This week, theatre exhibitors' Joint Committee on Toll TV asked FCC not to grant request, stating that a grant would be "a premature determination of the matters at issue . . . and would moot some of the issues raised by the Commission."

Sept. 16 *Collier's Magazine* is out with article on toll TV by Bill Davidson, nicely timed with FCC deadline. After quoting principals' arguments, author says he noted lack of opinion from viewers who participated in tests conducted several years ago by Zenith in Chicago and Telemeter (Paramount Pictures) in Palm Springs, Cal.

He said he interviewed dozens, "found that out of 103 people from all walks of life, only 2 would not welcome toll TV on a permanent basis." He says that Earle Strebe, an exhibitor who cooperated in Palm Springs test, claims more than 50 other exhibitors have asked him how they can get in on the ground floor of pay TV. Davidson also reports Zenith hopes to get started within a year in Great Britain, Australia & New Zealand; that Skiatron has similar plans for Cuba; that Telemeter aims to start soon in Canada—in addition to starting wired systems in 2 U. S. cities.

Signs of the TV times: ABC-TV reports \$69,737,937 time sales (71 sponsors) on books for this year, which would compare with \$34,713,098 in 1954 (PIB figures; *TV Factbook No. 21*, p. 32). Of 1955 total, \$44,835,995 (52 sponsors) represents new business . . . It's news worth releasing, thinks So. Calif. Broadcasters Assn., when radio set sales exceed TVs; Electric League figures for 7 counties showed 59,673 radios (31,700 auto units) sold during July vs. 23,655 TVs . . . Radio Advertising Bureau, in new study by Fact Finders Associates Inc., shows 83% of all 1955 cars (totaling 7,000,000) are leaving dealers radio-equipped; that 5,800,000 new ones will go into service this year; that as of July 1 there were 31,000,000 autos with radios; that auto radio market alone comprises 27.5% of nation's total working radios . . . NBC's 5 owned-&-managed TV stations increased local sales 13% in July over year ago—with KRCA, Los Angeles, up 62% for that month alone and 22% for 7 months; 5 radio stations were up 27%, WMAQ, Chicago, leading with jump of 59%.

Power increases: WNCT, Greenville, N. C. (Ch. 9) went from 93-kw to 316-kw visual ERP; WMTV, Madison, Wis. (Ch. 33) from 17.1-kw to 209-kw visual ERP.

Aid to northeastern flood victims continued from all levels of trade this week, as consumers and dealers began enormous task of rehabilitation amid multi-million dollar disaster. Following Philco's emergency repair-replacement program for appliances (Vol. 11:35), Westinghouse instituted plan whereby major appliances would be returned to operating condition at nominal cost to consumer. Many dealers offered to suspend temporarily time payments on purchases of TV-radio-appliances; others provided delayed down-payment terms and special discounts. A Trenton dealer offered all merchandise to disaster victims at cost, with no down payment and up to 3 years to pay. One Philadelphia discount house offered free service for all flood-damaged merchandise bought at store. Meanwhile, TV-radio stations continued to win praise of public officials for their fund-raising programs. Red Cross chairman E. Roland Harriman said: "The entire broadcasting industry—both network and local—has rallied magnificently in support of the Red Cross campaign for flood relief."

DuMont applied to FCC this week for authority to transfer WABD & WTTG to projected new subsidiary, DuMont Broadcasting Co. (Vol. 11:33), stating as reason that "local TV broadcasting has constituted a business that is a separate and distinct part of this corporation's activities." Pro forma statement indicates 1,000,000 shares will be issued at \$1 par for 1-for-2½ distribution to present stockholders, does not state how many more will be marketed for new capital. Narrative statement accompanying application says DuMont "has been obliged to terminate and liquidate its TV broadcast network operations because they could not be operated profitably under the existing system of allocations and control of TV broadcast stations and affiliations." Besides the 2 stations, DuMont Tele-Centre at 205 E. 67th St., N. Y. will be taken over by subsidiary which is incorporating with present DuMont officers and directors.

Six new station applications, most in months, were filed with FCC this week. They include 3 by Video Independent Theatres Inc., Oklahoma City (Henry S. Griffing, pres., 50%), for Hot Springs, Ark., Ch. 9; Clovis, N. M., Ch. 12; Santa Fe, N. M., Ch. 2. Firm operates 140 theatres in 48 Okla. & Tex. towns, also owns 12½% of KWTU, Oklahoma City. Others filed: Minot, N. D., Ch. 10, by owners of KFVR-TV, Bismarck; Youngstown, O., Ch. 73, by WFAR, Farrell, Pa.; Arecibo, Puerto Rico, Ch. 13, by WCMN.

U. S. Office of Education, Dept. of Health, Education & Welfare, has released its biennial *Directory of College Courses in Radio & Television 1954-55*, prepared again by Gertrude G. Broderick. Out of 1851 institutions surveyed, 857 responded, 334 reporting at least a radio and/or TV workshop and 2 courses, 81 reporting radio and/or TV majors leading to undergraduate and graduate degrees. Copies of the directory are available on request from Washington headquarters.

Opposition to studio boxing matches of WEWS, Cleveland by International Boxing Managers Guild is being explored for anti-trust angles by Justice Dept., which will place case before grand jury next week. Guild has been picketing station and reportedly warning studio boxers they'll be denied positions on other fight cards. Station has been staging Sat. 10-11 p.m. fights, sponsored by Pilsener Brewing Co., before audiences of 100 guests of sponsor.

TV film makers paid \$1,014,600 in royalties into Music Performance Trust Fund during 1954, while 852 recording companies contributed \$2,303,000, according to annual report just released. Since fund was established by American Federation of Musicians in 1948, it has allocated \$11,600,000 for local concerts designed to provide employment to members, \$9,000,000 from recordings.

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with **ELECTRONICS REPORTS**

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SUMMARY - INDEX OF THE WEEK'S NEWS — September 10, 1955

PAY-TV BATTLE narrows to 9 major participants in comments filed with FCC; arguments remain unchanged, but barbs get sharper (p. 1).

ALLOCATIONS CHANGES to be discussed by FCC soon, Bartley urging 8 more vhf channels be sought, Doerfer doubting value of deintermixture (p. 3).

INDUSTRIAL TV BOOM anticipated by industry, seen as \$10-\$20,000,000 business in next 5-10 years; 2 dozen manufacturers planning to supply equipment (p. 3).

CBS RECOMMENDED FOR GRANT in St. Louis Ch. 11 case over 3 locally owned applicants in initial decision praising experience, programs, management (p. 5).

"MIX" OF TV PRODUCTION changed upward by some set makers as alternative to direct price hikes. Motorola and DuMont increase list prices (p. 10).

PULITZER PRIZE FOR TV writing proposed by producer Worthington Miner to help keep medium vigorous and free, resist pressures to ape "movie standards" (p. 6).

NEW STATIONS BEGIN in Shreveport, La. and Sacramento, Cal., as Worcester, Mass. uhf suspends after 21 months; reports on upcoming stations (p. 8).

CODE REVIEW BOARD hits back at Kefauver recommendations for outside control of programs, saying they smack of unnecessary regulation (p. 16).

SUBSCRIPTION-TV ADVERSARIES SHARPEN AIM: Another step in the long toll-TV battle, which is still probably years from an end, was reached this week when major participants in FCC's proceedings filed "reply comments" aimed at tearing apart each other's arguments first broached formally in briefs filed June 9 (Vol. 11:24).

Struggle has simmered down to a matter of attrition among those parties whose pocketbooks are most directly affected. Compared with 30-odd who filed June 9, there were only 9 this week -- but they're the big ones. The dropouts apparently feel that major contestants are doing good job of stating their cases for them -- or they've simply lost interest in the whole business.

Still slugging it out is hard core of contestants who will probably stick it out to the end: Proponents -- Skiatron, Paramount's Telemeter, Zenith. Opponents -- ABC, CBS, NARTB, exhibitors' Joint Committee on Toll TV. In a class by itself is Jerrold Electronics Corp., vigorous opponent of scrambled telecasting, but an ardent proponent of pay-as-you-look via wired systems. Single station filing was KGUL-TV, Galveston, Tex., also an opponent. Notably absent is NBC -- though it did file vigorous opposition June 9, in statement by chairman David Sarnoff.

Basic arguments made by all are substantially same ones they advanced in original June 9 comments -- but with aim sharpened. Particularly noticeable is the fact that pay-TV proponents are concentrating fire on networks, charging monopoly, playing up FCC's and Congress' concern with plight of marginal stations.

Next move is up to FCC, which doesn't seem to find the matter very urgent (Vol. 11:36). Staff will now collate material, await decision on whether case will require oral hearings, demonstrations, etc. And there's distinct possibility that Congress, which finds issue a wonderful political football (Vol. 11:26), will take over. This would prevent FCC from making any really final decision. Following is essence of briefs filed this week:

* * * *

ABC (30 pages) -- (1) Pay TV would take most current program fare away from those least able to pay for it. (2) Congress should decide. "It is clear that the question of the authorization of subscription TV involves a major policy decision about a highly controversial matter and must in the long run be determined by political processes. The orderly procedure to accomplish this end is for the Commission to seek the guidance of Congress." (3) A special board should conduct "full inquiry," transmit findings to Congress.

CBS (61 pp.) -- (1) Toll TV, "if successful, would spell destruction of the best values of free TV" by blacking out free channels, dividing audience, siphoning off best talent. (2) Program promises of toll TV proponents are "vague and meaningless," while "limitations and safeguards" offered are illusory and futile. (3) FCC should hold full hearing. (4) "All that [a test of subscription TV] would prove is that if someone got the right to charge admission to what had been a public picnic ground, enough hungry people might need a place to eat badly enough to make the enterprise of charging admission a highly profitable one. This would be true even though fewer people could use the picnic ground and even though the people excluded might be those who needed it most." (5) FCC should dismiss whole business -- now.

JERROLD (40 pp.) -- (1) Scrambled telecasting is economically and technically unsound; coded signals can be "bootlegged with ridiculous ease." (2) Wired systems are secure, can be installed more cheaply than decoders can be distributed. (3) The 3 proponents are challenged to FCC-supervised demonstration of the vulnerability of their systems to code-breaking, using facilities of WCAU-TV, Philadelphia. (4) Announced plans to start commercial tests of wired pay system over community antenna systems, starting in March-April, in Casper, Wyo.; Tyler, Tex.; Muscle Shoals, Ala.; Key West, Fla. -- with cooperation of movie exhibitors and unidentified producers.

JOINT COMMITTEE ON TOLL TV (86 pp.) -- (1) Authorization of pay-as-you-look TV "inevitably would lead to substitution of fee for free TV." (2) FCC doesn't have legal authority to approve toll TV without further legislation by Congress. (3) In any event, full FCC hearings are required. (4) Toll TV offers little in programming not offered by free TV. (5) Pay-TV systems are technically deficient.

KGUL-TV, Galveston (11 pp.) -- (1) Subscription TV has characteristics of a public utility, would require FCC rate regulation. (2) FCC proceedings should be halted, matter turned over to Congress. (3) Public would end up paying for what it now gets free. (4) Systems may not be able to handle color.

NARTB (16 pp.) -- (1) FCC should stop now, turn proceedings over to Congress. (2) Pay TV would doom free TV. "This Assn. has no hesitancy in asserting [that] the economic power inherent in a subscription TV system will, in short order, afford a monopolization of every area of worthwhile talent." Telecasters would be forced to join pay-TV ranks. (3) Industry is "not in dire straits," needs no help from pay TV.

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SKIATRON (29 pp.) -- (1) Networks confuse self-interest with public interest. "It is only natural that these networks, now in secure possession of enormous captive audiences utilizable by them for their advertising sponsors, should see any competition for audience time as a threat to themselves and seek to translate that threat into a threat to the public whom they claim to represent." (2) There's relatively little opposition to subscription TV from individual station operators.

TELEMETER (18 pp.) -- (1) Everyone stands to gain from pay TV -- public, advertisers, stations. (2) Toll TV revenues will support several hundred more stations. (3) Industry is "dominated by NBC & CBS" and toll TV offers "a new competitive force from which the public will benefit."

ZENITH (53 pp.) -- (1) "Is the Commission obligated to deny, or can it justify denial of, an opportunity for subscription TV to gain public acceptance on the speculative grounds that it may have an adverse economic effect upon the networks and motion picture theatres?" (2) Telecasters are in "urgent need" of more revenues, which pay TV can supply. (3) Toll TV offers new competitive source of programs, to dilute "power and control of NBC & CBS over the industry...It is shocking that this great medium -- and the power to mold public opinion and to dictate what the public can or cannot see -- should rest in the hands of 2 or 3 network officials in New York City." (4) Free TV won't suffer, because subscription TV can succeed "only if it offers unique and high quality programs which are beyond the economic reach of producers of advertising sponsored programs." (5) "In the final analysis, all subscription TV asks is that the public itself be permitted to use the air it owns for the purpose of carrying programs it desires but which are not now available."

(Full texts of comments are available from principals or their attorneys, whose addresses are included in Special Digest of June 9 comments in Vol. 11:24).

FCC MEMBERS PONDER UHF & ALLOCATIONS: Willingness to explore allocations changes is evident among all FCC commissioners. Like Comrs. Hyde & Lee, who have already indicated direction they believe Commission should go (Vol. 11:35-36), others are urging quick consideration of all proposals, but they differ in emphasis.

Comr. Bartley was probably first to claim that more vhf channels, in addition to present 12, are the long-range answer. He states that 8 channels more would turn the trick. "They won't make a fully competitive system," he says, "but they'll at least give the local advertiser some sort of break." Possibility of obtaining such channels from other services, notably military, is not remote, he believes. "If Congress were made as aware of the problem as we are," he states, "I believe we'd get the channels." Bartley is somewhat leery of getting more vhf assignments from present 12 channels by cutting mileages, powers, etc. "We'd better be careful not to mess up what we have," he warns. "Besides, you can't get much relief that way, not where you need it most -- in Zone I."

Comr. Doerfer is ready to plunge into full-scale discussions of matter, but he also cautions: "This time, let's be careful. Let's not make a decision that will find us meeting ourselves coming back in a year or 2. The Commission can't be blamed for its allocation plan. It didn't have much information to go on then. We've got a little something now -- but we'd better have a good idea where we're going."

Acquisition of more vhf from the military isn't quite as enticing to Doerfer as to some other commissioners. "You still have a conversion problem," he says. "It's not as great as with uhf but there's a natural inertia of public to convert."

Deintermixture is still no panacea, as far as Doerfer's concerned. "Making a little dent with a few markets is no substantial solution," he says. "I don't think you need to move every one to uhf to do some good, but you've got to do more than create a few little uhf islands."

Commission won't begin discussions of problem for several weeks, has given staff no instructions on how it intends to proceed. However, staff has been busy working up material, ready to move in any direction dictated by Commission.

INDUSTRIAL TV—IS THE GIANT AWAKENING? Closed-circuit industrial TV is still pretty small potatoes in the electronics field -- but the manufacturers of ITV equipment foresee a boom market beginning this year or next and mushrooming for 10 years.

ITV field is now 10 years old, and there are only some 800-1500 installations now in use -- mostly relatively simple single-camera setups, though there are some elaborate systems using color and even 3-D. Total cost of equipment now in use is estimated at somewhere between \$4-\$8,000,000, including accessories.

This is small when you consider the virtually infinite number of uses in every field of industry, commerce, government, education and even agriculture; when you consider ITV's low cost and reliability; when you consider the number of important companies anxious to manufacture and sell the equipment.

Industry-wide prediction that the boom is near at hand is based on proven experience with the cheap and sturdy vidicon camera tube, and on the fact that nearly every current ITV installation is saving money, increasing efficiency or eliminating danger for its owner. Equipment manufacturers believe industrial TV could become a \$10-\$20,000,000 business within 5-10 years. But today it's still a sleeping giant.

Biggest user is the utility industry, with railroads, banks and steel industry believed to be runners-up.

Some 2 dozen companies are now manufacturing ITV equipment or plan to do so (they're listed on p. 313 of the Fall-Winter TV Factbook). But most of the business to date has been done by a handful of firms: Diamond Power Specialty Corp., DuMont, RCA, Dage div. of Thompson Products, Kay Lab Inc.

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Pioneer in ITV and still largest producer is Diamond Power Specialty Corp. of Lancaster, Ohio, whose main products are industrial soot blowers, gauges and water columns for utility industry. Diamond brought out its rugged Utiliscope in 1946 -- when the established electronics manufacturers were thinking only of entertainment

TV--and sold it to power companies for distant observations of gauges, smokestacks, boiler furnace interiors, etc.

Utiliscope was built around Philo Farnsworth's image dissector tube, is still the durable "Model T" of the ITV industry, with only 300 lines resolution. Tube is guaranteed for one year's continuous service, but some have been on 24-hour duty for 7 years without a failure, according to electronic sales mgr. W.I. McCord. Diamond has added new vidicon cameras to its line, but still has demand for "old reliable."

Diamond has over 600 installations in use--"twice all the rest put together," claims McCord, who sees ITV really beginning to snowball, with 1956 due to be "the first real big year." Diamond's ITV production line is now working round-the-clock.

Particularly proud that it's expanding beyond the power industry, Diamond points out that just a few years ago 85% of its customers were utility companies, but now the percentage is 65. Company recently ran ad in Wall Street Journal inviting inquiries about ITV; tabulation of response showed greatest number of inquiries from banking institutions, then railroads, steel industries, food processing and material handling concerns, in that order.

ITV installations range in price from \$975 (for simplified single-unit outfit without monitor, offered by several companies) to about \$4000, the median being \$2000-\$3000 for camera & controls, power supply and monitor. Cost of accessories, installation and engineering often exceeds cost of camera chain itself. For example, Diamond was asked to install camera gear on remotely controlled car stationed on an overhead track, so camera could look down into any of a number of silos.

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How do other manufacturers size up the future of ITV? R.T. Silberman, gen. mgr. of Kay Lab Inc., San Diego, Cal., which claims to have supplied 180 ITV installations, says: "The ultimate potential is limited only to one's imagination. It's hard to estimate how the market will expand but I believe it will increase in some sort of a geometrical progression. New sales each year could equal the total sales of all previous years combined. Technical improvements will probably feed impetus to this pace until the first sales plateau is reached in approximately 5 years."

Philco, a newcomer to ITV, offers this size-up by its industrial sales mgr. G.A. Hagerty: "I estimate that 1955 sales of industrial TV systems will top the \$4,000,000 figure. Since the uses of ITV are so varied and its effect in raising the level of operational efficiency so significant I am of the opinion that the surface has barely been scratched in this field. I anticipate a most healthy annual incremental gain in sales with volume reaching \$20,000,000 in the early 1960's."

RCA's theatre & industrial equipment mgr. J.F. O'Brien was recently quoted as saying: "The industry is enjoying its best year. I wouldn't be surprised if sales for 1955 came close to equaling everything the industry sold from 1946 through 1954."

Adds another ITV producer: "It's reasonable to expect that within 3, 5 or 10 years this will be a multi-million dollar business with annual volume of \$10,000,000 per year." The sales mgr. of another company which claims to have installed 100 of ITV systems now in use expects the field to become much larger market than broadcast equipment "simply because there are practically no limitations on ITV."

In addition to companies mentioned above, these others have shown ITV equipment: GE & CBS-Columbia (field-sequential color TV for medical demonstrations) General Precision Laboratory, Farnsworth Electronics (IT&T), Kaye-Halbert.

Note: American Institute of Electrical Engineers will devote entire broadcast session of its 1955 fall meeting to papers on closed-circuit TV (see below).

AIEE's committee on TV & aural broadcasting this week announced these officers for 1955-56 term: J. B. Epperson, Scripps-Howard TV, chairman; C. M. Braum, JCET, vice chairman; Carl E. Smith, consulting engineer, secy. TV-radio session at AIEE's fall meeting will be held Oct. 4 at Chicago's Hotel Morrison and will be devoted to closed-circuit TV, covering industrial, medical, research, education, large-screen and color phases, with papers by Jerrold's Max Kraus, AT&T's C. A. Bartlett,

Kay Lab's John Day, U of Kansas' Dr. Michael Klein, National Institute of Health's Dr. Murray C. Brown, Iowa State U's Carl H. Menzer, GE's C. L. Ellis.

New network affiliation: WGTH-TV, Hartford (Ch. 18) becomes basic CBS affiliate Oct. 1, following switch of WKNB-TV (Ch. 30) to NBC (Vol. 11:27); both stations are being sold to their respective networks, pending FCC approval (Vol. 11:2, 22, 26, 28). Pre-freeze WNHC-TV (Ch. 8), area's 3rd outlet, signed as ABC primary.

Personal Notes: Sylvester L. Weaver, NBC pres., flies to London Sept. 21 for start of commercial TV Sept. 22 and to address Institute of Advertising Practitioners Sept. 27; he will stay at the Savoy Hotel, may go to Rome before returning for his appearance on "1976" teleumentary Oct. 9 . . . Glenn Jackson elected a Storer v.p., continuing as managing director of WAGA-TV but relinquishing same duties for radio WAGA to station mgr. Claude Frazier, in separation of TV-radio functions . . . Frank Elliott Jr., ex-WCAU-TV, Philadelphia, named director of CBS-TV spot sales development, succeeding Jack Mohler . . . M. Franklyn Warren, gen. sales mgr. of KULA-TV & KULA, Honolulu, elected sales v.p. . . . Edward Stockman promoted to asst. NBC-TV sales mgr., Chicago, specializing in *Today*, *Home & Tonight* . . . Richard A. Moore, pres. of KTTV, Los Angeles, returned Sept. 6 from month's European tour . . . Walter E. Christenson, v.p. & editor, elected pres. of *Omaha World-Herald*, holding initial decision for Ch. 7 there; he succeeds Henry Doorly, who moves up to chairman . . . Walter L. Dennis, ex-WJNO-TV, Palm Beach, named mgr. of KCSJ-TV & KCSJ, Pueblo, replacing Russ Truesdell, now operations mgr. of KNTV, San Jose, Cal. . . . Danny Kirk, ex-WCHS-TV, Charleston, W. Va., named operations mgr. of KTRE-TV, Lufkin, Tex. . . . A. Fred Gibson promoted to asst. sales mgr., WSJS-TV, Winston-Salem, reporting to gen. sales mgr. Harry B. Shaw . . . Richard W. Bowman, TV copy supervisor of Norman, Craig & Kummel, in charge of Revlon's commercials on *\$64,000 Question*, promoted to v.p. . . . Jerry Molfese, ex-TV-radio timebuyer, Warwick & Legler, joins H-R Television Inc. . . . Gunnar Rugheimer, ex-national TV news service mgr., named CBC-TV senior sales rep . . . Wm. B. Colvin, ex-Avco electronics div. & WLWA, Atlanta, joins sales promotion dept. of Television Bureau of Advertising . . . Wm. B. Rodgers, ex-KKTV, Colorado Springs, named merchandising & marketing consultant, Bradley Lane Adv., Denver . . . Donald Tykeson promoted to sales mgr., KPTV, Portland, Ore., replacing Charles White, now gen. mgr. of upcoming KLEW-TV, Lewiston, Ida.

John K. Herbert, onetime NBC v.p. in charge of network TV sales, serving since Jan. 1954 as exec. publisher of Hearst's *N. Y. Journal-American*, promoted to publisher of *American Weekly* and *Puck*, replacing Robert D. Levitt, resigned.

Colorado Gov. Edwin C. Johnson, former Democratic chairman of Senate Commerce Committee and long-time Senate expert on TV-radio-communications, was reported in satisfactory condition Sept. 7 after heart attack.

Gene L. Cagle's sale of 1/3 of KTOK, Oklahoma City (1000 kc, 5-kw, ABC) for \$37,000 to KTOK Inc., leaving Wendell Mayes and C. C. Woodson as equal partners, was approved this week. Cagle sold to devote time to Texas State Network, of which he is pres. & 20% owner. TSN operates KFDA-TV & KFDA, Amarillo; KFJZ-TV & KFJZ, Ft. Worth; and radio WACO, Waco & KRIO, McAllen. Mrs. Cagle owns 1/4 of KRBC-TV & KRBC, Abilene.

Georgia's ex-Gov. E. D. Rivers Sr. is principal in Dalworth Bestg. Co., Miami, buying Ft. Worth's independent KCUL (1540 kc, 10-kw D, 1-kw N) for \$400,000 from J. G. Ulmer, payments to be made over approximately 15 years. Rivers also operates WMIE, Miami, recently acquired WWPG, Palm Beach. Earlier, he disposed of TV interests by selling 3 CPs (Vol. 10:51, 11:20, 27).

Transfer of WPFH, Wilmington, Del. (Ch.12) and Philadelphia radio WIBG & WIBG-FM to one parent corporation, WPFH Bestg. Co. was approved this week. Firm takes over some \$2,000,000 in TV obligations from Paul F. Harron, who retains control of corporation (Vol. 11:33).

CBS WON INITIAL DECISION over 3 locally owned applicants this week in bitter contest for St. Louis' Ch. 11. Despite fact that networks are generally regarded as having toughest job of winning competitive grants outside of key origination points, examiner Thomas H. Donahue held CBS's qualifications superior on all major points.

In background and experience in broadcasting, Donahue called CBS "a giant among pygmies." As to programming, he also gave nod to CBS because of its "vast experience in TV programming," and he indicated the network also had the edge in management and operation proposals. "Except for policy consideration that may favor local applicants," the examiner said, "there are no preferences established by CBS's adversaries that have any noticeable effect on the very substantial conclusions of superiority drawn in its favor."

Defending his choice of a network over local non-radio applicants, he praised CBS for seeking station via competitive proceeding "and laying its record on the line." At conclusion of hearing, he noted, "it is apparent that, ironically enough, its only significant weakness is its size." In previous decisions Examiner Donahue has shown strong preference for broadcasters with long history of good operations. In Sacramento case last year he decided in favor of McClatchy interests because of their excellent broadcasting record, was reversed by Commission on "diversification" grounds. McClatchy has appealed to court.

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FCC just isn't having much luck in court cases these days. It was slapped down again this week by Appeals Court, which in effect ordered it to reinstate application of Jefferson Amusement Co. in hearing for Ch. 4 in Port Arthur, Tex. Commission had dismissed Jefferson's application after finding interlocking ownership with Lufkin Amusement Co., a previous applicant for same channel which had been dismissed with prejudice for allegedly "defaulting" on its application. Court held that Lufkin did not actually default within meaning of Commission rules, since applicant had petitioned to withdraw its application, and because FCC held no hearing on proposal to dismiss application with prejudice.

Commission started rule-making this week on allocations proposal which would permit Buffalo's WGR-TV (Ch. 2) to apply for uhf satellites in Clymer, N. Y. and Shinglehouse, Pa. (Vol. 11:25). It asked comments by Oct. 14 on changes which would add channels to the 2 towns and substitute Ch. 62 for 37 in Meadville, Pa.

Eugene P. O'Fallon, former owner of Denver's KFEL-TV (Ch. 2), this week withdrew opposition to shift of Ch. 3 from Pueblo to Alamosa, Colo. (Vol. 11:36), saying that his plans to file for Pueblo had changed.

Eldon Morrison petitioned Commission to add Ch. 71 to Cle Elum, Wash., stating he plans to apply for channel. KACY, Festus, Mo. (Ch. 14), off air since April 1954, dropped its CP this week.

Preliminary report on "Videotown" (New Brunswick, N. J.) 1955 TV viewing habits by Cunningham & Walsh (full study due in Nov.) reveals: (1) Women have switched maximum viewing time from morning to afternoon. (2) Average set is on 5 1/4 hours per day, 4 of them evening. (3) Father rules set when home, having first choice of programs. (4) TV seems to have wiped out back fence gossip and evening neighborhood bridge parties. (5) Viewers have found more time for reading without reducing TV time.

Telecasting Notes: Why not a Pulitzer Prize for TV writing? We agree heartily with producer Worthington Miner, who this week urged Pulitzer Prize Committee to treat TV writing as seriously as newspaper and dramatic writing. Said Miner: "TV is young—scarcely 8 years old—yet in that time it has encouraged more original, more creative and more courageous thought than motion pictures have in a half-century. But it is in a critical position; strong forces are being mustered to dampen that creativity and courage to enforce conformity, not with the standards of a national press or a free and vigorous theatre, but with the emasculated standards of motion pictures. Nothing could more effectively oppose the pressures exerted on TV today than a recognition by the Pulitzer Prize Committee of the best that TV has to offer" . . . Release of oldies from Columbia Pictures' vaults may be implied in the reports of merger talks between Columbia's Screen Gems and TPA, Sept. 7 *Variety* believes. Despite denials by both parties of any consolidation plans (Vol. 11:36), *Variety* says the mere fact that TPA was approached by Screen Gems indicates something in the wind. "Columbia has been held back in the past by virtue of the fact that Screen Gems, with its small sales force, wasn't set up to handle a large feature block property," it says, "while TPA, with its 35-man force and its track record on Edward Small's Peerless package, a gross to date of \$95,000 per picture on the average, would be ideal for the purpose" . . . Mergers of TV film distributors definitely are in prospect, trade press predicts. Sept. 10 *Billboard* reports it queried heads of 6 distribution firms (unnamed), found that all conceded time was ripe for mergers; 4 of them "admitted their own doors were open to any sound proposition." Sept. 7 *Variety* says "something's going to pop," reports virtually all major independent distributors feeling each other out for possible get-togethers . . . Conflicting reports on Tom O'Neil's immediate TV plans for RKO backlog continue to come with every issue of the trade press. *Billboard*, which last week reported "spirited bidding" by TV film distributors for RKO's vault features (Vol. 11:36), this week speculates that RKO will keep out of TV entirely until it has won its way back into good graces of movie exhibitors by releasing some good films. Hollywood *Daily Variety* reports O'Neil raising another \$15-\$20,000,000 to get theatrical production and distribution rolling, with vaults now being screened for reissue material . . . More new-to-TV features to be shown this fall on General Teleradio's KHJ-TV, Los Angeles, and presumably chain's other outlets; of the 25-film package, some were foreclosures acquired from Bank of America, others are property of M. & A.

Alexander. Included are *Strangers* (Ingrid Bergman, George Sanders), not yet being shown in U. S. theatres, *Man on the Eiffel Tower* (Charles Laughton, Franchot Tone, Burgess Meredith), *Ramrod* (Joel McCrea, Veronica Lake), *Casanova Brown* (Gary Cooper, Teresa Wright), *Tomorrow Is Forever* (Claudette Colbert, Orson Welles), *Woman in the Window* (Joan Bennett, Edward G. Robinson, Raymond Massey) . . . Large-scale film production planned by NBC-TV for its full-hour daytime color series *NBC Matinee Theatre*. Current plans call for filming, in color, of at least 2 shows beginning next month, with 10 more to follow if first efforts prove successful. Most of the *Matinee* shows are slated to be telecast live, however . . . "Spectacular"—in its TV sense—has made the dictionary, according to *Variety*, which reports publishers of Webster's Collegiate Dictionary requested verification from NBC pres. Pat Weaver for definition of the noun form of the word as a big, lavish TV production; *Variety* says NBC officials credit it with originating usage . . . CBC has spectaculars, too; its weekly *First Folio* series beginning Sept. 25 Sun. 10-11:45 p.m. with new production of "Macbeth," will be followed in subsequent weeks by original comedies, musicals, documentaries and live performances of at least 2 operas . . . First prize in TV film category at Venice Film Festival has been won by London-produced "The Gallant Little Tailor," one of series of *Animated Fairy Tales*, distributed in U. S. by General Teleradio . . . When polio epidemic postponed opening of Milwaukee schools, WTMJ-TV offered time to public and parochial schools for TV classroom sessions. Public schools began with four 15-min. daily sessions, Lutheran schools with 2 periods, to continue until schools open . . . Britons will see these U. S. programs via their new commercial TV service, which begins Sept. 22: *I Love Lucy*, *Liberace*, *Ford Theatre*, *My Hero*, *Ray Milland Show*, *Eddie Cantor Theatre*, *I Led 3 Lives*, *Dragnet*, *Lassie*, *4 Star Playhouse*, *Roy Rogers*, *Person to Person*, *Ozzie and Harriet*, *Inner Sanctum*, *Amos 'n' Andy*, *Range Rider*, *Science Fiction Theatre*, *Mr. District Attorney*, *Hopalong Cassidy* . . . Running simultaneously in U. S. and England will be *Adventures of Robin Hood*, *Scarlet Pimpernel*, *Lilli Palmer Theatre* . . . NBC-TV spectaculars may go to England in film or kine versions in exchange for filmed *Wide Wide World* pickups from England, according to one industry report . . . DuMont's WABD, N. Y., unveils its "new look" next week with addition of "more than 30 new programs." Also coming up is Sept. 25 debut of Sun. noon-6 p.m. children's spectacular *Wonderama* and opening of "highbrow" show *The Lively Arts* early next month, Sun. 7-9 p.m., featuring opera films, live chamber music, discussions of painting and literature, etc.

Story of *TV Guide* gets feature play in Sept. 12 Time's press section under heading, "The Successful Upstart." Although profits aren't disclosed, mail & newsstand circulation is estimated at 3,000,000 weekly (2,378,000 stand sales make it biggest weekly seller). With company collecting 9¢ per copy, total gross revenue is estimated at \$270,000 per issue and advertising is expected to hit \$1,750,000 this year. Owned by Walter Annenberg, 47 (WFIL-TV, *Philadelphia Inquirer*, et al.), *TV Guide* employs 367 to produce 35 "local" editions (standard national section with local program & news insert). *TV Guide* seems completely unworried about competition. Publisher James Quirk says of Curtis' short-lived *TV Program Week*: "They put out all this publicity about how every TV owner ought to buy a TV magazine. And the public went out and bought *TV Guide*."

Network interconnections: WDXI-TV, Jackson, Tenn., Sept. 1; WKRK-TV, Mobile, Ala., Sept. 5. AT&T lines now link 371 stations in 246 cities.

New 35mm version of Electronicam, DuMont's live-film camera system, is now in use, having hit the big time as filming started for Jackie Gleason's new series, *The Honeymooners*, at New York's Adelphi Theatre. "Our results already are so good that I'm sure the Electronicam will revolutionize our whole approach to simultaneous telecasting and motion picture filming," said Gleason. His half-hour show is filmed before live audience of 1200 in just a little more time than it takes to view it, following 2-hour rehearsal period. Other current and upcoming Electronicam projects: Lambert Pharmacal's 105 *Les Paul-Mary Ford* 5-min. shows; first 2 of 13 one-hour TV films for Disabled American Veterans; second 90-min. film in Warren Wade's *Broadway TV Theatre* series; films in *Modern Romances* series.

Controlling interest in Green Mt. TV Corp., operator of community antenna system in Burlington, Vt., has been taken over by Butcher & Sherrerd, Philadelphia investment firm.

Network Accounts: Spiraling cost of network TV shows is pinpointed by Sept. 5 *Sponsor Magazine*, reporting at least 13 shows this fall will cost more than \$100,000 each for talent and production alone—whereas 2 years ago \$40,000-\$50,000 per show was considered very high. Highest-priced show is NBC-TV's *Color Spread*, estimated at \$265,000 for 6 sponsors; highest weekly show is NBC-TV's *Caesar's Hour* (\$112,900); lowest-priced weekly show is CBS-TV's *Uncle Johnny Coons* (\$3500) . . . General Motors, for its United Motors, AC Spark Plug & Guide Lamp divs., extends sponsorship of 90-min. bi-weekly *Wide Wide World* to one hour starting Oct. 16, Sun. 4-5:30 p.m., thru MacManus, John & Adams; first of 20 programs will cover 11 geographical areas, showing underwater swimming, attempt of Donald Campbell to break own speedboat record and other attractions . . . Morton Salt bought last remaining segment of *Mickey Mouse Club* on ABC-TV starting Oct. 3, Mon.-thru-Fri. 5-6 p.m., thru Needham, Louis & Brorby; show represents \$15,000,000 in gross billings . . . Whitehall Pharmacal Co. to sponsor *Midwestern Hayride* on NBC-TV starting Sept. 21, Wed. 10:30-11 p.m., thru Biow-Beirn-Toigo . . . Herbert Tareyton cigarettes to sponsor *Justice* on NBC-TV starting Oct. 2, Sun. 10:30-11 p.m., thru M. H. Hackett Co., N. Y. . . Kellogg Co. to be alt. sponsor (with Campbell Soup) of *Lassie* on CBS-TV starting Sept. 11, Sun. 7-7:30 p.m., thru BBDO . . . Serta Mattress Co. buys alt. Mon. 10-10:15 a.m. segment of *Garry Moore Show* on CBS-TV, Mon.-thru-Fri. 10-10:30, thru Bozell & Jacobs . . . Maxwell House Coffee buys 51 partic. in Sept. and Oct. on NBC-TV's *Today, Home & Tonight*, thru Benton & Bowles . . . International Shoe Corp. (Peters shoes) buys 13 weekly partic. on *Pinky Lee Show* on NBC-TV starting next Feb., Mon.-thru-Fri. 5-5:30 p.m., thru Henri, Hurst & McDonald

. . . Lionel Toys buys 7 *Paul Winchell-Jerry Mahoney Shows* on NBC-TV in pre-Xmas campaign, Sat. 10:30-11 a.m., thru Grey Adv. . . Trans World Airlines to sponsor Walter Winchell commentary on MBS in all cities served by airline, starting Oct. 2, Sun. 6-6:15 p.m., thru BBDO . . . NBC-TV drops Arlene Francis' *World at Home*, Mon.-thru Fri. 10:45-11 a.m., following purchase of *Hollywood Backstage*, 10:30-11 a.m., by Charles Antell.

Rate increases for 9 CBS-TV affiliates in smaller markets under Extended Market Plan (Vol. 10:49) were announced this week by station relations director Edward P. Shurick. Under EMP, top network programs are extended to small markets at minimum cost as means of building circulation. Shurick said increased rates were justified by rising set circulation. He added that 35 national advertisers are currently buying some or all of the 22 EMP stations, which he declared have aggregate of 368,000 sets in use. Stations whose EMP rates will be increased Oct. 1: WDXI, Jackson, Tenn., increased from \$100 to \$125 an hour; KVEC-TV, San Luis Obispo, Cal., \$50 to \$60; WBOC-TV, Salisbury, Md., \$50 to \$70; KGVO-TV, Missoula, Mont., \$50 to \$60; KVOS-TV, Bellingham, Wash., \$70 to \$100. Increases effective Oct. 9: WTVY-TV, Dothan, Ala., \$50 to \$100; KLAS-TV, Las Vegas, \$75 to \$85; WKNY-TV, Kingston, N. Y., \$65 to \$100; WJDM-TV, Panama City, Fla., \$50 to \$70.

Old problem of agency men taking accounts with them cropped up again this week with resignation of Don Paul Nathanson as Weiss & Geller v.p. Effective Dec. 1, he sets up own Chicago agency, taking with him the big Toni account, estimated at \$5,000,000 a year. Nathanson was Toni adv. director for 5 years before joining Weiss & Geller in 1952.

Station Accounts: More evidence of TV sales pull from June survey of 745 N. Y. TV homes by Advertest Research, as part of its continuing series, *The Television Audience of Today*: More than 40% purchased products in June as direct result of seeing them advertised on TV; Lucky Strike commercials were best-remembered and best-liked, with Westinghouse's second in both best-remembered and best-liked categories, Chesterfield third in best-remembered, Kraft third in best-liked . . . Schlitz is first sponsor to contract for ABC Film Syndication's entire "Anniversary Package" of 15 feature films, many J. Arthur Rank productions; it bought series on WTMJ-TV, Milwaukee, starting in fall, thru Lennen & Newell . . . Latin American sponsorship for Ziv syndications: Sears Roebuck buys *Science Fiction Theatre* in Mexico City & Monterey; Philips of Eindhoven sponsors *Favorite Story* in Monterey and upcoming Guadalajara; Uppmann Tobacco buys *Mr. District Attorney* on Havana stations . . . Bowman Biscuit Co. buys *Dr. Hudson's Secret Journal* in 16 southwestern markets, thru Ball & Davidson Inc., Denver . . . Bethlehem Steel buys Harry Wismer's sport roundup, *Bethlehem Sports Time*, on WRCA-TV starting Sept. 14, Wed. 6:30-6:45 p.m., thru Radio Reports Agency, N. Y. . . WLWT, Cincinnati, to carry 53 Redlegs' baseball games next year, sponsors Hudepohl Beer & local Ford Dealers Assn. switching from WCPO-TV, thru Stockton, West & Burkhardt, Cincinnati; Berger Beer continues on radio via WSAI . . . Ideal Toy Corp., N. Y., allots \$375,000 to fall TV campaign, sponsoring programs in 20 markets and preparing "TV time table" promotion kit for dealers, thru Grey Adv. . . Sealy Mattress Co. plans New England saturation campaign with sponsorship of filmed 30-min. *Waterfront* on several stations, thru Tarler & Skinner Inc., Boston . . . Among advertisers currently reported using or preparing to use TV station time: Twin City Shellac Co., Brooklyn (Dan Dee floor polish & wax),

thru Weiss & Geller, N. Y.; Selchow & Righter Co., N. Y. (games & puzzles), thru Norman, Craig & Kummel, N. Y.; American Pencil Co., N. Y., thru Doyle Dane Bernbach, N. Y.; Pharma-Craft Corp., N. Y. (Fresh stick deodorant), thru J. Walter Thompson, N. Y.; Custom Paint & Chemical Co., Pennsauken, N. J. (Yearlon floor finish), thru Fiore & Fiore, Jersey City, N. J.; Kimco Mfg. Co., Portland, Ore. (auto accessories), thru Wilson-Markey, San Francisco; West Disinfecting Co., Long Island City, N. Y. (Prompt disinfectant), thru Paris & Peart, N. Y.; Golden State Co. Ltd., San Francisco (dairy products), thru Guild, Bascom & Bonfigli, S. F.; Samuels Shoe Co., St. Louis (DeLiso Debs women's shoes), thru Marjorie Wilten Adv., Clayton, Mo.; Food Specialties Inc., Worcester, Mass. (Appian Way pizza mix & sauce), thru John C. Dowd, Boston, and Dowd, Redfield & Johnstone, N. Y.; Carac Co., Freeport, N. Y. (fertilizers & insecticides), thru Mann-Ellis, N. Y.; Tony Downs Foods Inc., St. James, Minn. (Duncan Hines frozen poultry), thru Alfred Colle Co., Minneapolis; Hesmer Foods Inc., Evansville, Ind. (Hesmer's potato chips), thru General Adv. Assoc., Evansville; Brunswick-Balke-Collender Co., Chicago (bowling equipment), thru McCann-Erickson, Chicago; Arnold, Schwinn & Co., Chicago (Schwinn bicycles), thru Ted Fenberg & Assoc., Chicago; Avochem Inc., Minneapolis (Softize for laundry), thru Olmsted & Foley, Minneapolis; Reading Plastics Co., Reading, Pa. (Kwik-Fix glue), thru Ted Black Adv., Reading; Pressman Toy Corp., N. Y., thru Ehrlich, Neuwirth & Sobro, N. Y.; Western Tool & Stamping Co., Des Moines (Homko power mowers), thru Rothbardt & Haas Adv., Chicago.

One-day spot drive will be used by *New York Times* Sept. 24 to publicize its serialization of Harry Truman memoirs starting following day, buying 7 spots on WCBS-TV starting at 5 p.m. and running thru *Late Late Show*.

TWO NEW VHF OUTLETS have gone on the air—in Shreveport and Sacramento—and long-established uhf WWOR-TV, Worcester, Mass. suspended operation Labor Day to stop continuing losses.

KTBS-TV, Shreveport, La. (Ch. 3), city's second outlet, began NBC programming Sept. 3, wires pres.-gen. mgr. E. N. (Newt) Wray, whose family owns station. It has DuMont 25-kw transmitter, RCA antenna on 1051-ft. Truscon tower near Mooringsport, La. Charles Saltsgaver is production mgr., with remainder of staff transferred from radio KTBS: Patrick J. White, station mgr.; Mrs. Marie Gifford, commercial mgr.; C. H. Maddox, chief engineer. Base hour is \$400. Rep is Petry.

KCRA-TV, Sacramento, Cal. (Ch. 3) started test patterns Sept. 2, using temporary single-bay antenna sidemounted 200-ft. above ground on Ideco 450-ft. tower, authorized by STA to permit special Calif. State Fair telecasts. Station will beam NBC programs with full 100-kw ERP as soon as 6-bay RCA antenna can be erected. It's city's 3rd outlet, 2nd vhf. Pres.-gen. mgr. Ewing C. Kelley owns 50%, remainder held by v.p. C. Vernon Hansen and family. Frank M. Devaney is station mgr.; Robert E. Kelly, program mgr.; W. Herbert Hartman, chief engineer. Base hour rate is \$650. Rep is Petry.

WWOR-TV (Ch. 14) is 18th uhf station to leave air this year (though 3 have resumed operation), making total of 48 formerly operating uhf outlets now dark. Pres. John Z. Buckley indicates station will retain its license, which expires April 1957, and resume if climate becomes more favorable to uhf. Commercial mgr. Leonard V. Corwin says outlet had built up about 40% conversion (110,000 sets), in its 21 months of operation, is up-to-date on current obligations, having spent about \$750,000 to build and operate station. Principals are investment firm Fox, Wells & Co. (which also controls San Diego's KFSD-TV and several community antenna systems), with v.p.-gen. mgr. Ansel E. Gridley and woolen manufacturer Ralph K. Hubbard holding smaller interest. ABC-affiliated outlet was bucking competition of 2 Boston vhfs.

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

WUTV, San Juan, Puerto Rico (Ch. 6, educational) is still surveying site but has not ordered equipment as yet and does not expect to get started before Jan. 1956, reports R. Delgado Marquez, TV-radio mgr. for Puerto Rico Dept. of Education, located at Hato Rey. A civil engineer and ex-mgr. of Puerto Rico Communications Authority, Senor Marquez was recently gen. mgr. of WKAQ-TV. He reports also that FCC has been asked for change in call to WIPR-TV.

WHTN-TV, Huntington, W. Va. (Ch. 13), with 5-kw RCA transmitter due shortly, now plans Sept. 25 test patterns, Oct. 2 start as ABC interconnected, writes v.p.-gen. mgr. Fred Weber, ex-WFPG and now-silent WFPG-TV, Atlantic City (Ch. 46). With custom-built RCA 18-gain antenna due Oct. 25 at Eighth St. Hill site, WHTN-TV will operate for first few weeks with temporary antenna. Control is held by A. B. Hyman, pres., and head of local theatre group. Base rate will be \$450. Rep will be Petry.

WOSU-TV, Columbus, O. (Ch. 34, educational), though it has its 12-kw RCA transmitter and completed Ideco 550-ft. tower and antenna over year ago, still has

no target date, reports WOSU director Robert C. Higgy. It was last reported preparing for "late fall" debut.

CFCY-TV, Charlottetown, P.E.I. (Ch. 13) does not expect to begin operation until spring of 1956, reports CFCY mgr. R. F. Large. Equipment has not yet been ordered, but 500-ft. site has been selected and construction of studio-transmitter building started. Reps will be All-Canada and Weed.

Equipment shipments: From RCA, 25-kw transmitter Aug. 31 to KTVO, Kirksville, Mo. (Ch. 3), due late this month, and 25-kw amplifier Sept. 2 to KFDX-TV, Wichita Falls, Tex. (Ch. 3); from GE, 3-bay antenna this week to KLEW-TV, Lewiston, Ida. (Ch. 3), with Nov. 1 on-air target. GE reports order from WSM-TV, Nashville (Ch. 4) for 2 studio camera chains, for Oct. 1 delivery.

WTSK-TV, Knoxville, Tenn., plans to change call to WTVK as it enters new 3-story studio-transmitter building on Sharps Ridge and boosts ERP to 314-kw in Nov.

"Whither UHF and the VHF-UHF Allocation Situation" will be major panel topic during IRE symposium in Washington's Hotel Hamilton, Sept. 23-24; participants will be FCC Comr. Webster, consulting engineer C. M. Jansky Jr. and an experienced vhf-uhf broadcaster to be selected. Other TV subjects: vhf & uhf propagation, by FCC engineers Edward W. Allen, Wm. C. Boese, Harry Fine & Edward W. Chapin; color studio switching, by H. W. Morse, GE; WFAA-TV & KRLD-TV candelabra antenna, by L. J. Wolf, RCA; 50-kw transmitter, by John Ruston, DuMont; color-monochrome integration, by Philip B. Laeser, WTMJ-TV, Milwaukee. Also included will be several papers on TV-radio automatic programming and remote control—by R. A. Isberg, Ampex; A. C. Goodnow, Westinghouse stations; Roger E. Peterson, WNBTV, Binghamton; Edgar F. Vandivere Jr., Vandivere, Cohen & Wearn. Chairman of steering committee is Oscar Reed Jr., 1735 DeSales St. NW, Washington.

Rate increases: WMAR-TV, Baltimore, Oct. 1 raises base hour from \$1100 to \$1250, min. \$200 to \$275; WSPD-TV, Toledo, has added new Class AA hour (7-9:30 p.m. daily) at \$1000, min. at \$225, Class A hour remaining \$850; KPTV, Portland, Ore., base hour from \$550 to \$700, min. \$110 to \$120, having added new Class AA min. only rate (7:29-10:31 p.m. daily) at \$180; WGTH-TV, Hartford, hour from \$350 to \$500, min. \$70 to \$100; WTVT, Tampa, Oct. 1 raises base hour from \$400 to \$500, min. \$80 to \$100; WATE, Knoxville, raises hour from \$400 to \$500, min. \$80 to \$100; KIMA-TV, Yakima, has raised hour from \$300 to \$400, min. \$60 to \$80; WIS-TV, Columbia, S. C., has new Class AA hour (7:30-10:30 p.m. daily) at \$400, min. \$100, Class A hour remaining \$350.

"Completely packaged closed-circuit TV broadcasting systems for small community TV stations" is being offered by Paramount's Telemeter Corp. through its Ampli-Vision community antenna equipment subsidiary. Equipment includes camera chains and low-powered transmitters for wired systems, distributed by Graybar. "Extensive plans for opening new avenues to profitable local TV stations on a wired rather than broadcast basis will shortly be announced," says Ampli-Vision.

New rep offices: McGillvra has opened Atlanta office at 267 East Pace's Ferry Rd. NE, with Edward T. Newton as mgr. (Exchange 1490); Burke Stuart Co. has new Chicago office at 75 E. Wacker Dr., with Edward Paro, v.p. (Dearborn 2-0826).

Hazeltine's Bernard D. Loughlin will be presented SMPTE's 1955 David Sarnoff Gold Medal Award for outstanding contributions to field of color TV at 78th semi-annual convention Oct. 4 at Lake Placid Club, N. Y.

NEARLY 55% of Iowa's farms have TV sets—the heaviest penetration of farm TV in any of the 16 states for which 1954 figures have been tabulated to date by U. S. Census Bureau (Vol. 11:28 et seq.). County-by-county figures are being compiled in govt.'s current Census of Agriculture, with TV statistics based on 20% sample in Oct.-Nov. 1954. Of Iowa's 192,933 farms, 105,809 are TV equipped. Some 16 stations are receivable in various parts of the state. The county-by-county farm TV census for Iowa:

IOWA

County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adair	1,932	990	Johnson	2,244	1,238
Adams	1,355	722	Jones	1,959	1,272
Allamakee	1,898	383	Keokuk	2,140	1,077
Appanoose	1,692	507	Kossuth	3,070	1,226
Audubon	1,661	1,100	Lee	1,751	781
Benton	2,434	1,596	Linn	3,133	2,152
Black Hawk	2,199	1,427	Louisa	1,119	858
Boone	2,174	1,576	Lucas	1,345	593
Bremer	1,917	730	Lyon	1,878	740
Buchanan	2,218	1,080	Madison	1,857	1,131
Buena Vista	2,019	962	Mahaska	2,320	746
Butler	2,236	915	Marion	2,106	1,071
Calhoun	1,930	1,090	Marshall	2,151	1,755
Carroll	2,045	1,307	Mills	1,209	936
Cass	1,984	1,316	Mitchell	1,658	758
Cedar	2,101	1,663	Monona	1,825	1,314
Cerro Gordo	1,988	1,032	Monroe	1,317	436
Cherokee	1,765	1,112	Montgomery	1,397	967
Chickasaw	1,948	695	Muscatine	1,713	1,362
Clarke	1,260	626	O'Brien	1,948	1,030
Clay	1,783	655	Osceola	1,268	451
Clayton	2,715	910	Page	1,824	1,110
Clinton	2,518	2,045	Palo Alto	1,833	475
Crawford	2,364	1,363	Plymouth	2,722	1,887
Dallas	2,123	1,498	Pocahontas	1,907	770
Davis	1,535	364	Polk	2,329	1,788
Decatur	1,561	412	Pottawattamie	3,330	2,610
Delaware	2,177	1,030	Poweshiek	1,991	1,157
Des Moines	1,394	817	Ringgold	1,544	584
Dickinson	1,204	318	Sac	1,894	1,125
Dubuque	2,042	981	Scott	2,030	1,590
Emmet	1,199	396	Shelby	1,978	1,427
Fayette	2,818	1,195	Sioux	2,842	1,151
Floyd	1,766	716	Story	2,123	1,663
Franklin	2,076	1,306	Tama	2,537	1,446
Fremont	1,321	1,118	Taylor	1,839	912
Greene	1,914	1,461	Union	1,376	489
Grundy	1,765	1,066	Van Buren	1,532	491
Guthrie	2,045	1,193	Wapello	1,610	516
Hamilton	2,046	1,518	Warren	2,081	1,305
Hancock	1,974	835	Washington	2,057	1,110
Hardin	2,021	1,391	Wayne	1,618	386
Harrison	2,152	1,609	Webster	2,463	1,806
Henry	1,703	875	Winnebago	1,629	685
Howard	1,661	435	Winneshiek	2,580	615
Humboldt	1,410	910	Woodbury	2,784	1,930
Ida	1,403	996	Worth	1,463	632
Iowa	1,939	1,165	Wright	1,855	1,256
Jackson	1,992	1,235			
Jasper	2,696	1,802			
Jefferson	1,601	555			
			State Total	192,933	105,809

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

Jewish Theological Seminary of America is sponsoring formation of a national TV committee to "seek to utilize TV to its fullest to visually develop a greater awareness of religion as a vital part of everyone's daily lives." Chairman is George Friedland, vice chairman of Food Fair Stores.

Radio WBEN, Buffalo celebrated silver anniversary this week by playing host to all in listening area who were born Sept. 8, 1930, at special 45-min. audience show and luncheon. Owner *Buffalo News* began operating WBEN-TV May 14, 1948.

Jessel-Roberts Production Corp. is new TV film organization formed by toastmaster George Jessel and producer Robert L. Roberts. First series is *Guest of Honor*, featuring Jessel presiding at dinners honoring various people.

Television Bureau of Advertising schedules first annual convention Nov. 11 at Ambassador East, Chicago.

NBC radio affiliates this week heard network's 3-point plan to extend weekend *Monitor* format to all daytime programming—then returned home to consider plan in light of what affiliates chairman Robert D. Swezey, WDSU, New Orleans, called "individual operating situations." NBC offered this proposal: (1) Extend concept of commercially successful *Monitor* with its partic. sales patterns, to all daytime programming Mon.-thru-Fri. 10 a.m.-6 p.m. (2) Open top-rated evening programs such as *Dragnet*, *Great Gildersleeve*, *Radio Fan Club* & *One Man's Family* to partic. sponsorship (only *Fibber McGee and Molly* now has partic. sponsors). (3) Provide 25% "revenue adjustment" to affiliates to make compensation competitive with CBS. New daytime programming would be tailored to women listeners. NBC next week will forward necessary contracts to affiliates incorporating its ideas, with possibility that new plan will be launched Nov. 7. After NBC pres. Sylvester L. Weaver outlined programming plans of new service, exec. v.p. Robert W. Sarnoff gave sales pattern. He said there would be substantial increase in local availabilities for station sales, with 9 min. of commercial time daily between noon-3 p.m. for stations' local sales. Network will make available to stations 4 additional min. of commercial network time per hour. Swezey conducted own survey of affiliates' sentiment in advance of meeting, reported overwhelming support of plan.

TV nosed out newspapers in 1954, was very close second to magazines, as favorite medium of national advertisers who spent more than \$1,000,000 each, according to study in Sept. 9 *Printers' Ink*. Of \$1,137,477,388 spent by the "millionaires," 27.1% went to magazines, 25.9% to TV, 25.2% to newspapers. In 1953, respective percentages were 28.3%, 19.7% & 27.1%. TV was also most heavily dependent on biggest advertisers for its national revenues, getting 92% from that source, vs. 88.2% for radio, 54% for magazines, 48.3% for newspapers. Study covers 1950-54, shows number of millionaire advertisers increased from 222 to 259, their expenditures rising from \$839,471,253 in 1951 to \$1,137,477,338 last year. Stating that "Today's booming advertising business depends more than ever on its millionaires," magazine notes that group's share of all national advertising in 7 major media rose from 50.8% in 1951 to 54.3% last year.

Course for TV-radio timebuyers is planned by committee of Radio-TV Executives Society, co-chairmanned by Frank Pellegrin, H-R Television Inc., and Mary McKenna, radio WNEW. Weekly courses are scheduled to begin in Oct. U of So. Cal. also offers TV-radio timebuyer course this fall, instructed by Frank Crane, managing director of S. Cal. Bestrs. Assn., aided by Wallace Hutchinson, Weed & Co.

Broadcast ratings are confused and "not worth a hoot," Lawrence Nolte, adv. mgr. of White King Soap Co., told Hollywood Ad Club last week. He presented chart comparing ARB, Pulse & Nielsen ratings, charging variations up to 300% between services. Nolte urged broadcasters, advertisers & agencies to "research the research" to get facts—then to set up one standard system.

Russia is still trying to jam Voice of America broadcasts with 1000 full-time transmitters despite apparent thaw in cold war, director Theodore C. Streibert reported last week. Voice plans no basic policy change and could use more money, he said after visit with the President.

Seagoing TV station, under consideration by South African technical experts & businessmen, would beam signals from ship 3 miles offshore to Durban, Capetown, East London & Port Elizabeth.

NARTB's TV transmission tariffs committee (Richard Salant, CBS, chairman) meets Sept. 13 at N. Y.'s Waldorf-Astoria.

HOW THE 'MIX MASTERS' INCREASE PRICES: There's more than one way to raise TV prices -- and set makers are determining that changing the "mix" of their production, to permit greater concentration on higher-priced models, is just as effective as increasing list prices. Several are using both methods.

Current production statistics bear out this trend. Output of 24-in. models in Sept. shows 3-fold increase over Sept. 1954, while 17-in. output is substantially below year ago. Perhaps even more significant, there has been a marked upward trend to production of higher priced 21-in. sets -- even though the 21-in. category has shown no increase in share of total output in last 12 months, still remaining far-&-away the most popular screen size. Net result is that bargain shoppers looking for low-end sets find them unavailable -- or with higher price tags.

RCA and Philco, both industry pace-setters, have thus far preferred to alter their production "mix" rather than increase lists -- though both continue to hold the door open to direct price increases this year. Several others who haven't hiked prices yet are hoping to get by with fewer low-end receivers.

Motorola and DuMont increased prices this week -- joining Admiral, Emerson, Stromberg-Carlson, Packard-Bell, Trav-Ler and a few smaller firms which had raised them previously. Motorola's increases, predicted 2 weeks ago (Vol. 11:35), were \$10-\$30 on 13 models. DuMont's hikes, affecting all but the 24-in. de luxe console and 21-in. color set, averaged \$20 across-the-board. Both companies attributed the increases to higher labor and materials costs (details on p. 12).

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This looks like a record TV production & sales year -- with considerable talk now of output around 7,700,000. The record is 1950's 7,463,800. Philco pres. James H. Carmine, back from Europe, this week forecast production of 7,500,000-8,000,000. Motorola v.p. Edward R. Taylor predicted output around 7,700,000 -- "the biggest year in TV's exciting history." Another major manufacturer, who preferred not to be identified, said "TV can't miss a record this year."

National TV-Radio Week starting Sept. 18, a concentrated merchandising drive by all levels of trade, is expected to give retail sales a big shot in the arm and help assure a record retail sales year. Not that sales are doing badly anyway. The normal seasonal slumps this year were not nearly as severe as in past -- and Aug. sales were described as "just excellent" by one of trade's leading statisticians. He said the figures were still incomplete.

Brief highlights of other major trade developments this week:

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Economic Boom: A 3-part report on nation's economic prosperity was issued this week by Commerce Dept., showing new records in employment, personal income and construction. Here are highlights: (1) Employment reached record total of 65,488,000 in Aug., increase of 493,000 in month and 3,211,000 in year. Unemployment dropped to 2,237,000, decline of 234,000 in month and 1,008,000 in year. (2) Personal income soared to annual rate of \$304.5 billion in July, increase of \$3 billion over June and \$14.5 billion over July 1954. Most of increase was attributed to pay hike of Federal employes, though private industry payrolls were also higher by \$1 billion over year ago. (3) Construction in Aug. was at annual rate of \$41.7 billion, exceeding the \$37.6 billion for all of 1954, with new records set in building of homes, commercial offices and stores, schools, utilities and highways. (4) Average factory pay rose to \$77.11 a week in Aug., up 75¢ over July, on average 40.8-hour work week.

Whirlpool Merger: Forewarning of tougher competition in white goods was sounded this week by GE in anticipation of approval of Whirlpool-Seeger-RCA merger by stockholders Sept. 12. Story in GE News house organ said: "Competition in the major ap-

pliance business -- which is keener now than ever before, and tougher than in many industries -- is to get even hotter. During the past 2 months, two large mergers have taken place in the appliance industry that are sure to have their effect on the torrid race to capture the public's buying habit. The first of these mergers -- and the one that really rocked the industry -- linked together the Whirlpool, Seeger and RCA corporations into a single company that will be one of the biggest in the industry. The second merger combined Easy Washing Machine Co. with the Union Chemical & Materials Corp. Both mergers were brought about by pretty much the same idea -- the growing trend toward offering the public a complete line of appliances from a single source. The mergers will exert tremendous new influences in the appliance market. Both will undoubtedly affect the realignment of customer preferences. Both will bring added economic pressure to bear on the present manufacturers whose quality, style or price is not in line with consumer expectations."

Fair Trade: Big slash in Westinghouse prices by several dept. stores followed company's action last week in abandoning fair trade pricing (Vol. 11:36). Big stores in Chicago advertised 25% reductions in Westinghouse small appliances -- and similar cuts were announced in other metropolitan centers. Discount houses were said to be meeting competition with even sharper price reductions. GE and Sunbeam are only big manufacturers still practicing fair trade -- and they insist they'll keep battling.

Production: TV output totaled 185,114 week ended Sept. 2, compared to 167,471 preceding week and 180,094 week ended Aug. 19. It was year's 35th week (8 months by RETMA calculations) and brought TV output for year to date to about 5,000,000 vs. 4,100,000 in same 1954 period. Radio production totaled 226,774 (71,147 auto) week ended Sept. 2, down from 239,401 preceding week and 255,855 week before. For 35 weeks, radio output totaled 8,950,000 vs. 7,000,000 in corresponding period of 1954. Another RETMA report, released this week, placed official TV production for 7 months at 4,173,088, of which 63,466 were uhf-equipped at factory. Radio output for same period was 7,777,378, including 718,489 in July.

Topics & Trends of TV Trade: Those TV-radio merchandising rules adopted recently by Federal Trade Commission (Vol. 11:27) are still causing some grumbling in trade--particularly among manufacturers--despite fact that they were based on 4 years of tortuous industry-wide hearings. Indicating set makers' agitation, RETMA is preparing full-dress review of rules at its fall meetings in New York's Plaza Hotel Sept. 13-15, with possibility that a new appeal will be made to FTC for revision of requirement that all used picture tubes must be designated as "seconds" or "rejects."

It's known that FTC staff was split on question of whether used tubes should be so designated. FTC attorney H. Paul Butz, who conducted lengthy public hearings and visited tube plants, reportedly recommended against such designation but was overruled by higher authorities. Feeling of some in RETMA hierarchy is that appeal might prove successful, considering the split. FTC has already rejected an earlier RETMA appeal to make all rules effective Feb. 1. The rules relating to picture tube designation, disclosure of cabinet finishes and measurement of tubes are effective Feb. 1; all others went into effect Aug. 1.

Dealers generally report they're living with rules, noting little inconvenience. NARDA managing director A. W. Bernsohn said "we have heard of no violations or complaints of violations. I don't believe anybody's been hurt by the rules--so far, at least."

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RCA Service Co. opens new facility at 419 W. 54th St., N. Y., Monday for repair, modification or overhaul of all RCA commercial & industrial electronic equipment, under management of J. J. Brown.

Hallcrafters Canada Ltd. introduces 9 TV models ranging from \$190 for 17-in. table to \$530 for 3-way combination.

TV set sales by Canadian factories in first 7 months totaled 273,512, production 362,852, reports RETMA of Canada. This compares with 207,724 & 225,869 in same 1954 period. Projected production estimate for Aug.-Nov. period is 263,371 more sets. July sales totaled 27,595 at average price of \$304, production 25,483. Inventory at end of July was 137,224 vs. 139,336 at start of month. Montreal led in 7-month sales with 49,915; Toronto, 43,735; British Columbia, 28,055; other Ontario, 23,355; Manitoba, 22,609; Nova Scotia, 18,140; Alberta, 17,028; Ottawa & eastern Ontario, 15,072; Quebec, 13,071; Hamilton-Niagara, 13,011; New Brunswick & Prince Edward Island, 10,144; Saskatchewan, 7804; Windsor, 7317; Newfoundland, 2688; other Quebec areas, 1568.

Six-point TV-radio ad code was adopted by group of leading Philadelphia distributors and dealers, acting as advisory committee of local Better Business Bureau. New code will be publicized by BBB in newspaper ads urging consumers to be cautious when TV set is advertised at "a ridiculously low price." Verner S. Gaggin, gen. mgr. of local BBB, which will enforce code, said 120,000 complaints and inquiries about appliances had been received from area consumers in last 12 months. Co-chairmen of committee are Jack Rosen, v.p. of Raymond Rosen & Co., RCA distributor, and W. G. Peirce, pres. of Peirce-Phelps, Admiral distributor.

Canadian TV-radio manufacturers exhibiting at Canadian National Exhibition last week in Toronto: Admiral, GE, Marconi, Westinghouse, Avco of Canada (Crosley), Dominion Electrohome, Emerson Radio, Hallcrafters, Motorola, Northern Electric, Philco, Philips Industries, RCA Victor, Sparton, Stewart-Warner, Sylvania.

RCA's TV div. holds quarterly meeting with field reps Sept. 12-15 at Philadelphia's Warwick Hotel to discuss 4th quarter merchandising and promotion plans.

Trade Personals: Brig. Gen. David Sarnoff will be given "Applause" award of N. Y. Sales Executives Club Sept. 13 at Hotel Roosevelt luncheon, to be highlighted by "The David Sarnoff Story," dramatic presentation prepared by editors of *Life Magazine*; he addresses Washington Ad Club Sept. 20 . . . Robert A. Seidel, RCA exec. v.p. for consumer products, left Sept. 9 for 6-week inspection of RCA facilities in Europe . . . James H. Carmine, Philco pres., who returned Sept. 8 from European tour, addresses seminar of Washington chapter of American Marketing Assn. Oct. 25 . . . Burton B. Stuart, New England district mgr., Raytheon equipment marketing div., promoted to product planning mgr. of industrial sales dept. . . . Paul A. Ryan, ex-Product Presentation Inc., named Capehart-Farnsworth sales planning mgr. . . . Eugene MacNaboe promoted to mgr. administrative services, DuMont receiver sales div., succeeding Joseph Mann, now asst. controller, Fedders-Quigan . . . Paul L. Harvey named Federal Radio export sales mgr. . . . Ben H. Irwin promoted to director of Arvin's new research & advanced engineering dept., succeeded as director of electronics engineering by Eugene C. Hittle; Weldon L. Payne, sales mgr. of radio div., promoted to western sales mgr. of electronics & appliances div., Craig C. Britton to eastern sales mgr.; Richard H. Williams, from electric housewares div., named sales director of electronics & appliances . . . R. C. Jenkins, ex-RCA, named gen. mgr. of Sylvania TV-radio cabinet div., High Point, N. C. . . . Edward Taylor, ex-Electric Sales & Service Co., Atlanta, named Bendix Radio southeastern regional mgr., succeeding Paul McLaughlin, now mgr. northeastern region . . . John F. Conger named Capehart-Farnsworth Denver district merchandising mgr. . . . Donald E. Vedder, sales training mgr., Sylvania TV-radio div., named Kansas City district sales mgr. . . . Robert W. Felber, ex-Stewart-Warner, named mgr. of new community TV div., American Phenolic . . . John S. Kane, mgr. of International Resistance Co. plant at Boone, N. C., transferred to mgr. of Asheville plant . . . Norman M. Howden, ex-*Rochester Democrat & Chronicle*, named asst. public relations director, Stromberg-Carlson.

Glen McDaniel, RETMA gen. counsel, reappointed chairman of legal committee; H. J. Hoffman, Machlett Labs, renamed head of membership & scope committee. Robert C. Sprague Jr., Sprague Electric, was reappointed chairman of RETMA industrial relations dept., with Harry Hosten, DuMont, as chairman of its eastern committee; Jack M. Ferren, Zenith Radio, central; Paul G. Kaponya, Cannon Electric, western.

What makes a TV line attractive to a dealer? NARDA surveyed its membership on question, got these requirements: (1) public acceptance of brand; (2) freedom from excessive or unsavory competition; (3) quality merchandise requiring minimum service; (4) discount structure that allows a reasonable profit; (5) good factory service policies; (6) good distributor-dealer relations (with tight controls on "back-door selling"); (7) strong promotions and sales training.

DuMont raised prices on all models in its line except 24-in. de luxe console and 21-in. color set. Each set was raised by \$20, except one 21-in. table model (raised \$10 from \$200 to \$210) and one 24-in. open-face console (raised \$30 from \$300 to \$330). New prices range from \$190 for 21-in. ebony table to \$360 for 21-in. de luxe limed oak open-face console.

Motorola's price increases (see p. 10) were on 13 models: two 21-in. tables and four 21-in. consoles, up \$10; one 24-in. table and two 21-in. consoles, up \$20; one 24-in. console, up \$25; one 21-in. console and two 24-in. consoles, up \$30.

DISTRIBUTOR NOTES: Sylvania appoints Washington Wholesalers, 2052 W. Va. Ave. NE, Washington (Milo Chavez, gen. mgr.) . . . Emerson Radio of Texas, Dallas, opens branch at 605 S. Flores St., San Antonio . . . Bendix Radio appoints John W. Walter Inc., Long Island City, N. Y. . . . RCA Victor Distributing Corp., Detroit, appoints Reid Donaldson sales mgr. for home instruments, succeeding George Mansour, now with record div. of RCA Victor Co. Ltd., Montreal . . . G. W. Onthank Co., Des Moines (Admiral) appoints Frank A. Hutton sales promotion mgr. . . . Victor H. Meyer Distributing Corp., N. Y. (Sylvania) appoints Sol Feir, ex-DuMont N. Y., as key account sales rep . . . GE Supply Co., Cincinnati, reports resignation of sales mgr. Norbert Foster . . . Canadian Westinghouse Supply Co. appoints A. McGruther sales mgr. of Alberta district, J. A. Comeau for Calgary . . . Lehigh Valley Distributors, Hazleton (Capehart-Farnsworth) takes on 11 additional northeast Pa. counties to bring distribution to 35.

Picture tube sales in first 7 months totaled 5,429,817, valued at \$104,391,728, compared to 4,471,584 worth \$93,088,884 in corresponding period of 1954, reports RETMA. July sales were 515,793 worth \$9,498,169, compared to 706,890 at \$13,244,499 in 5-week June and 514,346 at \$10,102,903 in July 1954. Receiving tube sales in first 7 months totaled 254,842,000, valued at \$189,849,000, compared to 189,856,000 worth \$138,670,000 in first 7 months of 1954. July sales were 28,340,000 at \$21,167,000 vs. 40,821,000 at \$31,256,000 in June and 24,146,012 at \$17,949,210 in July 1954.

Westinghouse TV-radio output was halted by strike of 2100 IUE workers at Metuchen, N. J. plant, who walked off jobs Sept. 8 in sympathy with month-long strike of IUE members at company's E. Pittsburgh plant. Union officials said all Westinghouse plants would be shut down by next week. Meanwhile, strike at Bendix Radio plant in Baltimore, an outgrowth of walkout at parent Bendix Aviation, went into its 3rd week as we went to press, with no settlement in sight.

More than 1,000,000 old tubes have been smashed in the 3 weeks since Philco launched its drive to keep old tubes out of hands of racketeers by allowing 5¢ credit on each old tube turned in (Vol. 11:33-34), reports James J. Shallow, gen. mgr. of accessory div., saying cooperation of its distributors and dealers has been "unanimous."

Facts & figures on the \$9 billion electronics industry, together with charts, graphs and tables delineating TV, radio and component production, employment, etc., are featured in new 26-p. *Radio-TV-Electronics Industry Fact Book* just published by RETMA and available upon request at 777 14th St., NW, Washington.

Big increase in 24-in. sales next year is foreseen by Westinghouse's Dan Halpin, telling group of Memphis dealers and servicemen Sept. 10 that 24-in. "easily could represent 20% of the industry's total unit sales in 1956." He also predicted sale of 350,000 color sets next year, representing \$250,000,000.

Motorola v.p. Edward R. Taylor is profiled in Sept. 10 *Tide Magazine*, which credits him with revitalizing company's distributor-dealer structure as key to raising sales from \$205,000,000 last year to estimated \$225,000,000 in 1955.

Kay Labs' "Videophone," 2-way TV telephone, was demonstrated over one-mile link at recent WESCON show in San Francisco, with mayors of San Francisco and Palo Alto at each end of line.

Sparton's new "Royal Scot" line of 5 TVs, introduced last week at Jackson, Mich., plant, consists of 21-in. mahogany table at \$250, 21-in. consoles at \$340 & \$350, 24-in. consoles at \$360 & \$370.

Financial & Trade Notes: Among officers' & directors' stock transactions reported by SEC for July: Ernest L. Nye bought 225 ACF Industries, holds 825; Wm. F. Van Deventer bought 225 ACF, holds 425; E. Chester Gersten bought 500 American Broadcasting-Paramount Theatres, holds 500; Robert E. Kintner bought 500 AB-PT, holds 3500; George D. Macbeth sold 2000 Corning Glass, holds 18,000; Benjamin Abrams bought 500 Emerson Radio, holds 220,000 personally and 79,639 thru trusts; Louis G. Pacent Jr. bought 300 Emerson Radio, holds 300; Henry V. Erben sold 200 GE, holds 9605; Henry Ford II bought 100 GE, holds 100; C. J. Hendon bought 1125 GE, holds 2415; Wm. R. Herod bought 1638 GE, holds 6576; George L. Irvine sold 389 GE, holds 1048; Cramer W. LaPierre bought 1695 GE, holds 4093; Wm. C. Wichman sold 1000 GE, holds 997; Elliott V. Bell sold 200 General Precision Equipment, holds 100; Frederick D. Herbert Jr. bought 8249 General Precision Equipment, holds 19,602; John Slezak bought 100 Hazeltine, holds 110; Joseph S. McGee sold 250 Hoffman Electronics, holds 250; Charles A. Maynard bought 100 Indiaña Steel Products, holds 1110; Frank M. Freimann bought 300 Magnavox, holds 49,685; Robert W. Galvin sold 300 Motorola, holds 156,257 personally and 186,696 thru trust; Edward R. Taylor bought 300 Motorola, holds 2460; Ely A. Landau bought 200 National Telefilm Assoc., holds 80,450 personally and 20,000 as voting trustee; Thomas A. Kennally bought 4987 Philco, holds 11,984; Emanuel Sacks bought 100 RCA, holds 545; George L. Langreth bought 200 Raytheon, holds 300; Kurt Widder sold 200 Skiatron, holds 11,750; George B. Storer bought 500 Storer Bestg. Co. common, holds 14,640 common and 1,486,500 Class "B" common; Milton R. Schulte bought 500 Tung-Sol, holds 2945; Jean E. Witbeck bought 200 Tung-Sol, holds 3251.

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Atomic Development Mutual Fund Inc., Washington, D. C., open-end diversified management investment company specializing in atomic securities, including a number of electronic stocks (Vol. 11:15), lists net assets of \$44,512,375, or \$14.37 a share, as of June 30, compared to net assets of \$19,854,643 (\$13.91) on March 1. In existence since Dec. 14, 1953, Fund's portfolio of June 30 shows that during preceding 5 months it added 29,400 shares of General Dynamics at market value of \$1,738,275 and 3300 Daystrom at \$99,000. It also added to holdings in Sylvania, GE, Westinghouse, Philips (of Holland), ACF Industries, General Precision Equipment, Blaw-Knox, Abbott Laboratories, Atomic Instrument Co., Beckman Instrument, Consolidated Engineering, Norden-Ketay, Nuclear Instrument & Chemical Corp., Tracerlab Inc. Dropped during 5-month period were Panellit Inc. and Victoreen Instrument Co.

RCA is appraised as "the leading unit in one of the fastest growing segments of our economy," in 6-p. analysis by Wm. Kurtz, of Paine, Webber, Jackson & Curtis, 25 Broad St., N. Y. For long term, RCA earning power is seen rising to \$7 per share by 1960. "Near-term developments," report says, "such as large scale promotion of color TV and possible introduction of commercial electronic computers should focus investor attention on this issue over the next few months." Note: Report on RCA last week (Vol. 11:36) should be corrected to indicate that RCA's capitalization is \$150,000,000, preferred dividend \$3.50 per share; net working capital, not assets, was \$234,865,104 at end of 1954.

Telecaster Edward Lamb's grants, totaling \$10,000 since 1950, have been parlayed into stocks worth \$12,260 by students of Gannon College, Erie, Pa., for whom Lamb had established fund to give "practical experience" in stock market.

"Stockholder census" in recent *Forbes Magazine* shows electronics-communications firms widely held, but with only GE and Raytheon showing any appreciable gains in number of share owners between 1953 & 1954 and even RCA, called "favorite of small investors," ending 1954 with fewer stockholders than at start of year. DuMont & CBS also declined numerically. Following are culled from categories headed communications and electrical equipment & electronics (figures in parentheses denoting total assets in millions of dollars):

	1954	1953	% Change
AT&T (12,849.6) -----	1,307,215	1,265,461	+ 3.3
General Electric (1,692) -----	295,945	246,467	+22.3
Westinghouse (1,329) ----	111,107	111,424	- 0.3
IT&T (637) -----	56,937	57,437	- 0.9
RCA (548.3) -----	172,551	177,199	- 2.6
Avco Mfg. (200.9) -----	61,462	65,994	- 6.9
Sylvania (191.4) -----	29,026	28,270	+ 2.7
CBS (169.3) -----	15,276	16,327	- 6.4
Philco (164.6) -----	17,909	17,478	+ 2.5
Admiral (109.1) -----	5,279	5,546	- 4.8
Motorola (94.5) -----	4,381	4,606	- 4.9
Raytheon Mfg. (93.6) ----	9,063	8,433	+ 7.5
DuMont Labs (63.3) -----	12,095	14,102	-14.2

Television-Electronics Fund has become first single industry "open-end" or mutual investment program to pass \$100 million mark, Sept. 7 *N. Y. Times* reported in article on mutual funds. Starting with assets of \$112,000 about 8 years ago, fund has ballooned past \$112,000,000. In allied field of nuclear energy, Atomic Development Mutual Fund Inc. has had even more spectacular growth—from \$2,226,997 to \$44,512,375 in 12 months, with shares increasing from 204,613 to 3,096,829.

Film exhibitors are doing well, generally, reports *Variety*, with first-run and the more important neighborhood houses showing marked upturn in boxoffice since about July 4. United Paramount's 650-theatre chain is having third quarter slightly better than year ago, and conviction prevails "people will stay at home for TV only if program is above routine." Movie business also is benefiting from lower excise taxes, exhibitors having absorbed recent Treasury decrease.

Philco is touted as investment by broker Talmage & Co., its Aug. 31 report saying "further recovery is looked for in this stock, reflecting the prospects for a return of its former rating as a growth stock, and in prospect of larger earnings soon." It adds: "Philco's research work on color TV may place it in a leading position when the public demand for color sets reaches large proportions."

Raytheon will offer stock to officers & other key employees as part of "Key Employee Incentive Plan," under terms of statement filed with SEC last week seeking registration of 189,165 shares of \$5 par common stock. Of total, 20,800 shares have been purchased by optionees, 117,965 are held under option, and 50,400 are reserved for option.

General Precision Equipment Co. reports consolidated net sales of \$70,238,745 for first half of 1955 vs. \$54,305,196 for same period 1954. Net profit went down to \$1.95 per share (1,022,882 shares) from \$3.37 (700,352), reports chairman-pres. H. G. Place. Unfilled orders as of June 30 totaled \$105,230,000.

American Phenolic Corp. earned \$442,984, or \$1.11 a share, on sales of \$11,821,191 in first 6 months of 1955, compared to \$252,277 (63¢) on \$12,465,721 in corresponding period year ago. Second-quarter earnings were \$238,533 (60¢) on sales of \$5,814,948 vs. \$204,451 (51¢) on \$6,006,243.

Electronics Reports: Search for new civilian markets by electronics manufacturers, now that military demand is not growing so rapidly, is subject of long discussion by Ben Weberman in *New York Journal of Commerce* which observes that "the instrumentation and servomechanisms branches of the industry are now breaking through the barrier which has confined most output to military devices" and states "growth of industrial lines is expected to be at a sensational pace."

Julian K. Sprague, pres. of Sprague Electric Co., is quoted as estimating that industrial control and instrumentation was a \$200,000,000 business in 1954, half of it for laboratory or special purpose use, half for true production control devices. Comparing electronic expenditures with estimated \$1 billion spent last year for other kinds of controls—mechanical, electrical, pneumatic, hydraulic—Sprague said: "It is apparent we have only just scratched the surface in this field."

J. G. Shennan, pres. of Elgin National Watch Co., which recently went into electronics, said automatic production instrument field alone has shown 21% annual rate of growth and pre-tax return of 40% on investment. United Shoe Machinery Co. and Admiral Corp. are mentioned for their automation developments; also discussed are Airborne Instruments Laboratory Inc.'s electronic analyzer, which checks gears emerging from a gear grinder; Belock Instrument Corp.'s electrically operated gear grinder; Giddings & Lewis Machine Tool Co.'s "Numericord" system whereby work cycles are controlled by magnetic tape.

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Special 24-p. report on mechanized production of electronic equipment, by assoc. editor John Markus, is featured in Sept. *Electronics Magazine*. Editor W. W. MacDonald states: "Now the electronics industry has made up its mind about mechanized production with sufficient unanimity to get going. It has finally concluded that regardless of product, or size of run, some sort of mechanization more closely approaching a pushbutton age is necessary." Report is in 5 parts, covering etched wiring, component preparation, machine assembly, dip soldering, automatic testing.

Automation will increase employment, H. L. Hoffman, pres. of Hoffman Electronics and RETMA pres., predicted at recent WESCON show in San Francisco, noting that "actually, the electronics industry has been manufacturing such components as TV picture tubes, capacitors and resistors by automation techniques for nearly a decade." During that time electronics employment increased 2½ times and TV-radio set prices have gone down.

GE's "Ham of the Year" nominations are open in annual search for amateur who rendered greatest public service in 1955. Letters of nomination will be accepted until end of year by Edison Award Committee Secretary, GE Tube Dept., Schenectady, N. Y.

Reo Holding Corp. has called special stockholders meeting Sept. 28 in New York to vote on proposed merger with Nuclear Consultants Inc., St. Louis, to form new corporation to be known as Nuclear Corp. of America, specializing in atomic energy and electronics fields. New company's board would include present 6 directors of Reo, plus pres. Sam Norris of Amperex Electronic Corp., accountant Herman P. Edelman and another to be named.

Clarostat Mfg. Co. profit was \$69,046 (17¢ a share) on sales of \$3,009,328 in first 6 months vs. \$68,182 (16¢) on \$2,819,151 in same 1954 period.

Aircraft Radio Corp. sales were \$3,860,377 in first half of 1955 vs. \$4,488,749 in same 1954 period; net income was \$214,469 (\$1.02 per share) vs. \$316,080 (\$1.13).

Panellit Inc., Chicago, is setting up English affiliate to be called Panellit Ltd., half owned by itself and half by Hall Telephone Accessories through subsidiary James Gordon & Co. Hall is leader in Britain's automatic vending field and, according to its chairman, Maj. Oscar Guest, wants to increase participation in the "rapidly growing field of automation, electronics and instrumentation." Hall manufactures machines for Coca-Cola, Gordon makes automatic controls for Esso, Vauxhall, et al.

Simplified closed-circuit TV system is claimed by Siegler Corp., Centralia, Ill. space heater manufacturer which recently acquired Hallamore Mfg. Co., Long Beach, Cal., maker of electronics and communications devices. Siegler did \$10,471,144 business in year ending June 30, earned \$774,571 (\$1.53 per share) and Hallamore div., hitherto heavily in defense, plans to expand commercial production, particularly scintillometers & geiger counters.

New ceramic receiving tube has been developed by Eitel-McCullough Inc., San Bruno, Cal., under Air Force sponsorship. Revolutionary in design, it is less than one-fourth the size of the glass 6SN7, which it replaces, is said to be 20 times as rugged and, due to high life expectancy, can be soldered directly into circuit. Company says it can be priced competitively with glass tubes when in mass production. First production is due early next year.

Upcoming IRE meetings: Professional Group on Vehicular Communications, Sept. 26-27, Multnomah Hotel, Portland, Ore.; East Coast Conference on Aeronautical & Navigational Electronics, Oct. 31-Nov. 1, Emerson & Lord Baltimore Hotels, Baltimore. In Portland, FCC Comr. Robert E. Lee will speak at banquet, while FCC chief engineer Edward W. Allen will deliver paper on propagation in 30-50 mc band.

Electronic aircraft detector to help spot low-flying enemy planes has been developed by Air Research & Development Command Center, Rome, N. Y. Mounted on hard plastic hats worn by ground spotters, device has small antenna, topped by horizontal cylinder. Short "rabbit ear" sticks out in back and volume control clips to wearer's lapel.

Electronic Associates Inc., Long Branch, N. J., which earned \$244,600 profit in 1954, or approximately \$1 on each of its 245,000 common stock capitalization, should earn \$400,000 this year on revenues of \$6,000,000, according to report by McDonnell & Co., N. Y. investment firm. Its specialty is analog computers.

Electronic typewriter capable of 36,000 characters a minute, employing magnetic core memory storage unit, has been developed by Potter Instrument Co., 115 Cutter Mill Rd., Great Neck, L. I.

IT&T plans first west coast manufacturing operation for its Federal Telephone & Radio Co., with 36,000-sq. ft. plant in San Fernando Valley projected as first part of \$2,500,000 building plan.

Emerson Radio earned \$1,584,812 (82¢ per share) after taxes for 9 months ended July 30 vs. \$1,146,676 (59¢) in same 1954 period. Profit before taxes was \$3,205,948 vs. \$2,066,820. Sales were not disclosed; 1954 sales for same period were \$54,701,441.

National Co. had net loss of \$88,405 on sales of \$2,-332,746 in first half of 1955, compared to profit of \$267,379 (\$1 a share) on \$4,640,119 in first half of 1954. Pres. Joseph Quick attributed loss to sharp curtailing of defense billings, predicted improvement in second half.

20th Century-Fox had net income of \$2,790,800 (\$1.06 a share) in 26 weeks ended June 25 vs. \$3,096,545 (\$1.17) in like 1954 period. Second quarter earnings were \$1,366,989 (52¢) vs. \$1,048,515 (40¢).

Color Trends & Briefs: RCA captured one military prize in competition with CBS-GE over govt. contracts for color equipment (Vol. 11:4)—selling \$425,800 three-channel system and 30 sets to be installed in Washington at Walter Reed Hospital, Armed Forces Institute of Pathology and Army Medical Service Graduate School.

Maj. Gen. Leonard D. Heaton, commander of Walter Reed Medical Center, said installation will be made next year and eventually extended to other govt. hospitals and military medical installations—to be used for consultation, teaching and research.

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Further disclosing color plans, CBS-TV announced that all *Climax* and *Red Skelton* shows will be in color—making total of 73 major color programs scheduled to date, vs. 19 last year. Previously set for color were *Shower of Stars*, *Ford Star Jubilee*, most *Omnibus* programs, plus Orson Welles series. Still to be announced, among others, is series of daytime color shows.

Network color schedules for next 2 weeks: NBC-TV—Sept. 12-16 & 19-23, *Home* segments, 11:45-noon, and *Howdy Doody*, 5:30-6 p.m.; Sept. 17, NCAA football game, Miami vs. Ga. Tech, 3:30-6 p.m.; Sept. 19, *Producers' Showcase*, "Our Town," starring Frank Sinatra, Eva Marie Saint & Paul Newman, 8-9:30 p.m. CBS-TV—Sept. 24, *Ford Star Jubilee*, starring Judy Garland & David Wayne, 9:30-11 p.m.

Six major musical comedies will be colorcast in NBC-TV's *Max Liebman Presents* series starting Oct. 1, Sat. 9-10:30 p.m., with first production a musical version of "Heidi." "Great Waltz" is scheduled for Nov. 5; "Dearest Enemy," Nov. 26; "Babes in Toyland," Dec. 24; "The Cat and the Fiddle," Feb. 18; "Sweethearts," March 17. Two more will be announced later.

Contest promoting "Our Town," to be colorcast by NBC-TV on *Producers' Showcase* Sept. 19, 8-9:30 p.m., offers Mercury station wagon or Ford Thunderbird for best letter on "Why I Like to Live in Our Town." Newspaper readers are asked to send entries to designated TV editors, and RCA "Seville" color receiver will be given editor whose reader wins.

British have novel technique for showing viewers whether poor reception of signal from Norwich station is due to receiver or to quality of off-air pickup from London station. When signal is usable but below satisfactory quality, a white bar is telecast for 2 seconds every 3 min., superimposed on program.

Raytheon to build lab at White Sands Proving Grounds, Las Cruces, N. M., to test and evaluate electronic equipment for Army ordnance. Lab is being integrated with Raytheon's guided missile test facilities at Pt. Mugu, Cal., managed by J. H. Leiper.

Dr. David B. Parkinson, mgr. of design & production engineering, and John H. Harris, director of manufacturing production control, elected v.p.'s of Brush Electronics Co. (Clevite).

William H. Martin, who retired at end of 1953 as Bell Labs v.p. to become deputy Asst. Secretary of Defense, on Sept. 1 became Army's director of research & development.

S. B. Withington, Avco v.p. & pres. of its Lycoming div., named gen. mgr. of newly formed advance development div., with labs at Everett, Mass. and Stratford, Conn.

Rear Adm. Arthur S. Born, USN Ret., joins Collins Radio as asst. to v.p. for research & development.

John B. Gray, ex-Hughes Aircraft, named chief engineer, Berlant Instruments, Los Angeles.

Following lead of NBC's WRCA-TV, N. Y. and WNBQ, Chicago (Vol. 11:26), Milwaukee's WTMJ-TV has informed sponsors that all station breaks adjacent to or within regular color programs must convert to color by next July 1 or risk losing positions. Station has also started daily color 3-3:30 p.m. *Women's World*, which with *NBC Matinee Theatre* and *Howdy Doody* gives it 2 hours of color each afternoon.

DuMont Vitascan closed-circuit demonstrations at Gimbels, N. Y. (Vol. 11:21, 33) were huge success, reports store, which says they stimulated "impulse buying"—particularly of high-priced goods not ordinarily bought on impulse. Other stores are said to be interested trying system.

Power consumption of typical color set, RCA 21-in., is 525 watts—compared with 280 watts for average black-&-white set (Vol. 11:35). That means annual power bill of about \$20 a year, assuming it's turned on average of 35 hours weekly for color and/or black-&-white.

For paper on "CBS Color TV Staging & Lighting Practices," Richard S. O'Brien, CBS senior project engineer, has won 1955 Journal Award of Society of Motion Picture & Television Engineers, to be presented at convention in Lake Placid Club Oct. 4.

Color mobile units, 72-ft. long, to be used by both NBC and CBS in New York, are expected to get special parking privileges. Network officials told city authorities units are needed to supplement color studio facilities.

Color manual for servicemen, a 36-p. supplement to its *Practical Color TV for the Service Industry*, has been issued by RCA Service Co., Camden. It's devoted primarily to details of new RCA models 21CT661 & 21CT662.

Seeking single color standard for all Europe, as well as single black-&-white standard in uhf, CCIR Study Group 11 of International Telecommunications Union is expected to visit U. S. next year.

Fully equipped for color now—network, local live, film and slide—KMTV, Omaha announces it's 15th in the nation so prepared.

Claiming a "first," School of Radio Technique, N. Y., is installing RCA's TK-41 color camera equipment for closed-circuit use.

American Electronics Inc. acquires R-C Scientific Instrument Co., Playa del Rey, Cal., by exchanging 13,500 shares of its common stock for all of R-C assets; it will be operated as subsidiary under name of Reed-Curtis Nuclear Industries.

Philco's Lansdale Tube & Transistor Co. has purchased 80,000-sq. ft. plant of Apex Hosiery Co., Spring City, Pa., to be used primarily for research and production of transistors.

"Transistor Specification Chart", 8-p. special section of Sept. *Tele-Tech Magazine*, shows technical characteristics of transistors, divides them into 5 categories according to use.

Roy J. Benecchi elected v.p. & gen. mgr. of Lear Inc. Grand Rapids div., succeeding Andrew F. Haiduck, now exec. v.p. in charge of manufacturing of Lear's 4 divisions.

Phaotron Co., Pasadena, Cal. plans to market new hermetically sealed transistor and vacuum-tube voltmeter as part of expansion in electronics fields.

Russell D. Gawne, ex-Crescent Industries, named sales mgr. of G-C Electronics Mfg. Co., new General Cement subsidiary.

Frank S. Schaumburg promoted to asst. sales mgr. of electronics div., Elgin National Watch Co.

Perry R. Roehm, engineering & sales v.p., named exec. v.p., Norden-Ketay Corp.

NARTB CODE REVIEW board hit back this week at Kefauver subcommittee's recent Interim Report recommending greater non-industry control over programming (Vol. 11:35). Following 2-day meeting in Washington, board chairman G. Richard Shafto, WIS-TV, Columbia, S. C., declared:

"Some of the conclusions in the Interim Report, we believe at first glance, are based upon the improper premise that a voluntary industry effort such as this should be—in a sense—'regulatory'. Such a thesis does not hold in other similar professional efforts—such as the American Bar Association, for example—and we do not believe it should apply in the broadcasting industry.

"Other Interim Report recommendations, however, are helpful in establishing guideposts for the board's activity and reflect the thoroughness with which the Committee studied the industry. At all events, we are grateful for such comment from the Congress, as we welcome it from citizen sources. Appraisal by the public and its representatives is, after all, the best index to continued program advances."

Shafto said board did not have sufficient time to make an intensive review of committee's recommendations and ordered Edward H. Bronson, director of code affairs, to prepare comprehensive report for code board's next meeting in Jan.

Board adopted new procedure for tightening code observance in film programming. In future, all code subscribers will be notified via advisories when films are found by NARTB staff to be "not consistent" with code and will be asked to review such films. Shafto said difficulty arises when suppliers distribute films produced before establishment of code and which were designed for theatres, not home viewing.

In another action, board directed staff to continue investigation of practice of promoting theatre attractions on commercially sponsored TV programs. Board noted "strong trend to insert promotional material, including actual filmed portions, of current Hollywood product in programs already utilizing the maximum allowable commercial time standards suggested within the TV code."

✓ "Lopsided concept of a licensee's responsibilities" was blasted by FCC Comr. Doerfer as he dissented from majority's grant of renewal to radio WTIX, New Orleans. Noting lack of religious, educational or discussion programs, Doerfer stated: "While the Commission is proscribed from exercising powers of censorship, it does have the duty to require a broadcast licensee to program in the public interest . . . The setting of minimum standards of program quality and overall program policies of a licensee is not censorship. On the contrary, it is a safeguard against the use of a broadcast frequency solely for personal considerations. In this case, the program format indicates the sole desire to use the station for the purpose of making every possible dollar that time on the air will permit." Doerfer backed up dissent by quoting Commission's famed "Blue Book"—its much-attacked *Public Service Responsibility of Broadcast Licensees*, issued in 1946.

✓ Children's TV shows are improving but still have long way to go, Philadelphia school board's 5-month survey of 3000 parents reveals. Many objected to casting of a parent, relative or teacher as "incredibly stupid" and majority were concerned over TV influence on behavior and attitudes of children. About 60% of parents said children were reading less but weren't able to pin it directly on TV.

High-tower compromise may be in the wind as joint TV-aviation-govt. study group (Vol. 11:3,5) winds up 8-month study. Seven-member fact-finding subcommittee, named by CAA chairman Fred B. Lee and FCC Comr. Robert E. Lee, is due to report next week, with full group's final report considered likely following week. It's understood that military and aviation representatives on the committee have indicated they'll go along with proposals for towers as high as 2000 ft. if committee recommends regulations "with teeth" requiring antenna farms and multiple antenna towers be used wherever possible. Meanwhile, fact-finding group, together with 12 members of Air Coordinating Committee's ad hoc study group on tower marking and lighting, this week went to Louisville to observe WHAS-TV's experiments in new tower lighting systems.

Republican TV campaign will be repeat performance of 1952 tactics—scheduling speakers immediately following big-audience shows—party strategists disclosed this week after Washington conclave addressed by Carroll Newton, BBDO v.p. Earlier in week, Republican chairman Leonard Hall staged minor hassle with networks over "equal time" after ex-President Truman's Labor Day speech over NBC, CBS & ABC. Hall demanded party get chance to answer. ABC offered time, CBS refused and NBC said it "was considering it." By end of week, rhubarb apparently had reached cooling off stage.

Four applications for new TV stations were filed with FCC this week, bringing total pending to 155 (19 uhf). Week's applications: For Redding, Cal., Ch. 7, by KXOA, Sacramento; for Billings, Mont., Ch. 8, by KGHL; for Juneau, Alaska, Ch. 8, by Wm. J. Wagner, owner of KINY, Juneau, and 5 other Alaska AMs; for Lead, S. D., Ch. 8 (satellite), by KOTA-TV, Rapid City, S. D. [For details, see *TV Addenda 21-I* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

San Francisco Seals baseball team has been purchased by S. H. Patterson, owner of KSAN-TV, San Francisco (Ch. 32), and son Norwood, subject to Pacific Coast League approval. Since start of broadcasting March 1, 1954, KSAN-TV has specialized in programming all Seals games and training activity and bills itself as the "Bay area's first & only sports station." Patterson will inherit bill of \$30,000 for back salaries, another \$30,000 owed league, \$19,000 tax bill, \$50,000 bank loan.

TV-radio's "Great Man" (Vol. 11:34), new book by Al Morgan (Dutton, 317 pp., \$3.50), is panned harshly in Sept. 9 column by Herald Tribune Syndicate's John Crosby, as a "dirty book" which misleads public in concept of industry. Crosby calls for honest story of TV-radio, saying: "The world of radio and television is a marvelously complex and intricate one, and God knows there is a good novel in it for the right guy. What is needed is an Arnold Bennett. Are there any around?"

FCC's detailed tables on network-station 1954 revenues and profits—filling out initial report (Vol. 11:25)—will be issued as they're prepared, starting in 2-3 weeks with table on metropolitan areas with 3 or more stations each.

All FCC commissioners will be guests of honor, along with Vice President Nixon, at Radio-TV Executives Society luncheon Sept. 14 in Roosevelt Hotel, N. Y. No Commission meetings will be held next week.

Annual outing of Federal Communications Bar Assn. is scheduled for Oct. 15. Locale is Lohnes farm in Vienna, Va., as usual—widow of attorney Horace Lohnes telling Assn. she'd be pleased to have outings continue there.

MARTIN CODEL'S

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

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY - INDEX OF THE WEEK'S NEWS — September 17, 1955

BIG 4 SELL 45% of TV sets: RCA, Philco, Admiral, Motorola. Runners-up are Zenith, GE, Emerson, Westinghouse. Outlook for the smaller manufacturers (p. 1).

TREND TO FREE BROADCASTING in Europe may be sparked by Britain's new independent TV, McConaughy says in summing up impressions of tour (p. 2).

REPUBLIC PICTURES agrees to formula for releasing 3-year-old features to TV, as 10 other movie firms prepare for trial in govt. films-to-TV suit (p. 3).

LONDON COMMERCIAL service starts Sept. 22, other ITA stations to be completed early next year; Warner Bros. has interest in new program contractor (p. 5).

OVER-ALL ALLOCATIONS review predicted by FCC chairman, beginning early next month, as Commission maps out tough schedule for fall-winter (p. 5).

CBS "SEGMENTATION" PLAN disclosed to radio affiliates, breaking up evening programs into 5-min. sales units at \$2100 each; 17 already sold (p. 6).

SATELLITE OPENS UP new So. Dakota market—KDLO-TV, Florence (Ch. 3). Mexico's 7th station, Monterrey's XHNL-TV (Ch. 10) begins operation (p. 8).

HIGH-TOWER CONTROVERSY seen near end as members of industry-govt. study groups reach informal agreements on tower marking and height problems (p. 9).

OUTPUT OF 8,200,000 TVs, retail sales of 8,000,000 forecast for record 1955 by RETMA pres. H. L. Hoffman. The "whys" of boom business (p. 10).

AUTO-PHONO AND RECORD package, called "Highway Hi-Fi," produced by CBS-Columbia for optional equipment in Chrysler's 1956 auto line (p. 12).

WAR ON TUBE RACKETEERS now industry-wide—Sylvania, RCA, GE and others joining Philco in fight to smash \$100,000,000 bilking of public (p. 13).

ELECTRONICS BOOM rescuing New England from industrial oblivion; area garners 15% of business, 50,000 displaced workers finding new jobs (p. 13).

APPRAISAL OF ADMIRAL bullish despite loss of defense business; Glore, Forgan & Co. compares sales growth and pre-tax profit margins of selected majors (p. 14).

3-V INDUSTRIAL COLOR TV demonstrated by RCA, which will market it next year; closed-circuit TV seen founding "University of the World" (p. 15).

REPORTS ON TV SPOT advertiser expenditures, by companies & brands, from TvB starting with last 1955 quarter; advance estimate \$275,000,000 (p. 16).

NETWORK BILLINGS dip to 12-month low in July—but PIB report shows TV aggregates \$227,172,548 for 7 months, radio \$69,976,389 (p. 16).

TOP 4 OF TOP 20 DOMINATE TV SET MAKING: As in the automotive field, a handful of companies dominates TV production and sales -- though the proportions are quite different. Whereas the Big 3 (General Motors, Ford, Chrysler) account for 95% of automobile output, the Big 4 of TV (RCA, Philco, Admiral, Motorola) combine to represent about 45%. Remainder is shared by 60-odd other companies (see TV Factbook No. 21).

The 4 top TV manufacturers rank in that order, too, with RCA accounting for about 18% of sales during most of last year and 1955, Philco about 11%, Admiral slightly more than 8%, Motorola just under 8%. Their percentages of sets-in-use, meaning their share of the 35,000,000 or more in the hands of the public, vary somewhat from those figures because Philco and Admiral at one time claimed to be making and selling about the same number of sets as RCA.

Foregoing figures are from a highly competent source, and they seem to jibe with findings of the "1955 Consolidated Consumer Analysis" covering 20 markets (Vol. 11:21). This source says runners-up are Zenith, GE, Emerson, Westinghouse -- without divulging percentages. Nobody else is credited with as much as 3% of the market.

And after the foregoing 8, next top dozen (not necessarily in this order) are said to be DuMont, Crosley, Silvertone (Sears Roebuck), Magnavox, Sylvania, Capehart-Farnsworth, Muntz, Hallicrafters, Hoffman, Packard-Bell, Stromberg-Carlson, Olympic.

* * * *

What's happening in the manufacturing industry, actually, is that the big are getting bigger -- competing like blazes with one another -- while the smaller fellows are finding it next to impossible to catch up. Their share of the market is at best fractional, and it has long been thought many would be squeezed out.

But fewer economic casualties have occurred than you might expect. Aside from Tele-tone, which rode high in TV's early days but went under, all of the top dozen or so set-making pioneers are still in business. Recently, Muntz, Majestic, Transvision, Regal, Shaw, Kaye-Halbert, Fada, Trad and a few others have been in and out of bankruptcy courts -- but several of these are still producing.

Two companies quit TV production in last 12 months, neither one due to economic difficulty. Arvin dropped TV output in favor of concentrating on radios, particularly auto radios (Vol. 11:13). Stewart-Warner quit TV-radio fields in U.S. but kept at them in Canada (Vol. 10:52). Neither was a major TV producer.

* * * *

We asked some of the middle and smaller producers recently how they appraised their present positions and future prospects. One of the most pertinent replies was that of Raymond W. Durst, pres. of Hallicrafters, now heavily in private label:

"We're riding on a hard circuit in TV in competing with the majors. The pressures and resources of the big boys are hard to cope with. But we can survive. We just need to adjust our sights and put heavier reliance on diversification. We go into high fidelity, govt. products, communications equipment, and just hold on to our small share of the TV market. I'll summarize by saying this: The situation gets harder all the time; it looks difficult but it is far from hopeless."

Raytheon has also gone in more heavily for private label business, and all who can are expanding their govt. business. Harold Shevers, pres. of Gotham Television Corp., which makes Hyde Park brand for Macy's, said "the outlook for the smaller manufacturer lies in specialties." Leslie W. Roberts, pres. of Philharmonic, which makes AMC, May Co., Allied, ISE brands, said "the smaller TV manufacturer can exist only through proper diversification, otherwise the outlook is dim."

"In private label," said another, who preferred anonymity, "we can produce higher-priced sets without fear of making them competitive. We don't have to be in the rat race." And Setchell-Carlson gen. mgr. H.E. Tyler, writing from the little town of New Brighton, Minn., where it's located, said that so far as his company is concerned the future looks good. "Being a small manufacturer," said Mr. Tyler, "has its distinct advantages in that we can reduce our production to a point where the market will absorb it completely...As of [now] our inventory is practically nil."

McCONNAUGHEY'S VIEWS ON EUROPEAN TV: Increasing awareness of superiority of free and independent broadcasting in European countries was cited by FCC Chairman Geo. C. McConnaughey as an outstanding impression of his recent communications inspection tour of England, France, Germany, Switzerland, Netherlands, Norway & Sweden.

He returned "more convinced than ever that we -- with all our problems, vexatious as they may be -- have the best system of broadcasting ever devised."

The introduction in Britain next week of a modified form of commercial TV, McConnaughey believes, will be watched very closely by other European countries which haven't yet decided how much freedom their new TV systems are to be allowed. When we asked him his impressions of European broadcasting, he held out great hope for Britain's new Independent TV Authority (ITA) as a force for creating more popular programming in England -- and "a very hopeful sign for all of Europe."

"Given time and a minimum of govt. interference, ITA is going to be a marked success," he predicted, despite such obstacles as receiver conversion. Out of some 5,000,000 sets-in-use, only 1,000,000 have been converted to receive second channel. Advent of commercial TV, he said, should put BBC on its toes, the competition forcing it to improve programs. "The BBC," he added, "hasn't given the people what we consider a good variety of programs."

In France, he found TV picture technically "excellent," but was disappointed with calibre of talent and programming, which he felt was "hampered by the strong tie-in with govt. operation." As an example, he cited a one-hour program he viewed during prime Saturday evening time -- entirely devoted to bridge lessons.

West Germany is "very alert to the broadcasting picture," he stated, "and we can expect to see pretty substantial improvements in the next year or so." German TV has started out on semi-commercial basis under complex state-private partnership

arrangement. German radio, now almost entirely converted to FM, he described as "perfectly delightful," keyed by good music and excellent reception.

In Sweden, where control of TV has not yet been decided, he perceived strong undercurrent of sentiment for independent operation as opposed to strict govt. control. In Norway and the Netherlands as well as Sweden, he was impressed by alertness to broadcasting and anxiety to begin TV on soundest possible basis.

He found many misconceptions about American broadcasting in general, and the role of the advertiser in particular, wherever he went. On one occasion when he was being interviewed on Oslo radio, he was asked: "Is it true that the advertisers run broadcasting in the United States?" He then proceeded to explain role of FCC, how broadcast licensing operates, etc.

In good-natured discussion over the teacups, he was asked this question by a BBC executive: "How can you justify a program like 'The \$64,000 Question'?" The FCC chairman replied that he couldn't see anything seriously wrong with such a program, and that, indeed, it may even have some educational value. Then, with a smile, he added: "We often wonder about your Irish Sweepstakes."

Note: British and French TV interests are now reported negotiating with producer Louis G. Cowan for foreign versions of the giveaway.

(For Chairman McConnaughey's approach to allocation controversy, and his plans for Commission consideration of the issue, and separate story on British commercial TV debut Sept. 22, see p. 5.)

WILL GOVT. SUIT INCREASE FILMS FOR TV? On eve of the trial of 12 movie companies for alleged conspiracy to keep films off TV in Govt.'s 3-year-old "16mm suit", Republic Pictures -- which has already offered some 300 of its features to TV -- agreed to make arrangements to continue releasing pictures 3 years old and over.

Real importance of consent decree -- in which Republic in effect agreed to do what it already has been doing -- is that (1) it indicates Govt. still intends to press the controversial suit originated by Truman Administration, and (2) similar agreements with other movie makers conceivably could be forthcoming, although both Republic and Govt. deny participating in a "pilot decree."

Sizing up significance of decree as regards other movie makers, authoritative Motion Picture Herald said Sept. 17: "The other defendants are under considerable pressure to agree to a consent decree along the lines to which Republic submitted. This is true because when a defendant agrees to a consent judgment prior to taking of testimony in any anti-trust case, that consent decree cannot be used by a plaintiff in a private suit."

Trial opens Sept. 20 in Los Angeles Federal Court for remaining 10 defendants: 20th Century-Fox, Warner Bros. & its Warner Bros. Distributing Corp., Columbia and its TV subsidiary Screen Gems, Universal and its United World Films, RKO, plus independents Film Inc. and Pictorial Films Inc. (Vol. 8:30). Neither Paramount nor MGM is involved in Dept. of Justice action.

Consent decree requires Republic (and subsidiary Republic Productions) to offer to TV within 90 days 80% of the feature films produced before Aug. 1, 1948 to which Republic holds TV rights. This portion of the decree is meaningless as far as more-films-to-TV is concerned, since Republic has already licensed at least 80% of such features for TV showing.

Company also is ordered to begin "necessary negotiations" (unions, etc.) toward clearing post-1948 pictures for TV. Within 2 years after negotiations are completed, Republic is required to make available to TV 25% of films that have been in release 3 years; thereafter it must release annually at least 50% of the films shown in theatres during preceding 3 years.

Formula for decree apparently was tailored to fit Republic's past practices and future plans with regard to TV -- but movie industry is wondering whether Govt. now plans to use same 3-year yardstick in suit against remaining defendants.

Note: If other defendants are awarded more favorable terms after trial, Republic is entitled to apply for modification of decree.

Personal Notes: Charles Singer, with WOR & WOR-TV for 28 years, recently its chief engineer, has joined Page Communications Engineers Inc., Washington, as director of operations; Ross Bateman, since 1946 chief of ionospheric research of Bureau of Standards' Central Radio Propagation Labs, has also joined Page as director of research . . . A. E. Towne resigns as chief engineer of KPIX, San Francisco, to form own San Francisco electronic development and consultant firm, A. E. Towne Assoc. Inc.; Thomas T. Ely, asst. chief engineer of Westinghouse's WBZ-TV, Boston, becomes KPIX chief engineer, Wm. Burgess promoted to asst. chief engineer, Ray Holtz succeeding him as transmitter supervisor . . . Mitchell Wolfson, co-owner of WTVJ, Miami and head of Wometco chain of theatres, will be keynote speaker at Theatre Owners of America convention in Los Angeles Biltmore Oct. 6; he's ex-TOA pres. & chairman . . . Mrs. Fanney Neyman Litvin, FCC examiner, retires Sept. 30 after 30 years of service; she will continue to make her home at 3850 Tunlaw Rd., Washington . . . Thomas B. McFadden, NBC Spot Sales v.p., flies to England Sept. 20 for opening of ITA commercial TV system Sept. 22; NBC pres. Pat Weaver will be there, too (Vol. 11:36), speaks Sept. 27 before Institute of Advertising Practitioners . . . Sol Taishoff, publisher of *Broadcasting-Televasting*, sailed Sept. 14 on the *Queen Elizabeth* for England to be present at start of commercial TV; he will also tour Europe . . . Jack R. Poppele, asst. director for broadcasting, U. S. Information Service, back Sept. 12 from 6-week flying trip to Voice of America European operations . . . Robert B. Hanna Jr., mgr. of GE broadcasting dept. (WRGB & WGY), also designated to serve as gen. mgr. of Maqua Co., GE-owned printing firm, one of largest in country, employing 800 . . . Leslie C. Johnson, WHBF-TV, Rock Island, named chairman of NARTB employer-employee relations committee, succeeding Robert D. Swezey, WDSU-TV, New Orleans . . . Fred W. Wagenvoord, v.p. & gen. mgr., WGTH-TV, Hartford, has resigned and General Teleradio has assigned Jack Downey as operations chief; station's sale to CBS pends FCC approval (Vol. 11:28) . . . George R. Snell, ex-WLEX-TV, Lexington, Ky., named program & operations mgr. of up-

coming WHTN-TV, Huntington, W. Va. (Ch. 13), due Sept. 25; George A. Miller Jr., ex-WSAZ-TV, Huntington, local & regional sales mgr.; Chester A. Siegrist, ex-WCNY-TV, Carthage, N. Y., studio-transmitting engineer . . . John Henry promoted to sales mgr., KCSJ-TV, Pueblo; Jack Wells, ex-WKY, Oklahoma City, named program coordinator . . . Morton Lowenstein named v.p. in charge of new Forjoe office in Philadelphia . . . Larry Lowenstein, ex-Benton & Bowles, joins CBS-TV as press information director . . . Clinton F. Wheeler, onetime TV-radio director of Ogilvy, Benson & Mather, promoted to Kenyon & Eckhardt v.p. . . . Rodney Albright, ex-Biow-Beirn-Toigo, joins Sullivan, Stauffer, Colwell & Bayles as TV production supervisor . . . Jacob A. Evans, ex-v.p. of *Sponsor*, now with McCann-Erickson, to direct TV-radio clinic of adv. & selling course to be conducted by N. Y. Ad Club . . . Gerald Green promoted to producer of NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m., succeeding Robert Bendick, now working on *Wide Wide World*, twice-monthly Sun. 4-5:30 p.m. . . . Abe Greenberg promoted to adv. & sales promotion director, Howard Wormser to publicity director, KTLA, Los Angeles . . . Harry Beaudouin resigns from NBC publicity dept. to become asst. director of TV-radio publicity, Republican National Committee . . . John F. White, v.p. of Western Reserve U, Cleveland, named gen. mgr. of educational WQED, Pittsburgh, replacing Wm. A. Wood, now consultant to several educational stations . . . James Agostino, ex-KHQ, named sales mgr. of KXLY-TV & KXLY by v.p.-gen. mgr. Richard E. Jones . . . Robert A. Mortenson, ex-N. W. Ayer, named gen. mgr. of upcoming WIIC, Pittsburgh (Ch. 11), with Roger C. Rice, also from that agency, as sales mgr.; they will report to pres. O. M. (Pete) Schloss . . . Fred Gregg, recently detached to Avco, returns to Crosley Bcstg. Co. as asst. gen. sales mgr. under sales v.p. Harry Mason Smith . . . Frank E. Mitchell, mgr. of KIMA, Yakima, Wash., adds duties as business mgr. of KIMA-TV; satellite KEPR, Pasco; upcoming KLEW-TV, Lewiston, Ida. . . . Joseph M. Allen, ex-TV-radio director of Assn. of National Advertisers, promoted to v.p. . . . Wm. F. Wetmore Jr. and Robert B. Yorty become junior partners of Pierson, Ball & Dowd, Washington attorneys.

Rev. Malcolm Boyd, once with Republic Pictures and Samuel Goldwyn Productions, formerly associated with Mary Pickford & Buddy Rogers in their TV-radio activities (which include one-third ownership of WSJS-TV, Winston-Salem, N. C.), elected to board of Cathedral Films, 140 No. Hollywood Way, Burbank, Cal. He's now taking graduate studies at Union Theological Seminary, N. Y., and writing a book on the relation of church to media of mass communications. He took his Episcopalian orders in 1951, was graduated last year from the Church Divinity School of the Pacific.

Marvin Miller, star of *The Millionaire*, on CBS-TV, has been designated by William J. Grede, national chairman, 1955 Bible Week, as an honorary chairman to represent TV industry. Edward Stanley, NBC public service programs mgr., heads special events phase of all-faiths National Bible Week, Oct. 17-23.

Mims Thomason, UP v.p. in charge of newspictures, promoted to gen. business mgr., succeeded by his asst. Frank Tremaine. Jack Bisco has resigned as v.p. & gen. mgr. of UP, and plans to acquire a newspaper or radio station.

Robert Butler, 58, ex-ambassador to Cuba and Australia, chief owner of WTCN-TV, Minneapolis, until its recent sale to Bitner interests, died in N. Y. Sept. 15 following a heart attack.

David Kingsley, managing director of National Film Finance Corp., set up by British Govt. to finance movie production and export, was in N. Y. recently to look into reasons why British films aren't more successful in the American market—including brief look-see at TV, which has used them profusely. He's also treas. of British Lion Films, following only Rank and Associated as biggest distributor in the UK, and wholly owned by the govt. corporation since it ran into financial trouble. NFFC backs about 40% of all British film production.

U. S. delegates to UNESCO conference in Tangier, Morocco, Sept. 19-30, to promote international cooperation between films and TV: James Nelson, asst. to NBC pres. Pat Weaver; Paul Wagner, exec. director of Film Council for America; Paul Talbot, pres. of Freemantle Overseas Radio & Television Inc.; Maurice Mitchell, pres. of Encyclopedia Britannica Films.

Dr. Filiberto Guala, director general of RIA, the Italian broadcasting system, and his delegation were guests of Voice of America's industry advisory committee at Washington luncheon Sept. 15; administrative-program-technical group includes Dr. Francesco S. Gilente, Dr. Franco Passigli, Dr. Aldo Passanti, who will tour U. S. TV-radio centers for about month.

Gerard Gingras, Montreal investment executive, appointed to CBC board of governors, now consisting of 10 members, with one vacancy left.

B RITAIN'S COMMERCIAL TV system gets under way Thu., Sept. 22, under aegis of Independent TV Authority with 2 of the 4 private program contractors combining to present 7:15-11 p.m. schedule, transmitted by newly completed 10-kw visual, 2½-kw aural transmitter at Croydon built by Marconi. At last reports, advertisers had purchased 18 minutes of commercials at time-&-half rates, all first-night profits (expected to run about \$28,000) to go to charities. Base rate is £1000 (\$2800) per minute.

On eve of opening of London area service—that from Birmingham being due to start next Feb. and from Manchester in May or June—ITA disclosed that its fourth contractor would be Associated British Picture Corp., in association with Hulton Press, which publishes 5 newspapers in the Midlands. It is taking over the franchise recently surrendered by the Kemsley-Winnick group, which quit because of costs involved, and will serve Midlands, Yorkshire and Lancaster areas from Birmingham & Manchester outlets.

Associated British is part-owned by Warner Bros., but ITA regulations require programs be predominantly British to protect against too much American programming. ABPC managing director C. J. Latta is due in N. Y. next week on visit to Warner home office. His company has already set up TV subsidiary called Associated British Cinemas (TV) Ltd.

Under the contract setup, Associated-Rediffusion Ltd. will utilize time on London station Mon. thru Fri.; Granada TV Ltd. on Manchester station Mon. thru Fri.; Associated Broadcasting Co. Ltd. on Birmingham station Mon. thru Fri. and London Sat. & Sun. New ABPC group presumably will take over the Kemsley-Winnick time allotment of Sat. & Sun. on the Birmingham & Manchester stations.

London reports interest running high in upcoming commercial service, with the highbrow element (spearheaded by *London Times*) eyeing the project askance but the man-in-the-pub generally favorable to the idea of competition, as we reported in our own on-the-spot roundup of last autumn (Vol. 10:45). Lots of Americans are to be on hand for opening (see Personal Notes) and the interest of the Anglo-American advertising fraternity is particularly keen.

Here's comparison of BBC program schedules and the combined efforts of Associated-Rediffusion and of Associated Broadcasting for opening night Sept. 22, as listed in parallel columns in *Commercial Television News* of London:

BBC

7 p.m. News.
7.15 p.m. Weather and Programme parade.
7.20 p.m. Topical spot.
7.30 p.m. Outside broadcast.
8 p.m. "Disneyland" film.
8.30 p.m. "Animal, Vegetable or Mineral?"
9 p.m. Play.
10 p.m. Eurovision from Paris.
10.30 p.m. (approx.). Close down.

ABC/A-R

7.15 p.m. The Guildhall banquet.
7.30 p.m. Sir John Barbirolli and the Hallé Orchestra.
7.43 p.m. National Anthem.
7.45 p.m. Speeches by the Lord Mayor, the Postmaster-General, and Sir Kenneth Clark, ITA chairman.
8 p.m. Wood Green Empire all-star variety.
8.40 p.m. Half an hour of filmed drama.
9.10 p.m. Boxing.
10 p.m. News.
10.15 p.m. May Fair Hotel; interviews with famous stars.
10.30 p.m. All-star cabaret.
10.50 p.m. Trainers.
11 p.m. Close-down, with a 2-minute religious epilogue.

Note: For data on BBC & ITA, and for addresses and names of principals of ITA program contractors, see p. 246, *TV Factbook No. 21*.

A LLOCATIONS ECONOMICS—including the plight of uhf, the deintermixture issue, vhf drop-ins, etc.—loomed as biggest and toughest problem for coming season as FCC met informally for a good look at the substantial matters to be placed on its agenda. McConnaughey told us earlier that he hopes Commission will be able to get right to work on allocations problems, meeting on them "early in October."

"The Commission is going to have to take a pretty hard look at the over-all picture," the chairman said. "We're cognizant of the problems and they're bigger than just isolated cases." He said he has formed no personal conclusions on the answer. "We're going to have to ask the advice of a lot of people, and get some unbiased opinions."

McConnaughey's statement of his opinions on allocations problems, coupled with views of other Commissioners as reported in 3 preceding issues (Vol. 11:35-37), indicate FCC's look at allocations will not only be an "over-all" look but also a long look.

Due to get under way in earnest soon, too, is Commission's network investigation, for which Congress appropriated \$80,000. In a related step, chief Harold Cowgill of FCC's Common Carrier Bureau, has been collecting data on AT&T network rates. Study of rates has been recommended by Senate Commerce Committee Chairman Magnuson (D-Wash.) and Committee's Plotkin Report.

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Commission held no formal meeting this week, Comr. Webster being in Europe and other commissioners attending Radio-TV Executives Society luncheon in New York (see p. 6) on regular meeting day. Only FCC action dealing with TV was release this week of order (FCC 55-931) turning over Ch. 5 & 6 in Alaska and Hawaii to non-broadcast use. Commission noted there had been no opposition to this proposal. Neither channel is allocated in either of the territories.

Three more eastern Pennsylvania uhf stations joined Harrisburg's WHP-TV in opposing proposed purchase by Triangle Publications (WFIL-TV, Philadelphia, WNBFTV, Binghamton) of off-air WLBR-TV, Lebanon, on Ch. 15 (Vol. 11:31), asking that Commission hold hearing. Charging that station would essentially be satellite of WFIL-TV, hurting local community stations, were WCMB-TV & WTPA, Harrisburg & WHUM-TV, Reading. Lebanon County Chamber of Commerce petitioned for quick grant of transfer.

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Maximum of 1000 TV stations "when the industry has reached its peak point of performance" is foreseen by NARTB pres. Harold Fellows—even though original allocation plan provided for 2000. Paying tribute to TV at testimonial luncheon in N. Y. honoring RCA Chairman Sarnoff, he said: "This medium has done so much to change the lives of so many people already that it indeed challenges the imagination to anticipate any further inroads it might make on the experience of living. Surely, we can anticipate in the near future live TV on an international scale." He also predicted that current 2748 radio stations will rise to "a final count of something in the neighborhood of 3000." He said radio has become more of a "community service" than a "national service."

Sam Gallu, producer of *Navy Log* on CBS-TV, which premieres Sept. 19 at Washington's Carter Barron Amphitheatre, to be presented with citation as honorary admiral in the Navy by Secy. of Navy Thomas; show starts Sept. 20, Tue. 8-8:30 p.m., with Maytag and Shaeffer Pen as alt. sponsors.

NETWORK RADIO keeps searching for a comeback formula. Following NBC's plan last week to extend *Monitor* concept of programming to weekdays 10 a.m.-6 p.m. (Vol. 11:37), CBS this week disclosed its "segmentation" plan to affiliates meeting in Detroit.

As outlined by sales v.p. John Karol, CBS plan would open to 5-min. sales such weekday programs as *Bing Crosby Show*, *Tennessee Ernie*, *Jack Carson Show* & *Amos 'n' Andy Music Hall*, and the weekend *Edgar Bergen*, *Galen Drake* & *Robert Q. Lewis* shows. A single 5-min. segment costs \$2100 in time & talent, with usual frequency discounts on multiple sales. Karol said 17 segments had already been sold, with Philip Morris and Hallmark Greeting Cards among first sponsors.

"Each of you remembers when the network buying formula was largely 15-minute strips and half-hour shows," he stated. "These, in radio, were like the one-page ads in magazines. But the patterns of listening have changed and we have modified our programming to capitalize on this change. The final step, obviously, had to be a shift in sales philosophy to allow the advertiser to buy in relation to the changing habits of listening. This shift means that now an advertiser can buy the equivalent of the half-page ad or the one-column ad."

He said CBS Radio was in strongest competitive position in its history, adding that "on the basis of business now on the books, our estimate for an average week in October 1955 shows that CBS Radio is running about 90% ahead of NBC in total hours sold." [For comparative PIB figures for first 7 months of 1955, see p. 16.]

Earlier, pres. Frank Stanton told record gathering of 230 network and station officials that CBS has budgeted 29% increase in network radio programming in 4th quarter over earlier estimates. Of radio's future, he said:

"Radio's future is not depressed but radio has problems which we deceive ourselves if we do not admit. I think we will work out our problems gradually. But we will work them out. We won't sit them out . . . Our comfortable patterns have been pulled apart. Our security has been shaken. But the elements of a new stability are at hand."

VICE PRESIDENT NIXON, following pattern of CBS pres. Frank Stanton's proposal last May (Vol. 11:22), this week advocated TV debates between opposing political candidates (15 min. each) for Senate, House, local offices—but he didn't go into "Lincoln-Douglas" type meetings on presidential level as suggested by Stanton. Addressing Radio & Television Executives Society at N. Y. luncheon Sept. 14, he said key to political success is informality—fireside chats, debates, audience participation. TV will end reign of old-time "stump speaker," he predicted, and will cut through artificiality, permitting sincerity to come through. "Whistle stop" tours will become passe, he said, "because they cannot compete with TV in reaching a mass audience."

Mr. Nixon flatly rejected use of written texts or prompters in TV campaigning, saying that while off-the-cuff speaking required twice as much preparatory work, it was much more effective. He suggested candidates buy frequent TV spots for 5-min. & 1-min. talks to make their names and faces familiar to audience. Stations themselves are best qualified to achieve "proper balance" among parties in non-election year free time, he said, but "there is no such thing as a non-political speech by a politician. Sell him the best time for drawing an audience, even if it costs twice as much. Candidates should be prepared to spend as much money on building up a program, through advertisements and organization work, as they do on air time."

Affiliates adopted resolution, at close of meeting, commending CBS for "its continuing efforts to maintain the high quality of the radio operation." These affiliates board officers were elected: chairman, Kenyon Brown, KWFT, Wichita Falls, succeeding John Patt, WJR, Detroit; vice-chairman, F. C. Sowell, WLAC, Nashville; secy-treas., Max Rider, WBRY, Waterbury, succeeding Arnold Schoen, WPRO, Providence. New board members elected were Frank Fogarty, WOW, Omaha, and Worth Kramer, WJR.

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NBC affiliates' reactions to *Monitor* extension followed no pattern—some pro, many con—but network went on with plans to extend to weekday service as of Nov. 7. NBC reported that 39 out of 200-odd affiliates had agreed informally to extension.

Epitomizing opposition was sharply critical letter from Westinghouse stations v.p. Donald H. McGannon to affiliates chairman Robert D. Swezey declaring: "Westinghouse stations cannot continue to carry *Monitor* on the weekends unless the entire compensation structure is substantially revised upward and certain program changes made so as to achieve a larger share of audience. WBC will not accept *Monitor* during weekday periods because it is essential to the future operation of these stations that they continue to receive national spot revenue in order to survive, and it is clear that broad extensions of *Monitor* can only result in the drying up of national spot revenue for the individual stations."

NBC Radio affiliates executive committee elected these officers: chairman, James Gaines, WOAI, San Antonio, succeeding Robert D. Swezey, WDSU, New Orleans; vice-chairman, Chris Witting, Westinghouse; secy-treas., George Harvey, WFLA, Tampa. Other members are George Wagner, KFI, Los Angeles; Harold Hough, WBAP, Ft. Worth; J. Leonard Reinsch, WSB, Atlanta; Ben Larson, KDYL, Salt Lake City; Lester Lindow, WFDF, Flint; David Baltimore, WBRE, Wilkes-Barre. It's noteworthy that all save Lindow also operate TV stations, and his parent company (Bitner) operates 3 TV outlets.

RCA-NBC Chairman Sarnoff, responding impromptu to presentation of N. Y. Sales Executives Club's "Applause Award" for "outstanding salesmanship and public service" Sept. 13, observed that 81% of his company's anticipated 1955 volume of \$1 billion represents goods and services that didn't exist 10 years ago. He referred specifically to TV, which wasn't even on the market in 1945 yet now accounts for about half of RCA's gross (counting NBC as well as receiver, tube, transmitter & component's businesses). He predicted that today's \$10 billion electronics industry, ranking 13th in volume in the nation, would not be recognizable a decade hence. Harold Fellows, NARTB pres., speaking at same luncheon, noted the many other honors that have been bestowed upon Gen. Sarnoff and observed: "I believe this is the first occasion he has been singled out for his selling ability—and I say that it is high time." Meeting also saw series of photographs on screen titled "The David Sarnoff Story," prepared by *Life Magazine*, with commentary on his 50 years in the industry.

Printers' Ink July index shows national advertising as a whole achieving new records, up 11% for first 7 months of this year over same 1954 period; July alone was 12% ahead of July 1954. Network TV was ahead 28% for the month, network radio off 8%.

BMI's ever-popular clinics start next Feb. 26, end June 15, with 2 teams of speakers covering 42 meetings in 40 states.

Station Accounts: Color commercials are being used on WRCA-TV by 7 major advertisers for their 10 & 20-sec. spots adjacent to network color programs. Using color adjacencies are RCA, thru J. Walter Thompson; Oldsmobile, thru D. P. Brother Inc.; Ford Dealers Assn., thru J. Walter Thompson; L&M Cigarettes, thru Cunningham & Walsh; Benrus Watch Co., thru Biow-Beirn-Toigo; B. T. Babbitt Co., thru Dancer-Fitzgerald-Sample; Castro Con-vertibles, thru Newton Adv. . . . Clock watchers: Spurred by success of its *Count Sheep* sign-off program, Mon.-thru-Fri. 1-1:05 a.m., WRCA-TV Oct. 31 will launch sign-on program, *Eye Opener*, Mon.-thru-Fri. 6:55-7 a.m.—with humorist Martin Levin, dressed in pajamas, satirizing day's news developments . . . Big sponsor for a little station: Sears Roebuck, for its 6 mail order offices in east Texas, buys *Waterfront* on KTRE-TV, Lufkin, independently-operated satellite of Houston's KPRC-TV . . . Among advertisers currently reported using or preparing to use TV station time: Mildred's of California, L. A. (girls' apparel), thru Harvey Waldman & Assoc., L. A.; Summit Hall Turf Farm, Gaithersburg, Md. (Meyer Z-52 Zoysia grass plugs), thru Henry J. Kaufman & Assoc., Washington; Gini Products, San Gabriel, Cal. (Pinware pincurl permanent wave), thru Benet Hanau & Assoc., San Jose, Cal.; Chun King Sales Inc., Duluth (Oriental foods & canned frozen foods), thru J. Walter Thompson, Chicago; Malt-O-Meal Co., Minneapolis (cereal), thru Campbell-Mithun Adv., Minneapolis; Research for Better Living Inc., N. Y. (T-W-O reducing aid), thru Wexton Co., N. Y.; Dormeyer Corp., Chicago (appliances), thru John W. Shaw Adv., Chicago; Manitowoc Equipment Works, div. of Manitowoc Co., Manitowoc, Wis (freezers & cabinets), thru O'Grady-Anderson-Gray, Chicago; T. W. Burleson & Son, Waxahachie, Tex. (Burleson's honey), thru Rogers & Smith, Dallas; Englander Mattress Co., Chicago, thru Leo Burnett Co., Chicago; S. B. Thomas Inc., N. Y. (Thomas protein bread), thru David J. Mahoney Inc., N. Y.; National Shoe Stores Inc., N. Y., thru Emil Mogul; Hanover Canning Co., Hanover, Pa., thru Arndt, Preston, Chapin, Lamb & Keen, Philadelphia.

Merger of 2 major TV-radio sponsors: Gillette Co., which purchased Toni in 1947, this week agreed to purchase Paper-Mate Pen Div. of Frawley Corp., Culver City, Cal., for \$15,500,000 cash. Paper-Mate, budgeted for about \$5,200,000 in advertising, sold \$26,000,000 worth of its products last year, claims it has 80% of ball point market. It agency is Foote, Cone & Belding.

Rate increases: WSJS-TV, Winston-Salem, Oct. 1 raises base hour from \$450 to \$550, min. \$90 to \$110; WKNB-TV, New Britain-Hartford, raises hour from \$400 to \$500, 20 sec. \$80 to \$100; WILK-TV, Wilkes-Barre, has raised hour from \$250 to \$300, min. \$40 to \$50.

Gold Mail Box Award for 1955 for year's best direct mail advertising was bestowed on NBC this week by Direct Mail Advertising Assn., and accepted by Edwin Vane, national sales promotion mgr.

Crackdown on free airline plugs was ordered this week by CBS-TV program v.p. Hubbell Robinson Jr., who said policy henceforth will be to give brief aural credit only—no more pictures of airplanes.

"Oscar" movie awards of Academy of Motion Picture Arts & Sciences will be on NBC-TV March 21 (sponsored by Oldsmobile), with nominations tentatively scheduled Feb. 15.

Power increases: WSJS-TV, Winston-Salem (Ch. 12) Sept. 10 to 316-kw; KDUB-TV, Lubbock, Tex. (Ch. 13) Sept. 11 to 316-kw; KCOP, Los Angeles (Ch. 13) Sept. 12 to 170-kw ERP.

Network Accounts: CBS-TV is reported to have sold to unidentified sponsors 2 new Victor Borge shows and a new Jackie Gleason program, both to be on irregular schedules in mid-week. They're 3 of 12 mid-week 60 or 90-min. "specials" planned by CBS this season — remainder being 6 *See It Now* programs (2 sponsored by Pontiac), 2 Orson Welles films and an adaptation of *Nut-cracker Suite* . . . Oldsmobile to introduce its 1956 line in gala 30-min. \$125,000 monochrome variety show on NBC-TV Nov. 2, Wed. 10:30-11 p.m., starring Perry Como and Patti Page, thru D. P. Brother Adv. . . . American Home Products to sponsor *Wanted* on CBS-TV starting Oct. 20, Thu. 10:30-11 p.m., thru Biow-Beirn-Toigo; it will also be co-sponsor of *Midwestern Hayride* on NBC-TV starting Sept. 28, Wed. 10:30-11 p.m. . . . Ralston Purina to sponsor *Ethel & Albert* as replacement for *Name's the Same* on ABC-TV starting Oct. 14, Fri. 10:30-11 p.m., thru Guild, Bascom & Bonfigli, San Francisco . . . Chunky Chocolate Corp. to be alt. sponsor of *Super Circus* on ABC-TV starting Sept. 25, Sun. 5-6 p.m., thru Hilton & Riggio . . . Telechron buys one-fourth sponsorship of *Ozzie & Harriet* on ABC-TV starting Sept. 30, Fri. 8-8:30 p.m., thru N. W. Ayer . . . Olin Mathieson Chemical Corp. (flashlights & batteries) buys several partic. on NBC-TV's *Tonight* for 13 weeks starting Sept. 16, Mon.-thru-Fri. 11:30 p.m.-1 a.m., thru D'Arcy . . . Carrier Corp. (air conditioners) buys 30 partic. on *Today & Home* on NBC-TV starting next April, thru N. W. Ayer . . . Dodge buys Cotton Bowl game from Dallas on NBC-TV Jan. 2, starting at 3 p.m., thru Grant Adv. . . . New title of repeats of *I Love Lucy* is *The Lucy Show*, switching to Sat. 6:30-7 p.m. on CBS-TV starting Oct. 8 . . . Ronson Corp. and Pall Mall cigarettes switch *Douglas Edwards and the News* to Mon.-thru-Fri. 7:15-7:30 p.m. on CBS-TV starting Sept. 26 . . . Toni and Paper-Mate switch Ark Linkletter's *People Are Funny* to Sat. 9-9:30 p.m. on NBC-TV starting Sept. 24.

Top 25 agencies in network TV billings last year, according to tabulation prepared by Leading National Advertisers Inc. for *Advertising Agency Magazine*, accounted for \$246,553,898 out of \$320,154,274 in total placements, or 77%. (For network breakdowns by months, see Vol. 11:6, p. 16.) The top 25: BBDO, \$24,699,614; Young & Rubicam, \$23,111,797; Wm. Esty Co., \$22,255,451; J. Walter Thompson, \$18,576,676; Leo Burnett, \$15,671,948; Biow-Beirn-Toigo, \$13,927,498; Benton & Bowles, \$13,100,349; McCann-Erickson, \$10,902,583; Dancer-Fitzgerald-Sample, \$10,537,829; Ted Bates & Co., \$9,682,478; Compton Adv., \$8,241,905; Sullivan, Stauffer, Colwell & Bayles, \$7,783,465; Lennen & Newell, \$7,229,719; Maxon, \$6,559,278; Cunningham & Walsh, \$6,513,444; Foote, Cone & Belding, \$6,255,860; Kenyon & Eckhardt, \$5,734,552; N. W. Ayer & Son, \$5,435,862; Kudner, \$5,392,296; Weiss & Geller, \$5,051,116; Edward Kletter Assoc., \$4,524,402; Cecil & Presbrey, \$4,217,546; Needham, Louis & Brorby, \$3,880,893; MacManus, John & Adams, \$3,665,643; D'Arcy Adv., \$3,601,694.

"Television has become the greatest of the advertising media and since the great industries of America have found it very beneficial, we have decided to enter it not only because it will be an important factor in our income, but simultaneously we will be able to advertise and promote our own pictures. If other great corporations can increase the sales of their products through TV, we can similarly appeal to a large portion of the family trade and recapture their lost patronage, thus restoring prosperity to the motion picture theatre box office."—Spyros P. Skouras, pres. of 20th Century-Fox in statement to stockholders, officially announcing new subsidiary TFC Television Productions Inc.

NEW TV MARKET—Florence, S. D.—opens up this week-end with start of KDLO-TV (Ch. 3), testing in preparation for regular programming that begins with World Series carried off-air from sister station KELO-TV, Sioux Falls, S. D. (Ch. 11), located about 100 miles southward. Semi-satellite station, under same ownership, will carry about 25% local programming, rebroadcasting KELO for most part.

KDLO-TV has KELO-TV's former 5-kw RCA plant with new 6-bay RCA antenna on 750-ft. Ideco tower at site near Garden City, about 20 mi. west of Watertown. This week, corporate name was changed to Triple City Broadcasting Co. to indicate coverage of triangle formed by Watertown, Huron & Aberdeen. Owners N. L. Bentson, Joseph L. Floyd & Edmund R. Ruben earlier this year acquired radio WLOL, St. Paul (Vol. 11:18) where Bentson formerly owned time-sharing WMIN-TV, now combined into WTCN-TV. Florence outlet has Les Froke as chief engineer, is sold in combination with KELO-TV, with H-R Television as rep.

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That makes 449 stations now on air, 107 of them uhf. This week came word of another starter worth recording—XHNL-TV, Monterrey, Mexico (Ch. 10), country's 7th station and 6th operated by O'Farrill-Azcarraga interests. It began Sept. 2 as film-only outlet, operating 6:30-10 p.m. daily without live or studio facilities and using mainly kinescopes from Mexico City. Monterrey (pop. 300,000) is about 140 mi. south of Laredo, Tex. Low-power transmitter supplied by Cia. General de TSF, of France, supplies 300 watts ERP from Topo Chico site. Only fulltime employe is mgr. Mario Quintanilla, also mgr. of local radio XEFB. Base rate quoted is 450 pesos per half hour.

Only equipment shipments and orders reported this week were 20-kw amplifier from GE to WITN, Washington, N. C. (Ch. 7), due on air later this month; 10-kw transmitter with 12-bay antenna and other equipment due to be delivered by GE within 90 days to upcoming KOSATV, Odessa, Tex. (Ch. 7); 50-kw amplifier from DuMont to on-air WTVD, Durham, N. C. (Ch. 11).

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

KTVO, Kirksville, Mo. (Ch. 3) has 25-kw RCA transmitter and antenna on hand, expects to meet Sept. 28 test pattern and Oct. 1 CBS programming targets, writes station mgr. Berg Allison. As of Sept. 15, it had 100-ft. of 1101-ft. Stainless tower erected at site near Lancaster, Mo., about halfway between Kirksville and Ottumwa, Ia., latter being business address for TV and site of radio affiliate KBIZ. Principal owner with $\frac{2}{3}$ control is attorney James J. Conroy, who also controls Wisconsin radios WBIZ, Eau Claire & WLCX, LaCrosse. Base hour will be \$300. Rep not chosen.

WDBJ-TV, Roanoke, Va. (Ch. 7) has installed 5-kw DuMont transmitter and expects to meet Sept. 22 test pattern target, writes operations director Ray P. Jordan for owner *Roanoke Times* and *World-News*. It has 6-section RCA antenna 667-ft. above ground on former tower of WROV-TV, plans to start CBS programming early in Oct., with interim 25-kw visual ERP. Work has already begun on plant, which will enable station to boost power to 316-kw ERP early in 1956. Base rate will be \$450, with jump to \$600 scheduled in April, 1956. Rep will be Free & Peters.

WITN, Washington, N.C. (Ch. 7) expects to meet Sept. 20 test pattern target, reports pres.-gen. mgr. W. R.

Roberson Jr., whose family recently acquired control (Vol. 11:33). On Sept. 26, it begins as NBC basic, replacing WNCT, Greenville (Ch. 9), only outlet within 90 mi. of Washington. Alford 5-bay 102-ft. antenna was to have been installed on 818-ft. Stainless tower week of Sept. 12; now it's working on 20-kw GE transmitter at site near Grifton, some 25 mi. southwest of city. Robersons also operate local radio WRRF and Wm. S. Page, other principal stockholder, controls WELS, Kinston, N.C. Base hour will be \$325. Rep will be Headley-Reed.

KRBB, El Dorado, Ark. (Ch. 10) has Oct. 15 test pattern target, plans to start with NBC programming Nov. 1-15, reports $\frac{1}{2}$ owner-gen. mgr. Wm. M. Bigley. Near state's southern border, it has 6-bay RCA antenna installed on 600-ft. Skyline tower, with 5-kw RCA transmitter purchased from Terre Haute's WTHI-TV (Ch. 10) scheduled to be ready by Oct. 1. Base hour will be \$200. Rep will be Pearson.

KMVI-TV, Wailuku, Hawaii (Ch. 12), doesn't expect GE transmitter and 6-bay RCA superturnstile antenna to arrive until mid-Oct., now plans test patterns by "mid-Nov. or later," reports pres. J. Walter Cameron for owner, the semi-weekly *Maui News* (KMVI). It will have transmitter atop Haleakala Crater, will re-transmit Honolulu's KONA programs in much same way that KGMB-TV programs are picked up and rebroadcast by on-air satellite KMAU, also on Haleakala (Vol. 11:16). Rep will be NBC Spot Sales.

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CKNX-TV, Wingham, Ont. (Ch. 8), about 20 mi. east of Lake Huron, now plans test patterns Oct. 15, programming Oct. 30, reports gen. mgr. W. T. Cruickshank. It will use 2-kw RCA transmitter, 12-slot wavestack antenna on 600-ft. Stainless tower to beam 36-kw visual ERP. Base hour will be \$200. Reps will be Adam Young and All-Canada.

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Gerald A. Bartell family is buying KCBQ, San Diego (1170 kc, 5-kw D, 1-kw N, ABC) for \$250,000 from Tucson attorney Timothy D. Parkman & Stanley N. Schultz, subject to FCC approval. It's second radio station in major market to be purchased within month by Bartells, other being WBGE, Atlanta for \$100,000, also pending FCC approval (Vol. 11:35). They also operate WMTV, Madison (Ch. 33) and own Wisconsin radios WOKY, Milwaukee & WAPL, Appleton.

Community antenna microwave application to feed 3 channels of Nashville programs to system at Paducah, Ky. was filed with FCC this week by Blackhills Video Co., Rapid City, S. D., which estimated installation cost at \$71,445, maintenance & operation \$10,000 a year, first year's revenues \$12,000. Blackhills is currently involved in hearing with competitive applicant for microwave to serve Rapid City community system with Denver signals (Vol. 11:22).

With 28 TV stations on air and 8 more building, more than 75% of Canada's population now has service available and more than 40% of families have sets, CBC chairman A. Davidson Dunton told Canadian National Exhibition last week. In discussing operating costs, Dunton said advertising had been unable to support all programming and hinted possible increase in 15% excise tax on receivers.

Frank C. Carman has acquired full ownership of KUTA, Salt Lake City, by acquiring 62 $\frac{1}{2}$ % of stock for \$150,000 from Grant Wrathall and E. O. Powers in deal handled by Blackburn-Hamilton. Sale of his interest in KUTV (TV) to *Salt Lake Tribune* and *Ogden Standard-Examiner* interests has also been negotiated (Vol. 11:31).

Westinghouse tube div., having recently entered image orthicon and power tube fields, is preparing to market vidicons early next year.

Telecasting Notes: Movieland's invasion of TV showed some end results this week with premieres of Warner Bros. and MGM efforts on ABC-TV. Reaction of critics was mixed, but nearly every one remarked on amount of time given to plugs for the moviemakers. The more ambitious show, *Warner Bros. Presents*, featured new film made for TV based on characters and settings of "King's Row," with plot and performances a cut above soap opera calibre. Film ran about 45 min., with about 10 min. devoted to ballyhooing Warners' theatrical features . . . MGM Presents has been described as a "half-hour commercial" for MGM films (plus the program's paying sponsors)—but nevertheless the film clips from past movie successes provided some good entertainment . . . It's too early to generalize on the movie majors' programs; undoubtedly there'll be patching-up and revisions on basis of reaction to efforts to date . . . Next moviemaker-produced show to debut will be Disney's *Mickey Mouse Club* on ABC-TV beginning Oct. 3, Mon.-thru-Fri. 5-6 p.m., then *20th Century-Fox Hour* on CBS-TV beginning Oct. 5, alt. Wed. 10-11 p.m.—originally slated to begin Sept. 21 but postponed 2 weeks because of production problems . . . "That program" continues to monopolize ratings—this week's \$64,000 *Question* rolled up 49.6 Trendex to 3.3 for NBC-TV's *Truth or Consequences* and 1.9 for ABC-TV's *Name's the Same* . . . Giving away money, even if it sometimes goes as high as \$64,000, makes for inexpensive programming. In *\$64,000 Question's* first 13 weeks, it gave away \$183,000 plus 2 Cadillacs (retail value \$4000 each), making cost of prizes awarded to date average out to only about \$14,700 a week . . . Smash-hit scored with community by WRC-TV, Washington, with its series on the polluted Potomac (Vol. 11:35) is being followed up with another splendid public service feature, announced by v.p.-gen. mgr. Carleton D. Smith: Series titled *Y.O.U.—Years of Usefulness*, produced in collaboration with D. C. Dept. of Public Health, deals with medical, social & economic problems of the aging . . . Another Peabody Award candidate: KNXT's *Crisis Over Los Angeles*, aired in Class AA time 7:30-8 p.m. Sept. 13 to tell people about dangers of smog . . . Unusual journey: 3 WBNS-TV newsmen covered "local" story in Genoa, Italy, returning Sept. 15 with 30-in. statue of Christopher Columbus, miniature of 20-ft. statue which will be presented as gift next Columbus Day from people of Genoa to people of Columbus, O. . . . All-night TV for New York: WOR-TV next week inaugurates daily 1-7 a.m. *Night Time New York*, live show packaged by Hank Leeds Productions . . . How to cheat at cards and other gambling games is subject of new weekly 10-min. *Honestly Dishonest* series on San Francisco's non-commercial KQED, featuring Bob Haskell, San Francisco expert on detection of crooked gambling . . . Jewish Theological Seminary of America plans 13 film shows for TV, telling story of Judaism; Milton Krents, producer of NBC's *Eternal Light*, will produce . . . Harriet Van Horne, TV-radio writer for *N. Y. World-Telegram*, has own show now on WABC-TV, Sat. 6:30-6:45 p.m., taking viewers behind scenes in TV.

ABC-TV to "project" all its film shows from Hollywood, New York & Chicago via microwave-coaxial this season, becoming first network to go "live-film" for all recorded shows. Using 35mm prints for all 32 of its weekly film programs, ABC figures on savings in 16mm print costs and transportation as well as better control over quality of projection. Same films will be microwaved regionally to interconnected points from each of the 3 origination points.

Screen Actors Guild voted 4357-573 to ratify new contract with TV film producers which ended 12-day nationwide actors' strike (Vol. 11:32-34).

END OF HIGH-TOWER controversy between military-civilian aviation and the telecasting industry seemed closer than ever this week as result of agreements within 2 separate industry-govt. study groups—on tall towers and on lighting & marking.

A 7-man subcommittee of Joint Industry-Govt. Tall Structure Committee reported this week on a "flexible agreement" which could end the stalemate between Pentagon and telecasters over towers higher than 1000 ft. Still-secret report will be submitted Oct. 3 to full committee, is understood to require FCC rule-making, therefore would be subject to industry comments before final adoption.

As predicted last week (Vol. 11:37) it's understood to involve use of antenna farms wherever possible, but set no limits on permissible height of towers.

Long-standing ad hoc proposals of new tower lighting and marking standards have been submitted to technical div. of Air Coordinating Committee, with recommendation that no new standards be finalized until they are subjected to exhaustive tests on actual TV towers of various heights. Proposals are complex, involve new principle of daytime high-intensity lighting (20,000-180,000 effective candle power) on days when visibility drops to 1-3 mi.

Other daytime marking proposals involve solid white circle 150-200 ft. in radius at base of towers, rotating ground markers at guy anchor points, black bands on towers between the conventional white and orange bands. New night lighting rules are also proposed.

Adding emphasis to new "era of good feeling" between military aviation and telecasting industry, military and civilian members of Washington Airspace Subcommittee joined this week to approve proposals by Boston's WBZ-TV for new 1199-ft. tower—the second over-1000-ft. tower okayed by Pentagon since it imposed its unofficial "ban" on such towers last Jan. (Vol. 11:4). First was 1110-ft. for KWVL-TV, Waterloo, Ia. (Vol. 11:22).

Meredith Publishing Co. discloses, in report for fiscal year ended June 30, that 17.1% of its \$42,753,555 gross (\$7,309,857) was derived from its broadcasting operations, which consist of 4 TV and 4 AM stations (see *TV Factbook No. 21*, p. 53). Gross compared with \$41,298,782 in preceding year, of which 12.7% (\$5,244,945) came from TV-radio. Big Des Moines publishing house (*Better Homes & Gardens, Successful Farming*) earned net of \$3,623,865 (\$2.81 per share) vs. \$3,682,470 (\$2.85) in fiscal year ended June 30, 1954.

Guild Films sales for 9 months ended Aug. 31 exceeded 1954 total by \$500,000, and unbilled gross contracts now total \$3,785,000 vs. \$2,164,960 a year ago. Surplus has increased to \$1,403,000 vs. \$1,124,000 at end of last fiscal year. Pres. R. R. Kaufman also announced appointment of Joseph M. McDaniel Jr., secy., Ford Foundation, as chairman of Guild Films advisory committee on new business development and corporate expansion.

First \$1,000,000 gate for closed-circuit TV was predicted this week for Sept. 20 Marciano-Moore heavyweight championship bout, based on reports of heavy advance ticket sales by 127 theatres scheduled to carry telecast in 92 cities—greatest number ever booked for a theatre-TV event. About half the theatres carrying bout reportedly will use mobile projection equipment rented from Theatre Network TV Inc., which is presenting the theatre-telecast.

Signing up Los Angeles' KTTV for *Suzy and Halls of Ivy* series, TPA reports that it has done \$858,000 worth of business with that single station in last 2 years; KTTV specializes in film programming.

SCARCELY A CLOUD ON THE TRADE HORIZON: From RETMA pres. H. Leslie Hoffman come some amazing statistical projections which attest to the vitality of TV-radio business this year. In interview at RETMA quarterly meeting in N.Y. this week, he predicted:

TV production of 8,200,000, retail sales of 8,000,000 this year; radio output of 12,300,000, retail sales of 12,500,000. The TV figures, of course, represent new records -- exceeding the 7,463,800 produced in 1950 and 7,300,000 sold last year. Radio figures fall short of record but surpass the 10,400,000 made and sold in 1954.

Predictions presuppose normal seasonal uptrend in last 4 months of year, he said, noting that "from now until Christmas is usually our best season and there is no reason why it will not live up to this reputation in 1955". Hoffman then gave us these reasons why retail TV sales are so high:

(1) Robust economy: "People have money or credit and they're using it to buy the things they want most -- and TV is very close to the top of their preferences."

(2) Desire for entertainment: "A TV set is a seat to a show and everybody wants to see a show. And, I might add, the shows have never been better."

(3) Increased wear-out rate: "Replacement sales are booming because many, many sets are deteriorating to the point where it's impractical to repair them. It proves far more expedient and cheaper in the long run to buy a new set."

(4) Program competition: "The practice of networks in programming high-rated shows in competition with each other in same time position is stimulating second-set sales. The father may want to watch a ball game, the mother a dramatic show, and the kids a children's program -- all at the same time. So they buy second sets."

Hoffman's optimism was generally shared by virtually all manufacturers, big and small, attending RETMA sessions. So high was their exuberance, in fact, that only scant attention was paid to record-high inventories of 2,500,000 TVs.

There are few kicks these days from distributors and dealers, either. Thus there doesn't seem to be a cloud on the trade horizon as industry celebrates National TV & Radio Week starting Sept. 18 -- and it looks like smooth sailing in the near future at least.

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Revising production "mix" upward, to permit concentration on higher-priced sets where profit margins are greatest (Vol.11:37), is common practice in industry now -- but Emerson pres. Benjamin Abrams warns that it can be overdone. He told us that the practice, if abused, could result in artificial attempt to force production of higher-priced sets faster than public buys them. Next step, he said, would be to dump the excess on the market at cut-rate prices.

"The only way to raise prices is to raise them," he insists. Emerson is one of several companies which have recently increased lists -- others being Admiral, Motorola, DuMont, Stromberg-Carlson, Trav-Ler.

Abrams believes the 24-in. is a real comer, though -- and says Westinghouse's Dan Halpin "wasn't far off base" in last week's prediction that 24-in. would account for 20% of TV sales next year. Several other set makers, while agreeing that 24-in. is making headway, opined next year's figure would be 10-15%.

There's disagreement on whether 24-in. will gain at expense of 17 or 21-in. So far, the 24 gains have been the 17 loss -- but there are some who contend 17-in. market will stabilize itself and low-end 21-in. tables will lose ground.

Brief highlights of other major trade developments this week:

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DuMont Subsidiary: National distribution subsidiary, called DuMont National Distributors Inc., was established this week as means of shoring up distribution in "markets where we are unable to get strong independent distributors." DuMont system

is patterned on RCA Victor Distributing Corp., and its new pres. is Wm. H. Kelley, DuMont v.p.-gen. mgr. Fritz P. Rice, operations director of consumer products, is v.p. of new subsidiary. Explained Kelley: "We can't afford to ignore those markets [where independent distribution is not available] in the light of our long-range program for increased volume and product diversification." He said DuMont prefers independent distributors where available, plans to surrender factory distribution to a strong independent outlet subsequently in any market served by new subsidiary.

Tinkertoy: Emerson is still aiming to be first on market with "Tinkertoy" or modular, TV set (Vol.11:23-24). Pres. Benjamin Abrams told us he's still shooting for Jan. 1 as introductory date of Tinkertoy set, reported progress thus far as "very satisfactory." From several other manufacturers, however, come objections to Tinkertoy set in its present form. H. Leslie Hoffman, pres. of Hoffman Electronics, and Robert S. Bell, exec. v.p. of Packard-Bell, said they had found modular sets to be too inflexible in that they did not permit use of common components and would thus prove hardship in servicing. Hoffman stressed, however, that no engineering development should be ruled out forever. "The important thing," he said, "is to evaluate it in its present stage of development. Perhaps someone will come along with a refinement to make it entirely practical for our industry."

Whirlpool Merger: Distribution wheels began to churn in white goods industry this week, following overwhelming approval by stockholders of new Whirlpool-Seeger Corp. in which RCA and Sears Roebuck each owns about 20% (Vol.11:29-30). Rumors of impending distribution shift in Minneapolis flew thick and fast within hours after merger approval by 99% of stockholders of Whirlpool and Seeger. Minneapolis reports were that RCA distributor F. C. Hayer Co. would take Whirlpool line from Reinhard Bros., which would in turn take Norge line from W.R. Beamish Co. Though principals declined comment, reports were regarded as highly authoritative. You can look for similar shifts to pop up -- though RCA corporate exec. v.p. Charles M. Odorizzi, a director of Whirlpool-Seeger (along with RCA pres. Frank M. Folsom), has cautioned that distributor changes won't be abrupt (Vol.11:30).

Labor: Westinghouse strike ended Sept. 15 after month-long dispute idling 44,000 workers and halting production in 28 plants organized by IUE, including TV factory at Metuchen, N.J. Thirty factories with AFL or independent unions were not affected, including tube plant at Elmira. Strike started in big E. Pittsburgh plant and spread later to other IUE facilities in the sprawling Westinghouse organization. Rep. Kearns (R-Pa.) said he will sponsor amendment to Taft-Hartley Act to prevent such sympathy strikes in future. Meanwhile, strike at Bendix Radio in Baltimore entered 4th week as we went to press, with little sign of settlement. Negotiations between International Assn. of Machinists and company appeared deadlocked, despite efforts of Federal Conciliation and Mediation Service to get parties together. On another labor front, Raytheon this week signed new contract with IBEW in all Mass. plants calling for 3% wage increase this year and next.

Fair Trade: GE keeps fair trade fires burning almost single-handedly these days, following Westinghouse's decision to leave field (Vol.11:36). In Milwaukee, company asked Federal Judge Tehan to reconsider his earlier refusal to grant an injunction against Milwaukee Boston Store to prevent big retail outlet from cutting prices on GE small appliances. And in Portland, Ore., GE filed notice of appeal to State Supreme Court in effort to reverse Circuit Court decree dismissing its complaint against R.H. Whale Co. on price-cutting charges. Sept. 12 Advertising Age editorialized: "It is our personal impression that fair trade will become progressively weaker as long as the economy is as vigorous and as healthy as it seems to be at present. That is because the fair trade concept is relatively less important in good times than in times of stress. Fair trade was invented as a tool to equalize competition between the 'giant chains' and the 'small independent' in the days when the struggle for business survival was earnest and intense to [a] painful degree."

Production: TV output totaled 183,912 week ended Sept. 9, compared to 185,114 preceding week and 167,471 week ended Aug. 26. It was year's 36th week and brought TV production to date to about 5,175,000 vs. 4,300,000 in same 1954 period. Radio

production totaled 234,812 (96,394 auto units) week ended Sept. 9, slightly up from 226,774 in preceding week but under the 239,401 in week before. For 36 weeks, radio production totaled 9,100,000 vs. 7,200,000 in corresponding period year ago.

Retail Sales: More new records were piled up in first 7 months, RETMA report showing 3,584,562 TVs sold at retail in Jan.-July period, 13% higher than in record 1954 when 3,174,394 sets were sold. July sales set record of 381,567, only little under the 430,347 sold in 5-week June and above the 368,634 of July 1954. Radios sold in first 7 months, excluding auto sets, totaled 2,732,983 vs. 2,822,090 in corresponding 1954 period. July sales were 303,965, compared to 421,387 in June and 411,197 in July 1954.

Trade Personals: R. Lee Waterman, ex-Montgomery Ward, named gen. mgr. of Corning Glass consumer products div., succeeding John Carter, now v.p.-gen. mgr. of new products div.; Stannard H. McKibben promoted to supervisor of TV bulb applications engineering and packaging, Corning electrical products div. . . . Bruce W. Bragg, ex-RCA, named asst. sales mgr., Westinghouse TV-radio div.; Russell W. Johnson, ex-DuMont, named asst. adv. mgr. . . . John D. Thuet, Sylvania regional mgr. for Philadelphia & Pittsburgh, named radio sales mgr. of TV-radio div., replacing Aaron Bowser, resigned . . . Alfred C. Werner promoted to mgr. of Raytheon's new Pittsburgh sales & service office, reporting to Harold N. Herndon, Cleveland district mgr. of equipment marketing div. . . . John H. Riddel, ex-Capehart-Farnsworth, named merchandise planning mgr., Sylvania TV-radio div. . . . Robert M. Van Brundt, Motorola adv. mgr., moderated panel discussion on manufacturer-to-dealer direct mail ad techniques Sept. 14 at Chicago convention of Direct Mail Adv. Assn. . . . James E. McGarr promoted to gen. mgr., Sylvania tungsten & chemical div., reporting to operations v.p. John B. Merrill . . . John E. Riesenfeld, home merchandising mgr., *Good Housekeeping Magazine*, becomes pres. & publisher, *Radio and Television Weekly*, succeeding Edward H. Davis, who remains as consultant . . . Robert G. Hess appointed Sparton eastern Mich. zone mgr., Port Huron . . . J. A. (Shine) Milling, Howard W. Sams Co., and Norman A. Triplett, Triplett Electrical Instrument Co., named co-chairmen of RETMA jobber relations committee . . . Wm. Griffith resigns as Bendix Radio New England regional mgr., his duties assumed by eastern mgr. Paul McLaughlin . . . Edward Kedziora promoted to v.p. in charge of Sonora contract sales . . . Thomas M. Schubert named staff attorney, International Resistance Co.

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Packard-Bell exec. v.p. Robert S. Bell says recent decisions of some TV manufacturers to design "California-style" receivers for exclusive marketing on west coast (Vol. 11:33) justify his oft-stated position that "there's no need for a western manufacturer to go east; they're coming out to us." He told us Packard-Bell has no plans to extend its distribution beyond its present 11 western states and Hawaii. "To sell in the east you need an eastern facility," he said. "Coming in as a newcomer would be highly unprofitable—at least at the start." Packard-Bell this week added one 21-in. table model at \$180 and four 21-in. consoles at \$200, \$250, \$300 & \$330.

James Emanuel Hahn, 63, founder of old DeForest Radio Corp. of Canada, later known as DeForest-Crosley, died last week at his summer home in Cambellton, N.B. He was pres. of John Inglis Co. Ltd. and English Electric Co. of Canada when he retired in 1951. Surviving are wife, 2 sons and a daughter.

Wallace L. Gifford, a v.p. & director of Raytheon, recently serving as its general consultant, died Sept. 9 at home near Waltham, Mass.

HIGHWAY HI-FI is what CBS-Columbia and Columbia Records call their special new 16 $\frac{2}{3}$ rpm auto-phono-record package, which will be offered as optional equipment in Chrysler's 1956 line. Invented by Dr. Peter Goldmark, pres. of CBS Labs, phonograph is mounted under dashboard, plugs into car radio by jack, plays through radio speaker, draws power from car battery. It's manually operated, attached by rubber shock mounting to offset vibration, with special "damping" process to keep needle in grooves while car turns corners.

Special package of six 7-in. Columbia records, with up to 35 min. of playing time on each side, will be offered Chrysler purchasers for still-undetermined price. Phono and records are being made exclusively for Chrysler, whose transistorized radios are made by Philco.

Auto companies are also experimenting with transistorized radios that can be removed from dashboards and used as portables, according to R. W. Snyder, sales mgr., electrical div., Olin Mathieson Chemical Corp. (batteries). Predicting battery industry boom, with a \$100,000,000 market in cells for transistor radios within 3 years, he said these sets eventually may replace conventional home receivers. New *Jobber News* market guide reports 31,300,000 auto sets in use in 1954, and 42,400,000 radio homes out of total of 45,300,000 homes.

Note: Transistorized electric clocks will be in every auto in 5-10 years, predicts GE exec. v.p. Roy W. Johnson. He said the new clocks, requiring no plug-in-cord, will be marketed within 6 months. By 2 years they will have no moving parts, he predicted.

DISTRIBUTOR NOTES: CBS-Columbia appoints Tom P. McDermott Inc., 1400 S. Boston, Tulsa (Tom P. McDermott, pres.) . . . R. P. McDavid & Co., Birmingham (RCA) opens branch at 418 N. Royal St., Mobile . . . Olympic Radio creates factory branch, Olympic Television of Northern Ohio Inc., 4019 Prospect Ave., Cleveland (Robert S. Boak, gen. mgr.) . . . Trav-Ler Radio opens new factory branches in Cleveland & Milwaukee . . . Emerson Radio of Texas appoints H. L. Horton, ex-W. T. Grant Co., as San Antonio branch mgr. . . . Canadian Westinghouse Supply Co. Ltd. promotes M. M. Elliott, TV-radio sales mgr. & onetime gen. mgr. of Motorola of Canada, to gen. sales mgr. of consumer products div.; P. W. Heron named asst. sales mgr. . . . Admiral Distributors Inc., San Francisco, appoints Winifred Kenny, ex-McCormack Co., as adv. & sales promotion mgr. . . . G. W. Onthank Co., Des Moines (Admiral) promotes Frank A. Hutton to sales promotion mgr. . . . Philco Distributors Inc., Chicago, appoints Mort Siegel, ex-Main-Line Distributors, as sales mgr. for washers & freezers . . . John W. Walter Inc., Long Island City (Bendix Radio) appoints Sidney Gutman, ex-O'King & Co. Adv., as gen. mgr. . . . American Elite Inc., N. Y., exclusive U.S. agent for Telefunken radios, reports resignation of John Buckley as field sales mgr.

Topics & Trends of TV Trade: War against used-tube racketeers intensified this week when Sylvania offered \$1000 reward for information leading to arrest and conviction of any individual or company fraudulently branding Sylvania name on tubes. RCA, GE and several other leading tube makers are offering full cooperation to legal authorities in industry-wide drive to stamp out a racket which Philco estimates is costing TV-radio users \$100,000,000 a year. Philco itself has launched campaign to smash racket by offering 5¢ credit for each old tube turned in by servicemen, then destroying it (Vol. 11:33).

"We're taking off the gloves," wrote Sylvania electronic sales mgr. D. W. Gunn to service dealers, "to fight the criminal practices that are robbing service dealers, customers and manufacturers alike." He urged them to take full advantage of the reward offer. "Counterfeiting is injuring your reputation and your business now," he wrote. He said the racket works this way:

The racketeer buys used tubes for 1¢-3¢ each from handful of unscrupulous service dealers. They are cleaned and polished, and the original manufacturer's name buffed off. Then they're rebranded with a top company identification and sold as new to local distributors for as much as 80% of market price. Cathode-ray tubes are subjected to heating process called "toasting" to restore them to temporary usefulness, and the "burn mark" removed by blow torch before washing, polishing and rebranding.

Note: *New York Times* business writer Alfred R. Zipser Jr. devoted Sept. 11 column to racket, quoted technical official of unidentified company: "The tube crooks foul up the vast market for replacement tubes and don't do anything good for sales of complete TV and radio receivers either."

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New appeal to Federal Trade Commission to obtain modification of its rules on designation of used tubes and screen measurements was authorized this week by RETMA board, as predicted (Vol. 11:37). On recommendation of set and tube divs., board directed counsel Glen McDaniel to gather all necessary facts for new petition. At 3-day N. Y. meeting, board also authorized NTSC to stage color TV demonstration for foreign delegates of International Radio Consultative Committee (CCIR), in cooperation with State Dept., next March in N. Y. Other board actions: (1) Elected E. C. Anderson, exec. v.p. of RCA commercial dept., as RCA's representative on board and on set div. exec. committee, succeeding L. W. Teegarden, resigned. (2) Chose Hot Springs, Va., for annual joint conference with RETMA of Canada, Sept. 27-29, 1956. (3) Approved formation of new guided missiles committee in expansion of military products activities.

Radio Craftsmen Inc., Chicago hi-fi manufacturer, has been purchased by Precision Radiation Instruments Inc., Los Angeles, to be operated as wholly-owned subsidiary. John H. Cashman, pres. of Radio Craftsmen, will serve as adviser until end of year.

Novel promotion: A new RCA Victor 5-in. plastic 78rpm record will be inserted in each copy of Nov. *Pageant Magazine*, carrying article on singer Jaye P. Morgan. It will be miniature version of her latest RCA recording.

DuMont adds 21-in. console, called "Carter," priced at \$240 in ebony, \$250 in limed oak—with aluminized picture tube, tinted safety glass and removable front.

Emerson to spend \$8,000,000 in 1956 ad campaign, biggest in its history, pegged to theme: "Wherever You Look . . . There's Emerson." Agency is Grey Adv.

Zenith adds 24-in. table model at \$260 and 24-in. console at \$340, plus 2 new table phonos at \$300.

GE cut \$2 off price of 4 of its 14 clock radios—bringing price leader down to \$23, with 3 others reduced to \$28.

Electronics Reports: Southern California, notably the Los Angeles area, has been boasting in recent years that it's the center of the burgeoning electronics industry—due to big contracts going to aircraft firms. But the cradle of U. S. industry, New England, is doing all right in that field, too; indeed, it's being rescued from possible oblivion by the electronics boom, says editor Malcolm S. Forbes in Sept. 15 *Forbes Magazine*.

Despite loss of textile industry to south and despite disastrous floods, Mr. Forbes points out, New England's industrial survival is succeeding, thanks in great measure to electronics. During gloomy 5 years when fading textile industry put 100,000 workers on streets, electronics plants alone added jobs for 50,000. Article states:

"It is a real tribute to the workers and entrepreneurs of the area that New England has garnered more than its share of this fast-growing industry. With just 6% of the U. S. population and 8% of its industrial workers, New England has nabbed 15% of the electrical machinery business. Raytheon, for example, is a New England firm . . . GE has no less than 17 plants in the area, is spending \$40,000,000 to modernize its Lynn, Mass. works. General Dynamics Corp. is a big . . . employer. So is Sylvania . . ." Before recent flood, New England economists had predicted 17% share of electronics industry in 1955.

Yankee refusal to accept defeat is emphasized, and cities' determination to avoid "ghost town" status by attracting new industry is pointed up by Lowell, Mass. which built plant for CBS-Hytron to offset loss of textile mills while Lawrence, Mass. is getting 3400-employee Western Electric factory.

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Radio engineering's highest award, the IRE Medal of Honor, will be presented next spring to John V. L. Hogan, president of Hogan Laboratories Inc., founder of New York's WQXR, and a founder and ex-president of IRE. Hogan was cited by IRE "for his contributions to the electronic field as a founder and builder of the Institute of Radio Engineers, for the long sequence of his inventions, and for his continuing activity in the development of devices and systems useful in the communications art."

Morris Liebmann Memorial Prize, IRE's award to the member who has made a recent important contribution to radio engineering, goes to Bell Labs' Kenneth Bullington for studies and application of "scatter" principle of long-distance radio transmission (Vol. 11:32).

Wilbur S. Hinman Jr., director of Diamond Ordnance Fuse Laboratories, Washington, was named to receive Harry Diamond Memorial Award, for govt. employes for outstanding radio-electronics work. Award was for his work in fields of meteorology and proximity fuses.

Note: For nominees for 1956 IRE officers and directors, see Vol. 11:35, p. 11.

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Kaye-Halbert's amended Chapter XI plan has been upset by govt.'s revision of its earlier offer to accept only part of its \$105,000 claim. New petition by Govt. contends that general unsecured creditors must subordinate their claims until all demands of Govt. have been satisfied. Hearing on confirmation of new plan has been postponed to Sept. 22 in Los Angeles Federal Court.

Sylvania opened new \$2,500,000 avionics & missiles system lab at Waltham, Mass. Sept. 15, designed as combination military-commercial electronics research center. In dedication speech, chairman-pres. Don G. Mitchell revealed Sylvania electronics div. held \$50,000,000 in defense contracts, mostly research & development.

Admiral broke ground for new Palo Alto, Cal. electronic research lab this week. Staff headed by Robert M. Jones will handle military projects (guided missiles, radar, etc.) and civilian products research & development.

Financial & Trade Notes: Admiral's position in the industry, despite reduced first-half revenues and earnings (Vol. 11:33) and despite fluctuations of stock so far this year between 30¼ and 21¼, is strongly boosted in 21-p. printed report released by Glore, Forgan & Co., Chicago & New York, which traces its fiscal history and appraises its prospects and market position thus:

"Unless there is an unexpected slump in sales of civilian goods, the outlook is favorable for higher sales and earnings in the last half than the excellent levels in the corresponding period of 1954. Sales are reported to have moved ahead of last year in June and should show increasing gains during the balance of the year in comparison to 1954 when defense sales were declining. As a result of two recent price advances covering different models, a substantial part of the TV line has been increased \$10-\$20 per unit, which should improve dollar sales and profit margins. For the full year, it is estimated that sales will run slightly ahead of the 1954 level of \$219,600,000 with per share earnings a little above the \$2.78 reported in 1954. [For profit-&-loss and other fiscal data for each year from 1950 through first quarter 1955, see *TV Factbook No. 21*, p. 380.]

"At the current market price of 21½ [now 22½], Admiral Corp. common stock is selling approximately 7.7 times tentative earnings projections for 1955. Considering the company's record of growth, the stock appears reasonably priced in the current market in relation to other leading companies in the same fields of endeavor. The dividend yield of 4.7% also compares favorably with the yield provided by stocks of other companies in the TV-appliance fields."

Report shows approximately 65% of Admiral's 1954 sales were TV, radio & govt. equipment, remaining 35% being refrigerators (7% of industry output), freezers, electric ranges, air conditioners. It's one of top 3 among 68 TV producers which are said to be "approximately equal in size and estimated to account for a little less than one-third of total sales." Its competitive position was said to be strengthened last year by development of high speed automatic machines which assemble about ¾ of the 231 electrical components in a TV chassis. Admiral is also building the equipment and up to end of Aug. had delivered the first third (14 out of 44 heads) to the RCA

Paine, Webber, Jackson & Curtis, in Sept. 1 investor report, reveals RCA is "actively developing automatic electronic business control equipment, but as yet has not made any public announcement regarding commercial developments." However, it's stated, trade sources believe commercial units will be introduced soon, launching company into a rapidly growing field which "may reach an annual volume of \$1 billion within 10 years." Report adds: "Assuming RCA obtains 20% of the industrial volume, one can visualize additional sales volume of \$20,000,000 annually for RCA eventually." Also predicted is transistor boom, with present factory sales of \$6,000,000 reaching \$300,000,000 in 5-8 years. Report is highly bullish on RCA, as was Carl M. Loeb, Rhoades & Co.'s 42-p. report of week earlier (Vol. 11:34) which predicted \$1.7 billion revenues for RCA by 1959-60. Note: RCA is expected to realize \$1 billion or more billings this year (Vol. 11:31); its capitalization now is \$384,199,189, of which stockholders' equity is \$234,199,189.

Olympic Radio & Television Co. earned \$158,722 (35¢ per share) on sales of \$8,352,742 in 6 months ended June 30, vs. \$76,993 (17¢) on \$9,342,768 in same period last year. Working capital increased to \$3,184,282 from \$2,915,003; outstanding shares now are 453,522 vs. 431,925 as result of 5% dividend last April.

TV plant in Indianapolis, having signed RCA to 5-year license.

Outlook for Admiral appears favorable for coming year, says report, though defense deliveries (radar, radio-activity detection, walkie-talkies, air-to-ground TV, IFF aircraft identification, all-channel transmitter-receiver for aircraft) have gone down from Korean War peak of \$5-\$6,000,000 per month to about \$2,000,000 monthly in final quarter of 1954 and first half of 1955. Latter rate "is expected to continue for balance of 1955." It was this decline which largely caused 1954 and first-half 1955 gross & net to decline under preceding periods.

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Noteworthy in report on Admiral by Glore, Forgan & Co. are several tables that compare (1) sales growths of that company with other companies during the postwar period and (2) their pre-tax profit margins. Using 1947 index of 100, this is sales index table:

Index of Sales (1947 = 100)

	Admiral	Motorola	Philco	RCA *	Sylvania	Zenith
1947	100	100	100	100	100	100
1948	139	143	122	114	104	97
1949	234	174	95	127	107	125
1950	481	376	148	187	170	169
1951	388	287	135	191	212	139
1952	399	358	162	221	246	173
1953	524	462	190	271	306	210
1954	458	435	154	301	294	175

* Gross revenues.

Second table shows profit margins in the industry have not been high, with exception of 1950 when the sellers' market in consumer durable goods, especially TV sets, resulted in unusual profits for all producers. Here's the second table:

Pre-Tax Profit Margins

	Admiral	Motorola	Philco	RCA	Sylvania	Zenith
1947	7.9%	9.5%	9.6%	9.4%	3.0%	7.6%
1948	9.0	8.8	7.2	11.5	6.3	6.8
1949	12.1	10.5	3.3	10.6	5.0	11.4
1950	16.6	15.5	10.1	16.6	12.0	13.1
1951	10.1	10.4	7.2	10.4	13.1	10.7
1952	10.2	9.2	7.0	9.8	7.5	9.6
1953	8.5	7.1	7.0	8.5	8.3	8.2
1954	7.1	8.1	3.0	8.9	6.5	8.5

Raytheon earned net profit of \$764,000 (27¢ per share) on sales of \$39,184,000 in third quarter vs. \$1,102,000 (40¢) on \$44,698,000 in same 1954 period, reflecting reduced govt. volume and lower profit margins, according to report by pres. Charles Francis Adams Jr. at Sept. 17 annual meeting. Unfilled defense orders as of Aug. 31 totaled \$95,000,000. Adams said that in next 6 months Raytheon will triple production of transistors and that his company is doing more business in transistors than all of its competitors combined.

Among officers' & directors' stock transactions reported by N. Y. Stock Exchange & American Stock Exchange for August: Donald L. Millham bought 2100 GE, holds 4709; E. V. Huggins bought 1000 Westinghouse, holds 2124; C. Russell Feldman acquired 371,520 National Union Electric on conversion of preferred, holds 393,020 indirectly; Gerhard G. Schneider and Mrs. Elise C. Schneider bought 2000 National Union Electric, hold 4000.

ABC-Paramount will redeem 150,000 shares of 5% preferred stock (\$20 par), effective Oct. 20, at \$21.05 per share, including 25¢ accrued dividend. Specific shares will be selected by lot at close of business Sept. 20 when books will be closed to further transfer of selected shares. Retirement, plus 84,790 shares previously purchased on open market, will leave 373,257 outstanding.

Color Trends & Briefs: New 3-vidicon live color camera, keystone of RCA's industrial color TV plans, was demonstrated to mass audience for first time Sept. 12 at Congress of International College of Surgeons in Philadelphia (see below). RCA will go into commercial production of 3-V industrial color systems for industrial and medical purposes next year, developing "specialized gear for all fields," according to engineering products v.p. Theodore A. Smith.

Advantages of 3-V camera over image orthicon for closed-circuit industrial use: lower price (unannounced) and compactness (weight & size about same as black-&-white studio camera). As opposed to field sequential industrial color systems being pushed by GE and CBS, RCA lists as an advantage the fact that it is compatible with commercial standards and can use commercial relay facilities and commercially available receivers.

At medical demonstration, more than 1000 surgeons in Philadelphia's Convention Hall witnessed removal of internal growth from a patient in Veterans Administration Hospital, the signal relayed by microwave for viewing on 15x20-ft. projection screen and on standard 21-in. color sets. New 3-V camera picked up close details of the operation, while standard studio-type color cameras provided wide-range views of operating room activity and microscope views of tissue specimen.

Smith emphasizes that the 3-V color camera—at least at present—is not suited to live broadcast studio work, because of its low sensitivity as compared to image orthicon camera. The 3-V system is included in \$425,800 closed-circuit color installation at Washington military medical centers, for which RCA was awarded contract last week (Vol. 11:37).

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Network color telecasting problems will be subject of roundtable at SMPTE's Lake Placid, N. Y. convention Oct. 6. NBC color TV development director Robert E. Shelby, CBS engineering v.p. Wm. B. Lodge, ABC engineering v.p. Frank L. Marx will discuss large scale color operation effect on studio equipment, lighting & techniques. AT&T asst. engineering operations director Frank A. Cowan will cover technological changes required in network color transmission; WTMJ-TV engineering mgr. Philip B. Laeser will explain problems of outlying stations in delivering adequate signals to receivers. H. N. Kozanowski & S. L. Bendell, RCA, will deliver paper on color-metric problems in using film; R. G. Williams, Century Lighting Inc., will discuss control of studio lighting spectral quality.

WDBJ-TV, Roanoke (Ch. 7), due on air this month, has ordered DuMont color multiscanner & 2 camera chains.

"University of the World" with lecture rooms and speakers' platforms all over the earth through medium of TV was envisioned by Dr. Alfred N. Goldsmith, editor emeritus of the *Journal of the IRE*, original chief engineer of RCA, now a consultant, in address to Congress of International College of Surgeons in Philadelphia Convention Hall as prelude to closed-circuit color TV medical demonstration (see above). "TV symposia or conventions," said Dr. Goldsmith, "provide new means for tying together, by interconnection, widely separated hospitals and thus combining them into the super-clinic of the future. Cable or radio-relay circuits already carry TV thousands of miles and could be engineered to carry TV sessions over any terrestrial distance . . . It may well lead to a basically expanded type of educational institution [which] could tie together scientists, doctors, teachers, demonstrators and students into one vast and integrated audience. Clearly, TV can add to the 'University of the World' its

"Progress report" on GE color tube development will be given to 20 TV set manufacturers during next 3 weeks at series of half-day demonstrations and discussions at Syracuse plant—but company emphasizes that its color tube is still in developmental stage "and may not be ready for production lines until 1957." Demonstrations will feature GE's "post-acceleration" tube, said to be 3-gun 21-in. rectangular, but tube dept. gen. mgr. J. M. Lang stresses that the meetings will "in no sense be announcement of a new product." Rather, he said, they're intended to show "precisely how we have spent several million dollars in color picture tube development during the past 2 years." GE's color tube is said to use grid behind screen to increase velocity of electrons, which strike color phosphors placed on screen in vertical rows.

Network color schedules for next 2 weeks: NBC-TV—Sept. 19-23 & 26-30, *Home* segments, 11:45-noon, and *Howdy Doody*, 5:30-6 p.m.; Sept. 19, *Producers' Showcase*, "Our Town," starring Frank Sinatra, Eva Marie Saint & Paul Newman, 8-9:30 p.m.; Sept. 27, new *Milton Berle Show* featuring Esther Williams' TV debut, 8-9 p.m.; Oct. 1, *Max Liebman Presents "Heidi"*, starring Jeannie Carson & Trio Shmeed, 9-10:30 p.m. CBS-TV—Sept. 24, *Ford Star Jubilee*, starring Judy Garland & David Wayne, 9:30-11 p.m.; Sept. 27, *Red Skelton Show*, 9:30-10 p.m.

Lineup of talent for second of NBC-TV's *Color Spread* series, based on the book *Show Biz* authored by *Variety's* Abel Green and the late Joe Laurie Jr. and scheduled for Sun. Oct. 9, 7:30-9 p.m.: Groucho Marx as "grand marshal" with Rosemary Clooney, Dennis Day, Paul Gilbert, Phil Harris, Beatrice Kay, Buster Keaton, Eartha Kitt, Bert Lahr, Shirley MacLain.

Big RCA tube plant at Lancaster, Pa., recently converted to color tube production, will add 285,000 sq. ft. of building space to bring total to more than 1,000,000 sq. ft. in what tube div. v.p. D. Y. Smith describes as "another major step in RCA's stepped-up production of color picture tubes." Nearby 14-acre tract was purchased from Stehli & Co.

Canadian coast-to-coast color TV networking will be possible by 1958, said Canadian Bell pres. Thomas W. Eadie at Sept. 12 directors luncheon, Canadian National Exhibition. In 3 years, he said, the world's longest microwave relay route—from Halifax to Vancouver, 4000 mi. via 160 hops—will be completed and fully equipped to carry color programs.

Filmed color TV series, in 39 episodes, 5-min. *Sam Snead Show* (golfing tips), now being offered to stations and sponsors by RCA Recorded Program Services.

RCA delivered live color camera Sept. 15 to School of Radio Techniques Inc., N. Y.

necessary adjunct, the 'Library of the World.' Thus electronics will in the future make available to the surgeon or physician anywhere at least as much information as he may desire and can assimilate from any central or regional source anywhere on this planet!"

Dividends: Motorola, 37½¢ Oct. 14 to stockholders of record Sept. 30; ABC-Paramount, 25¢ Oct. 20 to holders Sept. 23; IT&T, 35¢ Oct. 15 to holders Sept. 23 (increased); Dynamics Corp., 10¢ Sept. 30 to holders Sept. 22; GE, 40¢ Oct. 25 to holders Sept. 23; Standard Radio Ltd. "B," 15¢ Oct. 11 to holders Sept. 2; Packard-Bell, 12½¢ Oct. 25 to holders Oct. 10 (increased); Collins Radio, 50¢ Oct. 1 to holders Sept. 20.

IT&T consolidated net income was \$11,411,701 (\$1.59 per share) on revenues of \$227,975,928 for 6 months ended June 30 vs. \$10,112,810 (\$1.14) on \$198,926,281 for same 1954 period.

Network TV-Radio Billings

July 1955 and January-July 1955

(For June report see *Television Digest*, Vol. 11:31)

NETWORK TV BILLINGS dipped in July to lowest since Sept. 1954, aggregating \$29,996,679, but ran well ahead of the \$22,944,803 of July 1954, according to Publishers Information Bureau, reporting Sept. 14 (more belatedly than usual). Network radio also went to new monthly low of \$8,273,365 vs. \$9,529,016 in July 1954. Each of the TV networks was down, with DuMont trickling to mere \$131,105.

TV's 7-month cumulative was \$227,172,548 vs. \$172,957,857 for same 1954 period; radio was \$69,976,389 vs. \$84,058,330. The PIB report:

NETWORK TELEVISION

	July 1955	July 1954	Jan.-July 1955	Jan.-July 1954
CBS	\$14,635,011	\$11,861,534	\$108,326,852	\$ 77,777,963
NBC	11,966,760	8,149,533	90,777,503	70,443,559
ABC	3,263,803	2,310,281	25,032,408	17,517,945
DuMont	131,105	623,455	3,035,785	7,218,390
Total	\$29,996,679	\$22,944,803	\$227,172,548	\$172,957,857

NETWORK RADIO

	July 1955	July 1954	Jan.-July 1955	Jan.-July 1954
CBS	\$3,122,096	\$3,821,234	\$27,063,223	\$33,536,043
NBC	2,452,364	2,127,192	18,715,886	20,697,370
ABC*	1,676,650	2,098,823	14,992,049	17,269,420
MBS	1,022,255	1,481,767	9,205,231	12,555,497
Total	\$8,273,365	\$9,529,016	\$69,976,389	\$84,058,330

NETWORK TELEVISION—January-July 1955

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 3,718,195	\$15,831,141	\$ 723,960	\$13,172,695	\$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214†	462,335	13,285,933	32,702,040†
May	3,606,427	15,978,680†	273,640	13,591,687	33,450,434†
June	3,542,304	15,724,184†	218,845	12,238,694†	31,724,027†
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Tot.	\$25,032,408	\$108,326,852	\$3,035,785	\$90,777,503	\$227,172,548

NETWORK RADIO—January-July 1955

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,487,140	\$ 4,181,787	\$1,372,532	\$ 2,744,204	\$10,785,663
Feb.	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar.	2,445,765	4,393,441	1,446,535	2,953,486	11,239,227
Apr.	2,096,355	3,837,124	1,365,658	2,624,671	9,923,808
May	2,080,272	3,921,807	1,450,889	2,652,560	10,105,528
June	1,817,967†	3,656,201†	1,255,424†	2,703,981†	9,433,573†
July	1,676,650	3,122,096	1,022,255	2,452,364	8,273,365
Tot.	\$14,992,049	\$27,063,223	\$9,205,231	\$18,715,886	\$69,976,389

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC Rate Card No. 6 was in effect.

† Revised as of Aug. 14, 1955.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 25%. However, they're generally accepted in the trade as an index.

Three applications for new TV stations were filed this week with FCC, bringing total pending to 157 (20 uhf). Week's applications: For Boston, Ch. 38, by Herbert Mayer, former owner of WXEL, Cleveland and KPTV, Portland, Ore. (Ch. 27), who recently applied for Philadelphia's Ch. 23 (Vol. 11:20); for Laurel, Miss., Ch. 7, by group of Laurel & Meridian businessmen headed by Meridian Mayor Wm. S. Smylie; for Clovis, N. M., Ch. 12, by farmers S. S. & S. W. Pipkin. [For details, see *TV Addenda 21-J* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 21* with Addenda to date.]

FCC Comr. Robert E. Lee, serving only his second year of 7-year appointment, branded as "just plain nonsense" rumor rampant throughout Washington this week that he's quitting to become an executive of General Tele-radio Inc.

ADVERTISER expenditures on national spot TV will be reported on scientific basis, by companies and by brands, under plans evolved this week by Oliver Treyz, pres. of Television Bureau of Advertising, which now boasts 153 stations, 8 rep firms, 2 networks as members and which, with income now running \$526,000 a year, is rapidly gaining same stature in its field that ANPA Bureau of Advertising enjoys in newspaper field.

First report will cover fourth 1955 quarter, probably will be made available in Feb. 1956, but meanwhile Treyz estimates year's total for national spot TV will approximate \$275,000,000, up from the \$205,200,000 estimated by McCann-Erickson researchers for *Printers' Ink* (Vol. 11:34). That estimate includes talent & production as well as time costs—what the advertiser actually spends; McCann-Erickson figures that the talent & production factor for TV spot is 1.17 times net time cost.

TvB is working with N. C. Rorabaugh Co., publisher of *Rorabaugh Reports* on spot advertising, in development of its quarterly reports, having tested accuracy of Rorabaugh's listings and found them good basis for over-all projections. Rorabaugh will continue to issue *Rorabaugh Reports*, which are based on cooperation of individual stations and enjoy high industry acceptance.

According to Treyz, the new TvB grand totals and individual company & product breakdowns will "eliminate a situation whereby various trade journals and competing media have measured TV as defined strictly by its network facilities dimensions, as regularly reported by PIB." Spot TV, he said, is "one of the last major elements of advertising whose expenditures will be lifted out of mystery and haze into light and focus."

Monthly PIB reports (see adjacent column) cover network time sales only, do not purport to embrace total advertising expenditures on networks. Moreover, they're gross figures, based on one-time rates, so that they must be discounted by as much as 25% to get an approximation of actual network take. *Printers' Ink* report for 1954 estimated advertiser expenditures on networks at \$417,900,000, including talent & production, this total being reckoned by McCann-Erickson as running 1.75 times net time cost.

Subscription TV front was relatively quiet this week, partisans on both sides assuming policy of watchful waiting, following last week's filing of replies to arguments of opponents (Vol. 11:37). Battleground shifted from Washington to Cincinnati this week as WCPO-TV televised 3-day series of debates featuring principals of pro- and anti-fee-TV factions—including Zenith's Ted Leitzell, Skiatron's Robert Hall, Telemeter's Paul McNamara, Jerrold's Milton Shapp, and Trueman Rembusch of movie exhibitors' Organizations for Free TV. In addition to 3 televised debates, station planned hour-long demonstration of all fee-TV systems. Meanwhile, Allentown's off-air WMFZ-TV (Ch. 67), which has offered to serve as guinea pig for 3-year pay-TV tests (Vol. 11:31), told Commission it was "surprised" and "aggrieved" over opposition by subscription-TV opponents to its proposal. It assured FCC it has "no axe to grind, pro or con," just wants to be of assistance in getting at the facts.

NARTB station insurance chart and checklist, prepared by research mgr. Richard Allerton, was mailed to all members this week as guide to types of insurance policies needed in station operations. Duplicate checklist should be returned to NARTB for analysis of industry's position in insurance protection.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY - INDEX OF THE WEEK'S NEWS — September 24, 1955

TV ADVERTISERS SPENDING \$1 billion-plus this year for time, talent, etc.; networks account for half, spot for \$275,000,000, local \$250,000,000 (p. 1).

TV SET SATURATION mostly in metropolitan areas, north-east region leading (79.9%), reports Census Bureau; only 45.9% TV homes in rural areas (pp. 2 & 4).

NEW ALLOCATIONS STUDY launched by RETMA with FCC blessing, as Commission begins its network investigation. Lee & Hyde amplify views on allocations (p. 2).

BIG LEAGUE BASEBALL attendance declines blamed on TV; situation to be taken up by club owners at meetings following World Series (p. 3).

FEE-TV AS ELECTION issue, proposed by Sarnoff, gets cool reception from politicians and evokes sharp retort from McDonald; other subscription TV news (p. 5).

FCC GRANTS 2—uhf in Orlando, Fla., vhf satellite in Neb.; new Zone I ceilings postponed again. Initial decision favors Spartanburg site move (p. 8).

COLOR SET SALES RISE under influence of big promotions, expansion of programming, TV & Radio Week merchandising push; no price cuts due soon (p. 11).

SET OWNER PAYS only 3¢ an hour for TV, says RETMA pres. Hoffman: average price \$200, trade-in \$30-\$40, servicing \$14. Set's life-span put at 7 years (p. 13).

FINANCIAL DETAILS of new DuMont structure in proxy statement for Oct. 10 meeting. Pro forma statements show network earned money, stations lost (p. 9).

AIR FORCE \$2.4 billion contract with AT&T for vast communications network becomes political football; Democrats order full-scale investigation (p. 15).

LONDON LIKES commercial TV, especially idea of competition to BBC, after seeing debut Sept. 22. Expanding program interchanges with U.S. seen (p. 8).

ADDED STARTERS: Roanoke's WDBJ-TV, Ohio State's WOSU-TV, 29th in Canada. Sioux Falls TV tower collapses, hurricane delays N. C. upcomer (p. 10).

HOW MUCH THE ADVERTISER IS SPENDING ON TV: We've been predicting for some time that 1955 advertising expenditures on the TV medium would exceed \$1 billion, up from the \$803,600,000 of 1954 as calculated by McCann-Erickson for Printers' Ink (Vol. 11:34). We can now document that prediction on the basis of trade figures at hand -- figures that are astonishing, to say the least. And all the more astonishing when you consider that this year will mark the end of TV's first decade of commercial existence; that the 1955 figure compares with a mere \$500,000 of gross revenues reported by 10 stations in pre-network 1946 (see TV Factbook No. 21, p. 20). Here's our reckoning:

As in the early days of radio, when network time sales dominated, the biggest factor in TV sales are the networks. Last year, they accounted for \$417,900,000 of time, talent & production combined, a little more than half. This year, they will account for \$525,000,000, or exactly half.

Spot is next biggest item. Last year, spot aggregated \$205,200,000 in time, talent & production, according to the McCann-Erickson estimate. This year, according to TvB's Oliver Treyz, who is in a good position to predict, the figure will go to \$275,000,000 (Vol. 11:38.) Sponsor Magazine, incidentally, predicts \$266,760,000.

Local TV advertising aggregated \$180,500,000 last year. It should rise to at least \$250,000,000 this year, according to the best available advices.

The 3 categories thus total \$1,050,000,000, up nearly 25% over 1954. That's for everything -- time, talent, production. And, as best we can figure it, their expenditures for time alone will break down about \$300,000,000 network, \$235,000,000 spot, \$165,000,000 local. That's figured on the basis of network running 1.75, spot 1.17, local 1.5 times the cost of time -- McCann-Erickson equations.

The figures, though startling at first blush, look reasonably right to us, though we assume direct responsibility only for doping out the network expenditures. Here's how: PIB aggregate of network time sales for first 7 months of this year is slightly over \$227,000,000 (Vol. 11:38). For the 12 months, it should easily go to \$400,000,000 -- on basis of more shows sold, bigger networks, higher station rates.

PIB derives its figures from adding up one-time rates, so does not take into account frequency or cash discounts. A fair estimate is 25% off, so we arrive at \$300,000,000 as a more realistic estimate of what networks actually get. Multiply by McCann's 1.75 factor to cover talent & production -- and we get \$525,000,000.

That's half of the entire business of telecasting. It also indicates that on network TV alone advertisers are spending as much as on radio as a whole -- taking into account declining network, rising spot, rising local revenues. On radio as a whole, 1954 advertisers spent \$564,900,000; and according to the 1955 Broadcasting-Telecasting Yearbook, time sales in 1954 reached an all-time record of \$453,385,000.

WHERE THE TV SETS ARE--AND WHO OWNS THEM: Four out of 5 homes in the metropolitan areas had TV sets as of last June, only 45.9% in rural areas -- with top saturation 79.7% in northeastern region (New England & Middle Atlantic states) and with ownership predominating among larger families. In country as whole, saturation is 67.2%.

Those are significant highlights of Census Bureau report (Series H-121) released this week as supplement to its original report of 4 weeks ago stating that 32,000,000 households, or 67% of all U.S. homes, owned a TV set in June (Vol. 11:34). The data came from questioning 25,000-family sample as part of the Census Bureau's continuing "Current Population Survey." It was underwritten by ABC, CBS, NBC, NARTB and Television Bureau of Advertising.

Census report was documented by 4 tables providing data on ownership of TV sets by urban vs. rural homes, by geographic regions and by size of households (for details, see p. 4). Advertising Research Foundation, which contracted for survey, will mail to its members next week 15 tables containing additional information which it projected from Census data. In advance of mailing, ARF revealed that one of most significant projections is that 1,000,000 -- or 3.5% of all TV households -- owned a second set. This is somewhat under the 4.3% second-set ownership reported recently by American Research Bureau in its July survey (Vol. 11:35).

Another dimension was thus added to TV sets-in-use picture -- and prospect is that a county-by-county tabulation, at least as a one-shot, is drawing closer. The industry powers behind the Census study, now considering feasibility of projecting accurate figures of sets-in-use in each of the nation's 3000 counties on basis of data now available, should come up with answer in about 3 weeks. In addition, ARB has proposed to networks and stations a county-by-county study based on 500,000-home sample. And finally, there's long-awaited NARTB-backed proposal for a continuing sets-in-use census (Vol. 11:21), on which further progress report is due next month.

ALLOCATIONS, NETWORK STUDIES UNDER WAY: Uhf and allocations problems, simmering uneasily through the summer, started coming to a boil this week as action began in earnest on several fronts. The week's developments:

(1) FCC launched its network study, to delve into the entire field of network operation -- particularly affiliation practices -- with Dean Roscoe L. Barrow of U of Cincinnati Law School named to direct the inquiry.

(2) RETMA set up high-powered committee under GE v.p. Dr. W.R.G. Baker -- who headed the NTSC groups which set up standards for both black-&-white and color TV -- to study allocation problems and report to Commission. Group was set up as result of meetings with Commissioners and FCC staff members last July (Vol. 11:32).

(3) Commission made plans to plunge into allocations problems early in Oct., beginning with meetings with staff -- now working on reallocations proposals based on vhf drop-ins, the method which currently appears to be favored by greatest number of Commissioners. Comr. Lee, meanwhile, went into more detail this week on his plans to seek more vhf channels, and proposed sharply reduced scale of mileage separation between stations so that more vhf assignments can be dropped in where needed. But Comr. Hyde warned that "engineering compromises" are not the solution.

* * * *

Heading network study, Dean Barrow will direct "special staff" -- mostly due to be drawn from present FCC employes -- under the direction of committee comprising Comrs. McConnaughey, Hyde, Bartley & Doerfer. Congress appropriated \$80,000 for the

study, which was keyed by legislators' concern over uhf stations' complaints about network affiliation practices.

Regarded as middle-of-roader in politics, Barrow is 42, veteran of govt. service from 1938-51, served as attorney for NLRB, Agriculture Dept., OPA and Justice Dept. In 1951, he was special asst. to Attorney General.

RETMA's allocations study, announced this week by pres. H. Leslie Hoffman, is charged with making "immediate examination of TV frequency allocations problems," with particular emphasis on "the place of uhf in the TV system."

"We feel that the adoption of a hastily conceived remedy today under political and economic pressure might obstruct the further development of a truly nationwide TV system," he said, stressing that study would "supplement" FCC's inquiries.

Serving under Dr. Baker are Mr. Hoffman, pres. of Hoffman Electronics; Sylvania director & ex-pres. Max F. Balcom; Motorola pres. Paul V. Galvin; RCA exec. v.p. E.C. Anderson; CBS-Columbia pres. H.C. Bonfig; Philco v.p. James D. McLean. Balcom & Galvin are past presidents of RETMA; Dr. Baker is chairman of its TV committee.

Comr. Lee got more specific on his proposals to solve the uhf dilemma (Vol. 11:35-36) in Sept. 20 address to NARTB Chicago regional conference. Explaining that his studies this summer have convinced him that vhf is "a superior service," he said he would urge Commission to begin negotiations for more vhf channels through a general reallocation of spectrum between 108 & 890 mc, on piecemeal basis if necessary.

As short-term remedy, he proposed relaxing vhf co-channel separation rules to 100-120 mi. in Zone I, 120-135 mi. in Zone II, 135-150 mi. in Zone III, with directional antennas, low power and vertical polarization to prevent interference by the stations which would be dropped in where required.

He'd give uhf operators preference in assignment of the new vhf channels, but leave uhf stations alone where they're doing all right. He wouldn't change any currently operating vhf outlets -- but vhf drop-ins would set up new class of vhf service, "something less desirable than the existing vhf service but more desirable than the existing U service," a low-powered community service geared to local coverage.

Comr. Hyde took sharp issue with plans to restrict TV's growth to 12 channels. Addressing Sept. 23 IRE symposium in Washington, he said even if means are devised to double the number of stations on today's 12 vhf channels the problems would not be solved. "That's a pitiful number of channels on which to expect development of a competitive TV system," he added.

Dashing cold water on Lee's proposal to seek new vhf channels, engineer Stuart L. Bailey, member of Senate's ad hoc allocations committee, told symposium military won't let go of vhf channels, needed for new "scatter" communication (Vol. 11:32).

BASEBALL'S 'AGONIZING REAPPRAISAL' OF TV: New look into effect of TV on declining major league baseball attendance will be taken at upcoming meetings of club owners. Despite other factors involved in declining gate receipts, as revealed in a recent survey authorized by baseball commissioner Ford Frick (Vol. 11:34), TV remains the favorite whipping boy -- its foes now citing high attendance at Milwaukee and Kansas City games, from which TV is excluded. This is the picture on eve of World Series:

(1) Overall attendance this year was approximately 4,375,000 under 1948 peak of 19,000,000, representing decline of about \$6,500,000 in revenue. But income of 14 teams granting TV rights is estimated at \$6,300,000, or average of \$450,000 per team.

(2) Number of minor leagues is down to 33 from 1949 peak of 59. TV foes blame televised big league games -- but others say it's normal leveling off.

(3) TV's appeal in general, not simply televised baseball, is major problem, in opinion of some authorities. Many former baseball fans prefer ease and comfort of watching a good show from an easy chair to effort and cost of attending a game. It's argued that baseball is no longer the "national pastime" but merely entertainment like other sports and movies. On this theory, some teams have staged extra attractions at games in effort to draw crowds, but without too much success.

"If the time has come when we have to put on a strip tease before each inning to get customers," said one baseball expert, "we may as well give up."

Personal Notes: Robert L. Stone, director of ABC-TV production services dept., promoted to gen. mgr. of WABC-TV, replacing Ted Oberfelder, resigned; Bernard I. Paulson, ABC plant supt. in N. Y., promoted to succeed Stone . . . Merle S. Jones, CBS-TV v.p., represented his company at ITA ceremonies in London Sept. 22 on occasion of debut of commercial TV . . . Walter H. Lurie, ex-MBS director of west coast operations, elected v.p. of Birmingham, Castleton & Pierce, serving on plans board as TV-radio head . . . Arthur Hull Hayes, CBS Radio pres., received Fordham U medal for achievement in communications at Catholic Press Institute meeting Sept. 22 in N. Y. . . . Roy Ashmun, NBC, to direct marketing management & research clinic of N. Y. Adv. Club's advertising & selling course . . . Robert Blase named program mgr. of WFAA-TV, Dallas, Tom S. Palmer promoted to succeed him as production mgr. . . . Jerome Sill, ex-CBS Radio, recently with WMIL, Milwaukee, who recently disposed of holdings in upcoming WAGE-TV, Marquette, Mich. (Ch. 6) named exec. v.p. of WHUM-TV, Reading, Pa. under pres. Humboldt J. Greig . . . James A. Wethington, ex-sales mgr. of Honolulu's KONA, has joined KGMB-TV there . . . Sidney V. Stadig promoted to chief engineer of Westinghouse's WPTZ, Philadelphia, succeeding George D. Borden, transferred to WBZ-TV & WBZ, Boston, to succeed Thomas T. Ely, named chief engineer of KPIX, San Francisco; Borden will be asst. chief engineer under Willard H. Hauser . . . John B. Burns named national sales director, ABC Film Syndication, succeeded as midwest mgr. by Patric Rastall; Fred J. Stratmann transferred from Hollywood to head new San Francisco office, 277 Golden Gate ave. (phone Graystone 4-6565) . . . John Silva named chief engineer, KTLA, Los Angeles, succeeding late Raymond Moore; Roy White promoted to succeed him as engineering operations supervisor . . . Ted Yates Jr., former exec. producer of *Tex and Jinx Show* on NBC-TV, named director of news & special events, WABD, N. Y. . . . Andrew N. McLellan has withdrawn from Reg. Willson Publications, Toronto, where he co-founded and edited *Canadian Television & Motion Picture Review* . . . Barnett F. Goldberg promoted to chief engineer, WIS-TV, Columbia, S. C., succeeding Herbert Eidson, resigned to join Western Electric.

Associated Press Radio & Television Assn.'s recently named board of directors (Vol. 11:36) this week elected Jack Shelley, WHO-TV, Des Moines, as pres. Vice presidents elected: Joe H. Bryant, KCBD-TV, Lubbock, Tex.; Daniel Kops, WAVZ, New Haven; Jack Krueger, WTMJ-TV, Milwaukee; H. J. Chandler, KFLW, Klamath Falls, Ore. Named secy. & treas., respectively, were Oliver Gramling & Robert R. Booth, AP.

Named by President Eisenhower to participate in White House conference on physical fitness Sept. 27-28 at Lowry, Colo. Air Force Base: David Sarnoff, Sylvester L. Weaver Jr., NBC; Wm. S. Paley, Frank Stanton, CBS; Robert Kintner, ABC; Tom O'Neil, MBS; Allen B. DuMont.

Harold Harris, sales-engineering v.p. of Channel Master Corp., is author of *Treasure Tales of the Shawanunks and Catskills*, legends and folklore, published in connection with sesquicentennial of Ellenville, N. Y., where Channel Master is located.

Ira Avery, BBDO account executive who also writes TV-radio scripts, is author of first novel *The 5 Fathers of Pepi*, published Sept. 26 by Bobbs-Merrill, and suggested by *Phileo TV Playhouse* show he wrote 3 years ago.

Veteran broadcaster Seymour N. Siegel, director of N.Y. municipal station WNYC, elected pres. of general assembly of Prix Italia in Perugia, Italy; he's attending current session as NARTB delegate.

CENSUS BUREAU report on TV households released this week (p. 2) breaks them down into 3 categories: (1) "Standard metropolitan areas," where 78.3% of homes have one or more TVs. (2) "Urban places" of 2500-50,000 pop. outside metropolitan areas, where 55.9% have sets. (3) "Rural territories," where 45.9% have sets. It also breaks down percentages of ownership by 4 geographic regions.

For U. S. as a whole, Census Bureau reports 64.9% of all 47,500,000 households had one or more sets, 2.3% had 2 or more, 32.8% had none. In metropolitan areas as whole, 74.9% had one set, 3.4% had 2 or more, 21.7% had none. In urban places outside metropolitan areas, 55.1% had one, .8% had 2 or more, 44.1% had none. In rural territories, 45.3% had one, .6% had 2 or more, 54.1% had none. Says Census:

"Except in New England, a standard metropolitan area is a county or group of contiguous counties which contained at least one city of 50,000 inhabitants or more in 1950. The contiguous counties are included if they are essentially metropolitan in character and are socially and economically integrated with the central city. In New England, standard metropolitan areas are defined in terms of towns and cities rather than counties . . .

"Urbanized areas of 1,000,000 inhabitants or more had slightly higher proportions of households with TV sets than the urbanized areas with less than 1,000,000. Outside the urbanized areas proportionately more of the households in urban places of 10,000 inhabitants or more had sets than in the smaller urban places.

"A considerable portion of rural non-farm households may be located near the urbanized areas or near urban places where TV broadcasting facilities are available. The proportion of these households having sets was about the same (61%) as in urban places of 10,000 inhabitants or more that were outside urbanized areas (62%). On the other hand, less than half (42%) of the rural-farm households had a TV set."

This is how Census reported set saturation by regions: Northeast, 79.7% of all households (Maine, N. H., Vt., Mass., R. I., Conn., N. Y., N. J., Pa.). North Central, 71.8% (Ohio, Ind., Ill., Mich., Wis., Minn., Ia., Mo., N. D., S. D., Neb., Kan.). West, 62.1% (Mont., Ida., Wyo., Colo., N. M., Ariz., Utah, Nev., Wash., Ore., Cal.). South, 53.2% (Del., Md., D. C., Va., W. Va., N. C., S. C., Ga., Fla., Ky., Tenn., Ala., Miss., Ark., La., Okla., Tex.).

"The number of persons in a household appeared to have some influence on the presence of a TV set in the household," report notes. "The households with 4 or 5 persons were more likely to have sets (79.1% & 77.8%, respectively) than the . . . smaller households." Only 35.7% of one-person households had TV, 63.9% of 2-person households.

Highlights of first NARTB district meeting Sept. 21 at Chicago were important speech by FCC Comr. Lee on allocations (see p. 2) and address by NARTB TV chairman Clair R. McCollough in which he attacked any form of censorship over TV, warned broadcasters against seeking too much legislation in solving problems, called for courts to open doors to televised trials. As meeting adjourned, members adopted resolution to endorse any effort to achieve uniform time zone changes to avoid network program confusion. It also sent "get-well" resolution to John Patt, WJR, Detroit, who was stricken by heart attack at NARTB convention in Washington May 28. NARTB's traveling cadre moved on to Saranac Lake, N. Y. for second district session Sept. 23-24, which featured speech by Comr. Bartley on equal time (see p. 16).

GEN. SARNOFF'S proposal to make subscription TV an issue in 1956 Presidential campaign was greeted unenthusiastically by representatives of both political parties. A Republican spokesman summed it up thus: "I don't see how it can become a political issue because there's no controversy—no policy difference between the 2 parties on subscription TV. It's not an issue on which there can be a Democratic philosophy and a distinctly different Republican philosophy." A Democratic Party official merely stated: "Our platform committee will be happy to listen to Gen. Sarnoff or Cmdr. McDonald or anyone else who wants to appear."

The RCA-NBC chairman made his widely publicized proposal Sept. 20 in address to Washington Ad Club. Issue of pay vs. free TV, he said, "is as important to our entire citizenry as was, for example, prohibition in its time." Entire issue should be "submitted to the ultimate suffrage of public opinion—a suffrage based not on guesswork, slogans or prejudices, but on wider knowledge and understanding of all the facts."

"I recommend, in all seriousness, that the issue between free and paid TV be considered by those who draft the programs of the major political parties; and that candidates for public office be encouraged to study the problem and declare themselves to the electorate . . . If this issue receives the forthright attention it deserves, the voters in our land will have the opportunity to decide the question for themselves."

Zenith's Cmdr. E. M. McDonald Jr., chief subscription TV protagonist, issued statement saying question can't be decided politically but must be settled by "giving the public a chance to see subscription TV and to decide for itself." He added: "If there is to be an issue in the Presidential campaign, it should be whether 2 or 3 network officials are to have absolute control of our TV system and the sole right to dictate what the public can or cannot see on its TV screens." He said he agreed with Sarnoff that the issue was as important as prohibition and declared that "prohibiting subscription TV before the public has a chance to try it is prohibition in its worst form."

Theatre TV accounted for second largest boxing gate in history, topped actual stadium take for Marciano-Moore championship bout night of Sept. 21, drawing 325,000 fans to 129 movie houses at total admission charge of \$1,240,000. Combined receipts from TV, radio & box-office were \$2,221,367, radio accounting for \$33,250, stadium \$948,117. Of theatre take, International Boxing Club received \$325,000, split 40-40-20 between IBC, Marciano & Moore. Thanks to TV, Marciano picked up additional \$130,000, Moore \$65,000. Nathan L. Halpern's Theatre Network TV reportedly grossed over \$400,000, as did theatres. More than 50,000,000 heard fight on ABC Radio; Trendex gave it 32.6 rating. Though home TV was blacked out, in radio interview before fight IBC pres. James D. Norris paid tribute to boxing's bread and butter: "If it weren't for television, instead of running a hundred shows a year, sometimes more, we'd only run probably 8 shows in N. Y., 4 shows in Chicago and maybe 2 others around the country."

First closed-circuit evangelist meeting in Canada will be conducted by Billy Graham Sept. 27-Oct. 15 at Toronto's Coliseum, with DuMont TV equipment carrying sermons to overflow audience on 6 theatre-size screens.

TV may span Atlantic within 5 years via submarine cable or relay links, Henry Cassirer, head of UNESCO, predicted in Paris.

Most interesting comment on Sarnoff's proposal came from *Washington Daily News* TV columnist Dave Reque: "I think Sarnoff was kicking a sleeping dog. I found no sentiment in favor of pay TV when the arguments were raging last year and the public has pretty much forgotten the idea."

* * * *

Other developments on the fee-TV front, now relatively quiescent and not likely to be resolved for years (Vol. 11:37):

(1) All subscription-TV proponents were revealed to have turned down offer for use of Armed Forces TV Service's 7 TV stations for any tests they wanted to make. Armed Forces are interested in scrambled TV as possible solution to problem of keeping TV signal confined to military personnel only. Offer was rejected for variety of reasons: all necessary tests had been made, no equipment was available, Armed Forces should pay for any tests it wants, etc.

(2) First series of public debates featuring all pay-TV proponents and representatives of anti-toll groups (Vol. 11:38) generated more heat than light, often had to be called to order by moderator for "delving into personalities." Series was conducted last week end by Cincinnati's WCPO-TV, featuring representatives of Zenith, Skiatron, Telemeter, Jerrold and Committee against Pay TV. Station said its switchboard was "jammed with calls" from viewers who wanted their questions answered on the air, added that most frequently asked question was: "I am happy with TV as it is now; why should it be changed?"

(3) Authoritative *Advertising Age* defended Zenith's right to espouse pay TV and urged "open-minded hearing even from the advertising and broadcasting business"—but slapped hard at Zenith's current TV set advertising as being reminiscent of "the orphan who grows to manhood and clobbers his foster parents so he can steal the family bankroll." Said Sept. 19 editorial: "We're a little fed up with indications that Zenith and others are out to really chew up the hand that fed them. We are referring to current Zenith-prepared co-op advertising, which features Flash-Matic tuning and particularly the fact that this permits the listener to 'eliminate long, annoying commercials' without having to get out of his chair . . ."

Community antennas vs. illegal boosters will be theme of Sept. 28 meeting at Walla Walla, Wash., attended by 2 champions of the unlicensed northwestern stations—Senators Magnuson (D-Wash.) and Morse (D-Ore.). Occasion is meeting of Pacific Northwest Assn. at which Pacific Northwest Community TV Assn. & National Community TV Assn. propose to demonstrate superiority of wired systems over boosters, and to urge Senators to use their influence to help change FCC rules to permit direct ownership of microwave facilities by community antenna system operators. Commission now requires purchase of service from a common carrier.

Another community antenna microwave application was filed this week with FCC—by Television Microwave, Martinez, Cal. (accountant John E. Griffin & dentist Wilbur J. Fahden). It proposes to pick up signals from Salt Lake City's KSL-TV with Spruce Mt., Nev., relay point, send them 47 mi. to Television Transmission Inc., Elko, Nev. System's cost was estimated at \$18,643.

Changes in eligibility rules for industrial radio service were finalized last week by FCC, terminating controversial proceedings lasting 5 years. Commission order is file No. 55-923, mimeo 22654, available from FCC.

Broadcasting Executives Club is new name of Radio-TV Executives Club of New England, Boston, which elected Hoag & Provandie's Paul H. Provandie as pres.

Network Accounts: Daylight Time snafu means that baseball fans on Pacific Coast will get Gillette-sponsored colorcasts of World Series starting Sept. 28 on NBC-TV at very "un-baseball hour" of 9:30 a.m. It's all because many large cities, including several on west coast, returned to Standard Time Sept. 25 while others, including N. Y., remain on Daylight Time until Oct. 29. Biggest headache for networks is clearing station time for early evening programs in cities returning to Standard Time, creating overlap between network and local for station time. Result is that some network programs won't be seen for month in certain markets where time has been sold locally . . . NBC-TV is pitching for CBS-TV's highly-coveted \$64,000 *Question* when its contract with Revlon expires Jan. 1—offering Tue. 9:30-10 p.m. for that show and Thu. 8:30-9 p.m. for Revlon's proposed new program which would pit \$64,000 *Question* contestants against each other on a panel; latter is also packaged by Louis G. Cowan Inc., whose head is a CBS-TV producer . . . Philco reportedly has decided not to renew its option for 1956 NBC-TV coverage of political conventions, which it sponsored in 1952; neither Philco nor network would comment . . . Toni buys 2 partic., Philip Morris & Hoover Co. (vacuum cleaners) one each, on J. Arthur Rank *Famous Film Festival* series on ABC-TV starting Sept. 25, Sun. 7:30-9 p.m.; show is "double-teamed," with affiliates permitted to sell locally all unsold network time—and already WABC-TV & WBKB report several national sponsors signed. ABC-TV is also turning over to local stations unsold Mon. 9-9:30 p.m. period (opposite CBS's *I Love Lucy* and NBC's *Medic*), probably will turn over Tue. 10-10:30 p.m. (opposite CBS's top-rated \$64,000 *Question*) . . . American Petroleum Institute, in observance of Oil Progress Week Oct. 9-15, to sponsor one-shot "telementary" *1976* on NBC-TV Oct. 9, Sun. 4:30-5:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles; show is based on book, *Tomorrow*, be-

ing written by NBC pres. Pat Weaver, about how he believes world will look in that year . . . Borden Co. to sponsor Jackie Cooper's *The People's Choice* on NBC-TV starting Oct. 6, Thu. 8:30-9 p.m., thru Young & Rubicam . . . Colgate-Palmolive to sponsor *The Millionaire* on CBS-TV starting Sept. 28, Wed. 9-9:30 p.m., thru Ted Bates . . . Kellogg & National Carbon Co. to be alt. sponsors of 8:30-9 p.m. portion of *Arthur Godfrey and His Friends* on CBS-TV starting Sept. 28, Wed. 8-9 p.m., thru Leo Burnett & Wm. Esty Co. . . Minute Maid (orange juice) buys alt. Wed. 12:15-12:30 p.m. segment of *Tennessee Ernie Show* on NBC-TV starting Nov. 2, Mon.-thru-Fri. 12-12:30, thru Ted Bates . . . Upjohn Co. (drugs), in first network sponsorship, buys 52-week partic. schedule on NBC-TV's *Home* starting Oct. 5, Mon.-thru-Fri. 11 a.m.-noon, thru Medical Radio & TV Institute of N. Y. . . Unsponsored *My Friend Flicka*, produced by 20th Century-Fox for CBS-TV Fri. 7:30-8 p.m., has been shelved temporarily and replaced by *Adventures of Champion*, filmed western produced by Gene Autry's Flying A Productions; plan doesn't affect GE-sponsored *20th Century-Fox Hour* on CBS-TV Wed. 10-11 p.m. . . General Cigar to sponsor one-fourth of NCAA football schedule on NBC-TV this fall, thru Young & Rubicam; announcement of sponsorship was made on closed-circuit colorcast Sept. 10 to its distributors and dealers in key cities, using NBC facilities . . . Football one-shots, all on NBC-TV: Buick & Miller Brewing Co. to be alt. sponsors of National Football League title game Dec. 26; Gillette sponsors Rose Bowl Jan. 2 and Blue-Gray game from Montgomery, Ala. Dec. 31; Dodge buys Cotton Bowl from Dallas Jan. 2 . . . CBS-TV switches *Schlitz Playhouse of Stars* to Fri. 9:30-10 p.m., effective Oct. 7.

World Series will be on nearly 200 stations, originating from N. Y. on NBC-TV in color (sponsored by Gillette) starting Sept. 28. MBS is carrying it on radio.

PROGRAMMING OVERHAUL of virtually its entire night schedule was disclosed to affiliates this week by ABC Radio as its pattern for comeback. It's in keeping with the "quick listening" format of NBC Radio's weekend *Monitor*, which will be extended to weekdays 10 a.m.-6 p.m. starting Nov. 7, and similar in sales format to CBS' "segmentation" plan (Vol. 11:37-38).

ABC plan, effective Oct. 24, divides Mon.-thru-Fri. 7:30-10 p.m. programming into 5 separate 30-min. "units," each with a separate theme. Within those units, there will be 5 & 10-min. segments bearing on those themes. One of those 5-min. segments will be a world news summary. Entire schedule will be sold in 5-min. partic., at \$800 per partic., with usual discounts.

Charles T. Ayres, radio network v.p., said themes will range from practical advice on marriage, family & career problems to special inspirational messages from spiritual leaders, will include on-the-spot visits to world-wide tourist attractions. The 5 themes are titled "Events of the Day," "The World Around Us," "A Better Tomorrow," "Sound-mirror," "Offbeat."

ABC pres. Robert Kintner, in letter to affiliates, commented: "Now that 75% of all radio homes have TV, we believe people expect from their radio sets a type of broadcast service different from that available from the TV set in the living room. If there is merit and value in our new concept for radio, I believe it is because instead of starting from the premise that radio is merely TV minus the sight or somehow irrevocably linked to standard programming patterns of the past, our research and creative people have evolved a new method of using radio to inform, advise, educate and entertain listeners in a lively and intimate manner new to the medium."

CBS is also reshuffling its radio programming, emphasizing music in lieu of mystery dramas. Dropped were old favorites *Mr. Keen*, *Tracer of Lost Persons* and *The Whistler*. Substituted are *Disk Derby*, *Young Ideas & My Son Jeep*. CBS also signed Buick for "segmentation" sponsorship of *Bing Crosby Show*, *Tennessee Ernie & Amos 'n' Andy Music Hall*. Also signed for Crosby show are Hallmark Cards (returning to network radio after 6-month absence) and Anahist.

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NBC meanwhile reported \$550,000 in gross billings signed so far for *Monitor* in 4th quarter. New sponsors are Lincoln-Mercury, Bristol-Myers & McGregor Co. (sportswear); renewals came from RCA, Philip Morris, Crowell-Collier, Charles Antell, Gruen Watch Co., Pond's (face cream).

Indicative of fierce competition among networks, NBC station relations v.p. Harry Bannister took sharp swipe at CBS Radio's claims last week that it was running 90% ahead of NBC in total hours sold for average week in Oct. 1955 (Vol. 11:38). In letter to affiliates, he stated: "CBS, while sounding onward and upward note, has led the way in all negative steps—the general rate reduction in July 1951, the reduction in evening rates in Aug. 1952 and further reductions in Aug. 1954."

He said that in first week of Sept. NBC Radio's sponsored hours were up 31% over same 1954 week, while CBS declined 14.9%. "The net result is clear," he wrote. "NBC is moving up; CBS is moving down." Latest Nielsen evening program ratings, he said, show NBC ahead of CBS. Finally, he pointed out that PIB figures for July show NBC as only radio network with increase over July 1954 billings (Vol. 11:38).

Telecasting Notes: Live re-runs of top TV dramas, which we have vigorously espoused (Vol. 11:17-21, 23, 31), are catching on in big way—and it appears that good dramatic material no longer must go down the drain after one TV performance. Biggest assist to the preservation of TV plays will be administered by new *NBC Matinee Theatre* in color, Mon.-thru-Fri. 3-4 p.m. starting Oct. 31. Announced this week was list of 56 script properties purchased for new series, including 17 which originally were used on top evening drama shows and will be re-produced with new casts. Also included were 23 original stories and 16 adaptations of plays, short stories, novels . . . These TV plays were purchased for re-runs: Originally on *Kraft TV Theatre* (NBC)—“Gallin—All American,” “The Gate,” “House on Wildwood Lane,” “One Left Over,” “Arrowsmith.” From *Studio One* (CBS)—“Dark Possession,” “Wuthering Heights,” “Beyond a Reasonable Doubt.” From *Philco Playhouse* (NBC)—“A Cowboy for Chris,” “The Happy Rest,” “Dinner at Antoine’s,” “Statute of Limitations.” From *Motorola TV Theatre* (ABC)—“Sins of the Fathers,” “Side by Side.” From *U. S. Steel Hour* (formerly ABC, now CBS)—“One for the Road.” From *Ford Theatre* (NBC)—“The Touchstone.” From *Robert Montgomery Presents* (NBC)—“For These Services” . . . Rapid repeat: Ballantine Beer sponsoring *Ziv’s Highway Patrol* beginning late Oct. on New York’s WRCA-TV, Mon. 7-7:30 p.m., and WPIX Wed. 9:30-10 p.m., same episodes each week on both stations . . . First returns are in from the critics on major fall programming debuts: Of the 3 movie studio entries on ABC-TV, new *Disneyland* series got the usual raves, *Warner Bros. Presents’* first effort got a ho-hum, *MGM Parade* got fair-to-good nod with almost all critics pointing out it’s a “program-long commercial.” New “adult westerns”—CBS-TV’s *Gunsmoke* and ABC-TV’s *Wyatt Earp*—were well received, particularly the former. Critics loved Phil Silvers’ *You’ll Never Get Rich* on CBS-TV, had mild praise for *Navy Log* documentary on same network. NBC-TV’s first 2 spectaculars of the fall season—*Skin of Our Teeth* and *Our Town*, both by Thornton Wilder—got excellent notices, though latter was far greater popular success. ABC-TV’s *Medical Horizons*, a sort of non-fiction *Medic*, also received good notices . . . TV film series adapted from hit spectacular adapted from hit play: Inspired by critical acclaim of NBC-TV’s first *Producers’ Showcase* spectacular of fall season, “Our Town,” Sol Lesser-Jack Denove TV Films is planning weekly filmed program based on the story for 1956 season. Lesser made movie version of “Our Town” in 1939 . . . Two more Broadway hits become spectaculars: NBC-TV plans to colorcast “Wonderful Town” with Rosalind Russell on *Producers’ Showcase*, possibly Nov. 19. CBS-TV will present Paul Gregory’s production of “Caine Mutiny Court Martial” Nov. 19 on *Ford Star Jubilee*, featuring Broadway cast—Lloyd Nolan, Barry Sullivan, John Hodiak, Russell Hicks . . . Drive-in TV: WLWD, Dayton, originated Sept. 23 *Studio Party* show from its parking lot, inviting public to attend.

Gian-Carlo Menotti, whose *Amahl & the Night Visitors* has become an annually-produced Xmas classic since first presented on NBC-TV in 1951, has been commissioned to compose a 1½-hour opera for production by Samuel Chotzinoff’s *NBC Opera Theatre* during 1956-57 season. Note: In Oct. 4 *Look Magazine*, Menotti is listed in article titled “VIP” among the “world’s 100 most important people.” List also includes RCA-NBC chairman David Sarnoff, who next month will receive his 16th honorary degree—from Notre Dame.

Digests of outstanding program texts will be published in *Radio-TV Scripts*, new monthly to be issued by Facts on File Inc., 119 W. 57th St., N. Y.; Fred McGhee, editor.

NBC-TV’s first uhf operation on its own, stemming from purchase of WBUF-TV, Buffalo (Ch. 17) for \$312,500 cash (Vol. 11:11, 15), was approved by FCC this week as it deferred action, presumably until next week, on proposed Westinghouse swap of its WPTZ, Philadelphia (Ch. 3) with radio KYW (50 kw, 1100 kc) for NBC’s WNBK, Cleveland (Ch. 3) with radio WTAM (50 kw, 1100 kc) plus \$3,000,000 cash (Vol. 11:21). Because its affiliation contract with WGR-TV, Buffalo (Ch. 2) has until Aug. 1956 to go, NBC will be in position of operating an independent in that city—though WBUF-TV is now getting some ABC and a few NBC shows as they’re released by WGR-TV. NBC takeover, with big push to be put behind uhf, is expected to occur before end of year; station is presently under management of Sherwin Grossman, signing on nightly at 6:45 p.m. Plans are to erect new studio building with 549-ft. tower and transmitter at 2101 Elmwood Ave. Meanwhile, WBUF-TV having leased its present studios to WGR-TV before NBC deal, the network has no adequate Buffalo location for full-time owned-&-managed operations. However, it has committed itself to “prove economic feasibility” of uhf and has indicated work will go forward immediately on new plant and possibly will ask for increased power to 1,000,000 watts. Note: CBS, also committed to promote uhf, began operation of its WXIX, Milwaukee (Ch. 19) exactly year ago and is reported to be making steady progress and operating at profit.

Two more movie distributors followed lead of Republic Pictures (Vol. 11:38) this week and signed consent decrees agreeing to release films to TV and other non-theatrical outlets, as trial began in Govt.’s anti-trust suit against group of film companies. Signing decree were independent 16mm distributors Films Inc. and Pictorial Films Inc., neither a significant factor in feature film business. As hearing opened in Los Angeles, Govt. announced it would introduce 1000 documents and film companies indicated they may call about 125 witnesses—indicating trial could run for as long as 2-3 months.

Network color schedules for next 2 weeks: NBC-TV—Sept. 26-30, *Home* segments, 11:45-noon; *Howdy Doody*, Sept. 26-30 and Oct. 3-7, 5:30-6 p.m.; Sept. 27, new *Milton Berle Show* featuring Esther Williams’ TV debut, 8-9 p.m.; Sept. 28, start of complete World Series coverage, 12:45-4 p.m.; Oct. 1, *Max Liebman Presents* “Heidi,” starring Jeannie Carson, Wally Cox, Elsa Lanchester, 9-10:30 p.m. CBS-TV—Sept. 27, *Red Skelton Show*, 9:30-10 p.m.; Oct. 1 & 8, *Gene Autry Show*, 7-7:30 p.m.; Oct. 6, *Shower of Stars*, “Time Out for Ginger,” starring Jack Benny and Claudette Colbert, 8:30-9:30 p.m.

Broadway trade press, even current *Sponsor Magazine*, persists in reporting that merger of Screen Gems and TPA (Vol. 11:36-37) is a fait accompli—but TPA pres. Milton A. Gordon tells us it simply isn’t so. “There is no contract,” he said, “there has been no deal, and I don’t know frankly where this thing is going.” He admitted only that talks looking to a merger, which would set up possibly the biggest single entity in the TV film field, have recently been resumed.

Zoo Parade’s Marlin Perkins, who gets \$10,000 a year as director of Chicago’s Lincoln Park Zoo, offered his resignation this week when informed his superiors took dim view of plan to take his NBC-TV show to different zoos around the country. They want him to cut down on his TV activity. He’s now in Africa shooting films which are already being shown on his Quaker Oats (Ken-L Ration dog food) Show.

DuMont Electronicam TV-film production will gross \$500,000 in next 3 months, according to Werner Michel, DuMont Broadcasting’s Electronicam production director.

FIRST TV GRANTS in 2 months were issued this week by FCC as it returned to work and began to whittle at backlog of long pending matters. CP for Ch. 18 in Orlando, Fla. went to Orange County Bcstrs. (WABR, Winter Park), and Ch. 6 satellite at Hayes Center, Neb. was granted to KHOL-TV, Kearney, (Ch. 13). Both applications were unopposed.

For the second time, Commission postponed for 30 days the effective date of its decision lifting Zone I vhf stations' ceiling to 1250 ft. (Vol. 11:35-36). It wants more time to sift through complaints from stations, aviation interests, etc., pushed effective date of decision from Oct. 1 to Nov. 1.

Most celebrated of all "protest" cases—Spartanburg site-change case—moved another notch this week in initial decision by examiner James D. Cunningham, who recommended approval of Paris Mt. site for upcoming WSPA-TV (Ch. 7) despite protests of economic injury from WGVL, Greenville, S. C. (Ch. 23) and WAIM-TV, Anderson. Last year, Commission approved WSPA-TV's proposed move from Hogback Mt. (as temporary measure) without hearing, but Appeals Court reversed action and FCC held hearing on WSPA-TV's application for permanent Paris Mt. site (Vol. 10:6, 8, 10, 28). Cunningham held this week that protestants hadn't proved that the move violated Communications Act or Commission's rules or that they will necessarily suffer economic loss by move to new site.

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Among batch of other actions this week, the Commission:

(1) Refused to institute revocation proceedings or issue cease-&-desist order against WSEX-TV, Petersburg (Ch. 8) to prevent it from identifying itself with Richmond, Va. area, as requested by WTVR, Richmond (Ch. 6).

(2) Turned down "economic injury" protest by Pittsburgh's WENS (Ch. 16) against grant of Ch. 11 there to WIIC (owned by joint WWSW-WJAS interests) but promised to take up later WENS requests for reconsideration and rehearing of Pittsburgh case on grounds merger agreement which preceded grant was violation of FCC rules (Vol. 11:36).

(3) Proposed to move Ch. 7 from Ponce to Mayaguez,

Puerto Rico, as requested by El Mundo Inc. & Ponce de Leon Bcstg. Co., both currently applicants for Ch. 3 in Mayaguez. Comments are due by Oct. 21.

(4) Granted No. Dakota broadcaster John Boler permission to extend his private microwave system—which now connects his KXJB-TV, Valley City (Ch. 4) and KCJB-TV, Minot (Ch. 13)—to his upcoming KBMB-TV, Bismarck (Ch. 12). Comr. Bartley dissented, calling grant premature and raising possibility that "duplication of facilities" could result in raising common carrier costs and that case-by-case authorization of private microwave facilities "may delay the further expansion of common carrier facilities to points beyond the area of the stations granted such private facilities."

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Petitions filed with Commission this week included 2 requests for allocations changes by prospective applicants: Mohawk Valley Television Inc. wants Ch. 2 allocated to Fairfield, N. Y., which it says can be done without upsetting any other allocations. Wescoast Bcstg. Co., Wenatchee, Wash. requests that Ch. 18 be moved from Bellingham to Wenatchee. Other items filed with FCC this week:

(1) Hearing on alleged "concentration of control of mass media" by Triangle Publications Inc. (Walter Annenberg) was sought by WHP-TV, Harrisburg (Ch. 55), one of eastern Pa. stations opposing Triangle's proposed purchase of off-air uhf WLBR-TV, Lebanon, Pa. (Vol. 11:31, 38). Included in hearing would be Triangle's application for power increase of its WNBK-TV, Binghamton (Ch. 12), as well as its proposed purchase of WFBG-TV, Altoona (Ch. 10) and its application for Ch. 18 satellite in Elmira, N. Y.

(2) Objections to proposed move of WCHS-TV, Charleston, W. Va. (Ch. 8) to new site west of Charleston were filed by upcoming WHTN-TV, Huntington (Ch. 13) and WTAP, Parkersburg, W. Va. (Ch. 15).

(3) WICS, Springfield, Ill. (Ch. 20) asked Commission to hold up grant of Ch. 2 in Springfield until it acts upon deintermixture proposal for the area.

(4) FCC's Broadcast Bureau favored proposal by WJRT, Flint, Mich. (Ch. 12) to locate transmitter 23 mi. northwest of Flint in proposed findings filed after hearing on protests by WKNX-TV, Saginaw (Ch. 57), WTOM-TV, Lansing (Ch. 54) & WWTV, Cadillac (Ch. 13).

LONDON'S first taste of commercial TV, which started Sept. 22 with juxtaposed spots for a toothpaste, chocolate drink & margarine and has on tap such big-name sponsors as Esso, Kellogg, Heinz & Johnson Wax in addition to a native variety, appears to have been a satisfactory one despite the jaundiced attitude of some elements.

United Press reported "critics praised Britain's first TV with toned-down American-style commercials and generally agreed that the state-owned BBC is in for some competition." AP also found critics rating commercial TV "a formidable threat to the state-sponsored BBC variety."

General verdict was that commercial TV had come to stay, UP reporting all 11 London morning newspapers save Communist *Daily Worker* giving it "high praise for production techniques and commercials alike." *New York Times'* Jack Gould described press reaction as "cautiously cordial" and some London papers, as AP put it, warned that "the effects of the advertisements may be cumulative, like Rocky Marciano's punching." Film Daily's London correspondent cabled that, far from being a take-off on the American commercial, initial showing "typified the well-known staid British manner."

It's estimated some 2,500,000 people within 50-mi. radius of Croydon transmitter witnessed first night of Independent TV Authority's service via its first outlet (Vol. 11:38) on the perhaps 20% of London area's 1,300,000 sets thus far converted to get a second channel. But they liked what they saw, apparently—and, judging from the reports, they particularly liked the idea of competition for BBC, just as we predicted they would (Vol. 10:45).

Americans were very much in evidence at the 4-hour opening ceremonies and shows, including NBC pres. Sylvester Weaver, and warm greetings were cabled by NARTB pres. Harold Fellows. Many of the top British ad agencies are branches of or associated with major U. S. agencies, and the admen appeared pleased with their initial efforts albeit they have no control over programs; 1-min. ad spots (at \$2800 per) are limited to 6 per hour, and use of American shows must perforce be limited.

American productions and American talent will be prominent on British TV henceforth, both on ITA & BBC, just as British programs and artists are prominent here. ITA has already taken on *I Love Lucy*, *Hopalong Cassidy*, *Dragnet*, *Inner Sanctum*, *Liberace*, *4 Star Playhouse*, among other films, and has versions of *People Are Funny* and *Beat the Clock* on tap. It will have Bob Hope,

Johnny Ray, Xavier Cugat, Lena Horne among others in variety show *Sunday Night at the Palladium* patterned after *Toast of the Town*.

BBC has *Burns & Allen*, *Amon 'n' Andy*, *The Cisco Kid*, *I Married Joan*, among other U. S. shows. More British shows exported to U. S. are foreseen, *New York Times* writer Jack Gould noting that "as in other phases of British life, London TV must export if it is not to have a relatively austere screen at home."

Gould saw the "zip and zaniness" of *Burns & Allen* providing "successful ambassadors" for U. S. good will. Witnessing ITA's first output, he cabled from London that "the British have something in their form of commercialism" which he said differed from the American version in its "restraint and brevity." In quality, he observed, "some plugs were inept and reflected a lack of experience. But others, especially those of the beer and gasoline concerns, were amusing or interesting in themselves. In virtually all cases, however, the voices were soft and subdued. The peace was wonderful."

Gould called the variety program "corny stuff" but liked the big-name dramatic episodes and said camera work on the prizefight was exceptionally good. *N. Y. Herald Tribune* correspondent described the first night program as "decorous as a court ball" and said that, though many London homes had "commercial TV parties," the opening was "something less than epoch-making."

Extraordinary amount of space is being devoted in U. S. newspapers and magazines to Britain's effort to parallel govt. operation with private enterprise, and clips from the British TV commercials will undoubtedly be seen soon on U. S. screens. Despite cynicism and outright opposition toward the system on the part of some, fact that it's an honest and serious effort, conducted by Britons of highest repute, and particularly fact that it brings longed-for competition, seems to weigh most opinion on both sides of the ocean in its favor.

Parts jobbers did \$500,000,000 business in 1954, gain of 100% in 5 years, reports National Credit Office. Trend is seen continuing upward this year, though at a slower pace. During first 6 months this year, 28 new parts distributorships were formed, compared to 42 in first half of 1954. Of the 22 companies which failed last year, 12 were liquidated, one was sold, 2 were reorganized under Bankruptcy Act, 3 are operating under Chapter X & XI arrangements, 4 are still awaiting bankruptcy court decisions.

General Teleradio's \$25,000,000 purchase of RKO Radio Pictures Corp. (Vol. 11:30) is disclosed as financed by Chase National Bank loans covered by notes for \$10,000,000 (at 3¾%) and \$15,000,000 (at 3½%, reducable to 3¼%), secured by agreement with General Tire and payable at semi-annual rate of \$1,000,000 & \$750,000 respectively—General Teleradio agreeing to pay no dividends until both notes are paid up.

Consolidated Electronic Industries Corp. (formerly Reynolds Spring Co.) reports loss of \$395,889 for 9 months ended June 30, though there was operating net profit of \$335,167. Sales for the 9 months totaled \$4,872,157.

Oak Mfg. Co. has increased its common shares from 524,950 to 656,129 as result of distribution Sept. 15 of one new share for each 4 held as of Sept. 1.

General Instrument Corp. stockholders this week approved increases in authorized common shares from 1,500,000 to 3,000,000; there are presently 1,373,273 outstanding.

Dividends: Emerson Radio, 10¢ regular and 5¢ extra payable Oct. 15 to stockholders of record Oct. 1; Howard W. Sams & Co., 10¢ Oct. 25 to holders Oct. 18; American Phenolic, 20¢ Oct. 28 to holders Oct. 18; Monumental Radio, Baltimore, 25¢ Sept. 30 to holders Sept. 22.

Financial & Trade Notes: Spinoff of newly-formed DuMont Broadcasting Corp. from Allen B. DuMont Laboratories Inc. (Vol. 11:33-34) is designed "to separate the element of showmanship and entertainment from research and manufacture," according to 60-p. proxy statement to stockholders this week accompanying notice of special meeting Oct. 10 at Clifton, N. J. plant. Statement discloses that new DBC, which will have 2,500,000 common shares of \$1 par (944,422 outstanding at the outset as result of distribution of one share for each 2½ shares of DuMont now held), will seek additional capital of \$1,500,000 through offering pro rata rights to DBC stockholders to subscribe to additional shares.

Such offering, it's stated, will be underwritten by Carl M. Loeb, Rhoades & Co., whose partner Armand Erpf has been prime mover in DuMont reorganization and now sits on board; by Kuhn, Loeb & Co., which also has a board member (Percy M. Stewart) and by Paramount Pictures Corp., which presently owns 26.6% of DuMont stock and has 3 board members (Barney Balaban, Paul Raibourn, Edwin Weisl).

New DBC will embrace DuMont stations WABD, N. Y. & WTTG, Washington, along with Telecentre and other properties and obligations—all inventoried in detail in the proxy statement. FCC this week approved transfer of WABD & WTTG licenses to DBC.

Besides voting on the spinoff, DuMont stockholders are asked to approve elimination of Class A & B stock distinctions and increase authorized shares of parent company to 5,000,000 in order "to have shares available for financing or acquisitions should favorable opportunities occur." At present, 1,801,054 A shares are outstanding, with entire 560,000 B issue owned by Paramount.

Stockholders are also asked to approve contract with Dr. DuMont, now chairman, whereby he gets annual salary of \$50,000 until 1966, or \$36,000 a year should he elect to go on consultative basis after end of 1961, plus \$20,000 a year for 10 years after 1966; also, to give him option on 35,000 shares of common stock at 17 and to set aside 90,000 shares for granting of long-term options to a new president (now being sought) and other key executives.

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DuMont Network was virtually discontinued as of mid-July (Vol. 11:34), and pro forma financial summaries indicate how it has fared. Proxy report shows that broadcasting income (other than WABD & WTTG but including then owned WDTV, Pittsburgh, later sold to Westinghouse) amounted to \$11,402,393 out of company's gross income of \$73,997,620 in fiscal year ended Dec. 28, 1952, thus representing pro forma profit of \$1,697,610 (72¢ per share); that for fiscal year ended Jan. 3, 1954 the broadcasting gross was \$14,550,396 out of \$87,569,588, giving profit of \$1,458,564 (62¢); for fiscal year ended Jan. 2, 1955, it was \$15,440,550 out of \$87,803,659, giving profit of \$823,445 (35¢) exclusive of net profit of \$6,726,939 from sale of WDTV. For period from Jan. 3 to July 17, 1955, the broadcasting gross fell to \$2,553,335 out of \$31,410,417, representing loss of \$1,492,292 (63¢).

Losses are attributed in pro forma summaries to the operation of the 2 DBC stations and other facilities now transferred to DBC. Thus combined net operating incomes of WABD & WTTG, plus these other facilities, are given as \$2,830,742, loss \$834,524 for fiscal year ended Dec. 28, 1952; income \$4,534,401, loss \$84,433 for year ended Jan. 3, 1954; income \$5,384,053, loss \$161,386 for year ended Jan. 2, 1955; income \$2,697,185, loss \$222,359 for period Jan. 3-July 17, 1955.

Network-station fiscal operations were interlocked, so pro forma summaries of earnings were prepared on basis of expense allocations for operating Telecentre, salaries paid executives and staff, depreciation, etc.

ROANOKE'S NEW WDBJ-TV (Ch. 7) and Ohio State University's educational uhf, WOSU-TV, Columbus (Ch. 34), began testing this week, bringing on-air total to 451 (108 uhf) as Canada's 29th outlet began operating in Barrie, Ont. Week also saw one station knocked off air temporarily when its antenna tower collapsed, apparently without cause — KELO-TV, Sioux Falls, S. D. (Ch. 11). Another about to start, WITN, Washington, N. C. (Ch. 7) was hit by third hurricane within 30 days and had to postpone tests.

Roanoke's WDBJ-TV aired first test patterns Sept. 19, plans commercial debut as CBS outlet first week in Oct. It starts with 25-kw ERP from 5-kw DuMont transmitter, 6-section RCA antenna on 667-ft. modified former tower of defunct uhf WROV-TV, will boost to 316-kw ERP early in 1956. Owner is *Roanoke Times & World News*, director is Ray P. Jordan, with John W. Harkrader, from radio station, as commercial mgr.; Blake H. Brown, sales mgr.; Paul E. Reynolds, program director; Charles A. Ballou, program mgr.; Harry D. Wiseman, production mgr.; J. Edward Newman, technical director. Base rate will be \$450, going to \$600 next April 1. Rep is Free & Peters.

Columbus' WOSU-TV becomes 18th non-commercial educational TV, 5th uhf educational. Starting test patterns Sept. 19, it plans program start in Nov. It uses 12½-kw RCA transmitter with RCA pylon on 550-ft. Ideco tower. Robert C. Higgy is director.

CKVR-TV, Barrie, Ont. (Ch. 3) started testing last weekend, plans Sept. 28 programming via microwave from Toronto, 55 mi. south. It has 5-kw GE transmitter with 3-bay antenna on 393-ft. Stainless tower. Ralph T. Snelgrove, operator of radio CKBB, is pres.-gen. mgr.; board includes former Mayor Peter Sinclair of Barrie and R. Stanley Dilworth, Toronto. Claude Baikie, ex-CHCH-TV, Hamilton, is production mgr.; Jack Mattenley, chief engineer. Base rate is \$240. Reps are Weed and Paul Mulvihill.

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The KELO-TV tower & antenna collapsed at 7:50 p.m. Sept. 20, but station got STA for interim operation with 200-ft. tower and single-section antenna. Its newly-installed satellite KDLO-TV, Florence, S. D. (Ch. 3), reported ready to start test patterns (Vol. 11:38), may delay its program debut accordingly.

The Washington, N. C. station's mgr. W. R. Roberson Jr. had planned Sept. 20 test patterns, Sept. 26 NBC hookup, when equipment was struck by hurricane Ione. Its 102-ft., 5-bay Alford antenna on 818-ft. Stainless tower withstood Ione's blasts, reported Roberson, and studios are ready. But transmitter house had to be cleaned out and other damage appraised in order to complete installation of 20-kw GE transmitter, and men are working around clock to get things going.

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

KHOL-TV's satellite in Hayes Center, Neb. (Ch. 6), which got CP this week (see p. 8), begins construction immediately and will be in operation by late Nov., wires mgr. Jack Gilbert. Hayes Center is over 100 mi. from parent KHOL-TV, Kearney (Ch. 13). Unique feature of new outlet is that it will be built with help of residents in area to be served who are contributing \$140,000 toward estimated \$188,166 it will cost, having entered into agreement with KHOL-TV to turn over funds collected by county committees as soon as CP was granted. Satellite will have

FARM TV CENSUS tabulations completed this week by U. S. Census Bureau show that 82.8% of New Jersey's 22,686 farms—or 18,798—were equipped with TV in Oct.-Nov. 1954 when the count was made on basis of 20% sample. In Tennessee, 50,123 or 24.6% of 203,149 farm homes had TV. The county-by-county farm TV count, from 1954 Census of Agriculture:

NEW JERSEY					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Atlantic	1,279	1,012	Monmouth	2,486	2,146
Bergen	547	467	Morris	1,023	847
Burlington	1,835	1,431	Ocean	1,214	1,009
Camden	658	575	Passaic	314	255
Cape May	315	246	Salem	1,478	1,225
Cumberland	2,237	1,926	Somerset	1,035	874
Essex	154	111	Sussex	1,021	754
Gloucester	1,608	1,425	Union	208	165
Hudson	52	43	Warren	1,120	882
Hunterdon	2,204	1,765			
Mercer	828	662	State Total	22,686	18,798
Middlesex	1,070	978			

TENNESSEE					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Anderson	1,555	475	Lawrence	3,200	550
Bedford	2,299	871	Lewis	529	106
Benton	1,035	155	Lincoln	3,407	697
Bledsoe	827	58	Loudon	1,400	351
Blount	2,847	916	McMinn	2,016	291
Bradley	1,430	306	McNairy	2,599	502
Campbell	1,467	295	Macon	2,409	721
Cannon	1,503	390	Madison	3,594	852
Carroll	3,205	370	Marion	894	145
Carter	2,446	631	Marshall	1,887	620
Cheatham	1,232	509	Maury	3,010	1,021
Chester	1,399	255	Meigs	684	103
Clairborne	2,622	347	Monroe	2,540	350
Clay	1,089	128	Montgomery	2,475	669
Cocke	2,451	309	Moore	764	150
Coffee	1,698	537	Morgan	908	192
Crockett	2,607	801	Obion	2,488	667
Cumberland	1,549	207	Overton	2,194	349
Davidson	2,374	1,676	Perry	715	62
Decatur	1,046	61	Pickett	778	46
De Kalb	1,527	520	Polk	770	115
Dickson	1,898	641	Putnam	2,544	572
Dyer	2,653	1,097	Rhea	1,005	234
Fayette	4,188	613	Roane	1,306	272
Fentress	1,464	119	Robertson	3,002	1,412
Franklin	2,262	519	Rutherford	3,441	1,398
Gibson	4,880	1,337	Scott	1,016	76
Giles	3,301	552	Sequatchie	433	72
Grainger	2,249	206	Sevier	2,577	466
Greene	5,955	977	Shelby	5,145	2,190
Grundy	596	120	Smith	2,505	835
Hamblen	1,558	260	Stewart	1,134	237
Hamilton	1,908	787	Sullivan	3,499	1,083
Hancock	1,748	155	Sumner	3,522	1,314
Hardeman	2,710	542	Tipton	3,906	1,523
Hardin	2,008	149	Trousdale	847	260
Hawkins	3,646	527	Unicoi	954	120
Haywood	4,294	833	Union	1,426	335
Henderson	2,423	300	Van Buren	479	85
Henry	2,503	417	Warren	2,253	649
Hickman	1,407	413	Washington	3,541	1,138
Houston	622	156	Wayne	1,447	85
Humphreys	1,040	299	Weakley	3,402	470
Jackson	1,884	392	White	1,822	321
Jefferson	2,084	346	Williamson	2,669	1,094
Johnson	1,807	261	Wilson	2,990	997
Knox	3,599	1,280			
Lake	760	222	State Total	203,149	50,123
Lauderdale	3,368	989			

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

GE transmitter, antenna on 581-ft. Stainless tower. Rep is Meeker.

KBMB-TV, Bismarck, N. D. (Ch. 12), has installed 10-kw Federal transmitter, but bad weather has delayed installation of 4-bay Federal antenna atop State Capitol. City's 2nd TV expects to meet Oct. 1 test pattern and Nov. 1 programming targets, reports pres. & principal owner John W. Boler, also operator of North Dakota's KCJB-TV, Minot (Ch. 13) & KXJB-TV, Valley City (Ch. 4). KBMB-TV plans 10-12 hours of local programming weekly, will rebroadcast CBS programs of Valley City outlet for most part. Its base hour will be \$150, with all three stations offered at combination \$637.50 rate. Weed is rep for the 3 stations.

'BEGINNING OF BREAK-THROUGH' ON COLOR: The whiplash of big promotions, expansion of programming (including World Series starting Sept. 28), coordinated merchandising effort of National TV & Radio Week -- all these factors are combining to speed tempo of color sales this month. RCA chairman David Sarnoff, in Sept. 20 address to Ad Club of Washington, called it "the beginning of the break-through," said color will be a "major factor" in the industry by end of 1956.

Officials of RCA, which appears to be carrying color ball almost alone among manufacturers (in combination with NBC programming), express themselves as "quite pleased" with movement of color sets at all levels -- though obviously the numerical total is not impressive when stacked up against black-&-white. Still, they hope that the "Cadillac trade" -- perhaps as many as 35,000 -- will have purchased color sets by year's end, and are banking on accelerating sales from 1956 forth.

They're also pleased with perking interest by hotels, bars and other public users who were among first with black-&-white. This week, the big Governor Clinton Hotel in N.Y. bought 50 RCA 21-in. color sets to be placed in suites at no extra charge to patrons, and announced plans to have color sets in all 1200 rooms eventually. RCA pres. Frank M. Folsom commented: "We feel certain that countless other hotels will follow the lead of the Governor Clinton."

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Two big deterrents to all-out color splurge thus far have been lack of enough color programs and high prices. NBC and CBS are taking big steps this year to lick first problem. But from a high RCA source this week came word that there are "no plans for the moment" to reduce prices of RCA's color sets (\$795 & \$895). He said there's no prospect of lower prices, short of mass production. However: "If any set maker can make and sell 25,000 a month, it's conceivable they could come down."

Some big RCA distributors are reporting success in efforts to push color among dealers, recognizing that many retailers are hesitant to take on \$700-plus merchandise, especially in view of color's "false starts" in past. Biggest RCA distributor Bruno-N.Y. reported 150 of its dealers now have color sets in stock, indicated average sales to consumers had been running about 15 per week until this week, when dealers reported total of about 100 sales. Said Bruno's Irving Sarnoff:

"We sold 32 sets to dealers Sept. 19, the day after "Our Town" was on NBC. We're selling some every day. I think we'll run short of them before the end of the year, based on present production schedules."

Thomas F. Joyce, pres. of Raymond Rosen & Co., Philadelphia, has announced immediate goal of 150 color set sales a week, and has assigned promotion specialist exclusively to color, with \$45,000 earmarked for advertising. Washington RCA outlet Southern Wholesalers Inc., in area with 350-500 color sets already in use, reported 40 dealers are demonstrating them, said sales to date are "satisfactory."

NARDA chairman Mort Farr, a color enthusiast, is currently on cross-country speaking tour exhorting dealers to push color. "Women love color and you have to demonstrate it properly," he told Phoenix audience. "The profit realized from sale of 30,000 color sets is equal to 180,000 black-&-white table models." NARDA pres. Harry B. Price Jr., Norfolk chain retailer, personifies bearish attitudes of some dealers. He said no color sets have been sold to consumers in his market, so far as he knew. He said he could not see any enthusiasm for it because of (1) high prices and (2) poor local transmission, which made it difficult to demonstrate sets.

RCA meanwhile is promoting color to beat the band in its ads. Campaign began with full pages Sept. 18 in 141 newspapers in 126 markets, then with heavy plugs on "Our Town"; it will continue with local space in color areas and with regular spots on Milton Berle Show, Fibber McGee & Molly, Monitor and other TV-radio programs.

"Every market in the U.S. where a color TV signal can be received will be heavily covered," said RCA Victor TV adv. mgr. J.M. Williams.

Other manufacturers are virtually mute by comparison. Admiral & Motorola say they're shipping "to demand" only, report only trickle thus far. Latter says it will promote color sets in its partic. sponsorship on NBC's color Matinee Theatre.

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TV prices keep inching up, Philco boosting 36 receivers out of 48-model line by \$10-\$30 this week. RCA spokesman says company is still hoping to avoid price hike -- but there's known to be talk of raising one or 2 leader models by \$10. It depends on market conditions in next month. Admiral, Motorola, Emerson, DuMont, Stromberg-Carlson, Trav-Ler and a few others had raised prices previously. Zenith, Westinghouse and Sylvania, in addition to RCA, haven't raised them yet.

Brief highlights of other major trade developments this week:

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Philco Objects: Philco takes vigorous exception to "guesstimate" we published last week (Vol. 11:38), quoting report showing that Philco sales of TV receivers ran 11% of the market -- after RCA, first with 18%. While neither Philco nor any other set maker has released exact percentages, and our figures came from a highly regarded research source, Philco spokesman said "our percentage is much higher . . . Philco's new 1956 line of TV receivers, now going to distributors and dealers, is in even greater demand than any TV line in the industry. Philco factories are operating on an overtime and Saturday basis to meet the foreseeable demand for the fall market. Note: What wasn't made abundantly clear in our story, which referred to "sales during most of last year and 1955," was that the research period covered the 15 months preceding July 1955, hence meant 9 months of 1954. Those 9 months embraced the 45-day strike at Philco plants which began May 3 and ended June 17, 1954 (Vol. 10:18,15).

Economic Boom: U.S. Chamber of Commerce quarterly report, released this week, predicts best Xmas business in history at all levels of industry. It notes almost all businesses except agriculture currently hitting new highs in sales volume, says economy is operating close to capacity. Construction, it declares, is expected to continue upward climb through 1956. Other indices of prosperity noted in report: (1) Gross national product is currently at annual rate of \$390 billion, having hit peak of \$385 billion in second quarter. (2) Employment reached all-time record of 65,500,000 in Aug. (3) Federal Reserve Board index soared to high of 140 in July, 3 points above previous peak of 1953. On negative side, it called attention to some "doubtful spots" in economy, particularly increase in consumer installment credit.

Whirlpool Merger: Shifts of manufacturing personnel and distributors are under way in earnest, in wake of recent formation of Whirlpool-Seeger Corp. in which RCA owns 20%. John W. Craig, v.p. of RCA Estate, was elected one of 7 v.p.'s of new company; Austin Rising, gen. mgr. of RCA room air conditioners, also moved over to Whirlpool-Seeger as gen. mgr. of air conditioners & ranges; Joseph B. Ogden, an RCA regional sales mgr., will become air conditioner sales mgr.; T.H. Ford, engineering mgr. of RCA air conditioners, becomes product mgr. of air conditioners; E.W. Simms becomes gen. mgr. of Estate div. at Hamilton, O. They are among twoscore changes to be announced next week by new company, many involving RCA stove and air conditioner personnel. Distribution pattern was equally fluid. Four RCA distributors reportedly were lopped off by Norge, in anticipation that they soon would handle Whirlpool. They were Leo J. Meyberg Co., San Francisco; Morris Distributing Co., Syracuse; R.T.A. Distributors, Albany; D & H Distributing Co., Harrisburg. And in Minneapolis, the rumored distribution shift materialized, in which F.C. Hayer Co., RCA distributor, took over Whirlpool from Reinhard Bros.

Production: TV output totaled 198,874 week ended Sept. 16, highest this year, compared to 183,912 preceding week and 185,114 week ended Sept. 2. It was 37th week of year and brought TV production to date to about 5,375,000 vs. 4,500,000 in same 1954 period. Radio production totaled 270,207 (127,129 auto) week ended Sept. 16, highest in 4 months, compared to 234,812 week ended Sept. 9 and 239,401 week before. For 37 weeks, radio production was 9,380,000 vs. 7,450,000 in same 1954 period.

Topics & Trends of TV Trade: "Today's TV sets are the greatest retail value of any consumer commodity," said RETMA pres. H. Leslie Hoffman Sept. 21 in address marking Los Angeles celebration of National TV & Radio Week. He explained:

"While I was in the East, I asked the RETMA statistician to take the average price that the consumer paid for a TV set [\$200 currently], the average trade-in value [\$30-\$40] and the average cost of servicing [about \$14 a year], together with the life of the TV set [7 years] and figure out how much the average consumer was paying per hour for the great entertainment that he was receiving in his home. He came up with the almost unbelievable figure of 3 cents an hour!

"I have argued with statisticians before, but never successfully, so I will take this as an established fact. It still seems too low to me, however. But let us say that it is a nickel an hour—even here we could give any major industry a very substantial argument that we have the greatest bargain in the consumer field."

Note: RETMA emphasizes that its estimates are only "educated guesses," admits that some marketing experts in industry would quarrel with them. For example, some manufacturers contend that industry is still too young to estimate the life of a set, that some of earliest receivers are still in use.

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Sylvania's 10,000,000th TV picture tube came off the Seneca Falls (N. Y.) plant line this week, a 24-in. unit; chairman-pres. Don G. Mitchell, present at ceremony, remarked that if the 10,000,000 were laid end-to-end they would reach from N. Y. to London and said: "It is symbolic that I have just returned from London and I can say that Sylvania is going to bring its tube production know-how to England via the formation of a picture tube company there in conjunction with Thorn Electrical Industries Ltd. [whose] initial output will be more than 500,000 a year."

New 16 $\frac{2}{3}$ rpm phono-record package being produced exclusively for 1956 Chrysler line by CBS-Columbia and Columbia Records under "Highway Hi-Fi" title (Vol. 11:38) will sell for \$80 as optional equipment. The 6-record package to be supplied with first sale includes selections from *Pajama Game*, symphonic record by Philadelphia and N. Y. Philharmonic orchestras, original-cast recitals of *Don Juan in Hell*, selections by Andre Kostelanetz, Percy Faith, Paul Weston, Fess Parker, Gene Autry. Columbia later will make available 25 more records.

TV shipments to dealers totaled record 3,549,877 in first 7 months, when production was 4,173,088, according to RETMA state-by-state report released this week (county-by-county tables available to members from RETMA on request). They compared with shipments of 2,977,177, production of 3,152,132, in first 7 months of 1954. New York led with 347,900; California second, 302,613; Pennsylvania third, 217,660. July shipments totaled 465,160, compared to 407,087 in 5-week June, 329,574 in July 1954.

Ed Sullivan, TV impresario and newspaper columnist, lost suit for injunction to restrain Ed Sullivan Radio & TV Inc., Buffalo, N. Y., from using that name—Supreme Court Justice Walter A. Lynch ruling this week that there's no conflict of interest and remarking that there were Ed Sullivans long before plaintiff was born and will doubtless be many more Ed Sullivans in future.

NARDA's successful Institute of Management for TV-radio dealers (Vol. 11:34) will be repeated next year at American U, Washington, with enrollment expanded to 100 and fee of \$125 covering week's tuition, text material, housing in campus dormitory, ticket for "graduation" banquet. Inquiries should be sent to Dean N. A. Baily.

Trade Personals: Frederick D. Ogilby, v.p.-gen. mgr. of Philco TV div., returned to his desk this week after long illness . . . Percy L. Spencer, Raytheon v.p. & gen. mgr. of its microwave & power tube operations, elected to board . . . J. A. (Shine) Milling, for last 3 years exec. v.p. & gen. mgr. of Howard W. Sams & Co. and ex-v.p., RCA Service Co., elected pres. of the firm; Mr. Sams, who founded big technical publishing firm in 1946, becomes chairman of board . . . Robert F. Herr, Philco v.p. in charge of tech-rep div., returned Sept. 20 from 6-week European business trip . . . Mannie Sacks, RCA staff v.p. and Albert F. Watters, RCA international div. v.p., due back from European business tour first week in Oct. . . . Harold J. McCormick, GE district sales mgr. in N. Y., named TV-radio adv. & sales promotion mgr., replacing G. A. (Tony) Bradford, resigned . . . Leonard A. Freeman, ex-mgr. of CBS-Hytron's new Kalamazoo plant, named asst. to Joe Benaron, pres. of Pacific Mercury TV Mfg. Co., partly owned by Sears Roebuck . . . G. W. Wallin, ex-Webster-Chicago engineering v.p. & onetime chief engineer of Motorola home products div., joins Bell & Howell as exec. v.p. of its TDC (high-fidelity) div. . . . Bryan Hardwick promoted to Hoffman Electronics northwest district mgr. . . . Robert F. Kaufman, ex-CBS & Paramount Pictures, named adv. & public relations v.p., Precision Radiation Instruments Inc., parent of high-fidelity equipment manufacturer Radio Craftsmen Inc. . . . Robert L. Wolff elected engineering v.p. of Globe-Union's Centralab div. (parts) . . . Eugene Duffner, ex-chief TV-radio purchasing agent for Sears Roebuck, and Earl Pruitt named Fla. and Ill.-Ind. sales mgrs., respectively, for Channel Master Corp. . . . Gene Gold, ex-Audio & Video Products Corp., named merchandising mgr., Granco Products Inc.

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DISTRIBUTOR NOTES: CBS-Columbia appoints Radio Electric Service Co., 3rd & Tatnall Sts., Wilmington, Del.; Arthur Fulmer of Kentucky, 118 W. Chestnut St., Louisville (Robert Goodlin, gen. mgr.); Major Appliance Distributors Inc., 1213 W. Morehead St., Charlotte (Charles M. Lowe, pres.); Buchanan-Williamson Supply Co., Grundy, W. Va. (George Bishop Jr., pres.) . . . Raytheon appoints Standard Electric Supply Co., 1045 N. 5th St., Milwaukee, ex-CBS-Columbia outlet . . . RCA Victor Distributing Co., Detroit, appoints Reid Donaldson home instrument sales mgr., succeeding George Mansour, now in record div. of RCA Victor Co. Ltd., Montreal . . . Allied Appliance Co., Boston (Motorola) appoints Robert Cheyne gen. merchandising mgr., Paul L. Bishop major appliances sales mgr. . . . Sues, Young & Brown Inc., Los Angeles (Zenith) appoints Ford C. McElligott merchandising mgr. . . . J. A. Williams Co., Pittsburgh (Zenith) appoints C. E. Stauffer gen. sales mgr., Morris B. Epstein asst. to pres., Charles H. Weaver adv. & sales promotion mgr. . . . Epting Appliance Co., Charlotte (Hallicrafters) appoints Furman Ferguson, ex-Fred A. Barnette Distributors, as a v.p. . . . CBS-Columbia of N. Y. appoints Robert Segal as controller . . . Thurow Distributors Inc., Miami (Sylvania) moves headquarters to 1800 NW 23rd St. . . . Sylvania appoints Appliance Merchandisers, 802 Hayden St., Ft. Wayne (M. E. Kumle, pres.).

Willard H. Sahloff, v.p.-gen. mgr. of GE small appliance div., to receive first annual housewares & appliance industries' distinguished service award from Joint Defense Appeal at testimonial dinner Oct. 11 at Hotel Plaza, N. Y.

GE advertising of TV broadcast equipment won Direct Mail Advertising Assn. award at Chicago convention last week; adv. mgr. Roy Jordan accepted citation.

Dr. Allen B. DuMont's 54-ft. yacht *Hurricane II* was declared season's point winner last week of predicted-log cruiser racing, receiving national championship trophy.

Electronics Reports: A \$30-\$40 billion electronics industry, with 92,000,000 TV sets in use, many of wall-screen type and nearly all in color—that's what 3 leaders foresee 20 years from now in written predictions they were asked to supply for inclusion in sealed cornerstone of new financial office building in Elizabeth, N. J. Highlights of their forecasts:

RCA pres. Frank Folsom—Industry's annual dollar volume will rise from \$11 billion today to \$30 billion because "a constantly growing America will buy more such items as color and 'wall screen' TV sets; electronic home controls and appliances, such as electronic refrigerators, electronic air conditioners, and possibly even washers; electronic heating; TV tape recorders . . ." By 1975, "there will be at least 92,000,000 TV sets in the United States, 90% of which will feature color," receiving live programs from all over globe.

CBS pres. Frank Stanton—Electronics industry today accounts for more than \$8 billion annually, or 2-2.5% of gross national product. By 1975 "it may account for 4-5% or something in the neighborhood of \$35 billion." Also: "General acceptance of color."

Admiral pres. Ross Siragusa—"Color TV will be standard in American homes with pictures projected from a central receiving instrument on flat tubes in picture frames that can be switched on like extension loudspeakers in each room." Solar-powered transistor radios will last a lifetime. Guided missiles may land on planets and transmit TV pictures back to earth.

* * * *

Nickel shortage is pinching tube industry again, representatives of 7 receiving tube manufacturers told Commerce Dept. Sept. 20 in second of series of electronics industry meetings with Commerce's Business & Defense Services Administration (BSDA) and officials of other agencies. Industry spokesmen said production cutbacks may be necessary unless more high grade nickel is made available. BSDA representatives replied that demand exceeds supply and that Govt. no longer controls distribution of metals for non-defense uses. Meeting of Receiving Tube Industry Advisory Committee was called in connection with upcoming study of industry's mobilization capacity. Committee approved list of proposed categories of tubes to be used in collecting data on requirements and production capacity. Represented at meeting were RETMA, RCA, Philco, CBS-Hytron, Raytheon, Sonotone, Sylvania, Tung-Sol. Other industry advisory meetings scheduled by BSDA Electronics Div. under Donald S. Parris: transmitting & special purpose tubes, Sept. 27; relays, Oct. 5; resistors, Oct. 6; capacitors, Oct. 11. Meeting with quartz crystal industry was held Sept. 12.

Portable transistorized receivers and transmitters which require no battery but operate from power radiated by standard broadcast stations are being developed experimentally by Hydro-Aire Inc., Burbank, Cal. As described by Dr. Hans Hollman at recent Western Electronics Convention, radiation from local broadcast station is picked up and rectified to provide sufficient power for transistor circuits.

First solar-powered telephone exchange will go into service Oct. 4, Bell Labs announces. Bell System will hook up 8 phones to solar battery atop utility pole at its all-transistorized experimental telephone exchange in Americus, Ga. (Vol. 10:18).

RCA tube div. will construct new \$3,000,000 plant near Somerville, N. J. to handle semi-conductor activities (transistors, diodes). It will have 120,000 sq. ft., be ready by fall of 1956, according to div. v.p.-gen. mgr. D. Y. Smith.

TV and RADIO SETS withstood atom blast last April, were found to be still operating after 35-kiloton explosion within 2 miles away at Yucca Flat. Results of experiment on atomic bomb's effect on electronic equipment were disclosed this week by Raymond H. Williamson, GE, who was in charge of RETMA-Civil Defense project. He said a TV set placed in a brick house 4700 feet from blast worked immediately thereafter, with no servicing needed, even though the house crumbled. The set was overturned and cabinet damaged. A portable radio, placed in frame house 10,000 feet from blast site, also was operable without servicing.

A standard mobile broadcast station located in a concrete slab house 4700 feet from the blast went off air because a gas power generator failed and a service wire broke when a telephone pole fell down during explosion, but service was restored in 15 minutes. Most mobile radios in cars less than mile from blast site also worked later.

Williamson said experiment proved that communications can be restored in reasonable time for use in evacuations, and that salvage is worthwhile in any but the "A" zone—area of complete destruction.

Companies participating were Admiral, American Phenolic, Andrew Corp., Antenna Specialists Co., Belden Mfg. Co., Bendix Aviation, Cook Electric, Corning Glass, Dale Products Inc., DuKane Corp, Erie Resistor, GE, Hallcrafters, Hughes Aircraft, Hydro-Aire Inc., I.D.E.A. Inc., J-B-T Instruments, Jefferson Electric, JFD Mfg. Co., Lenz Electric, P. R. Mallory, Motorola, North Electric Co., Permoflux Corp., RCA, Remler Co. Ltd., Simpson Electric, Speer Carbon, Sprague Electric, Stainless Inc.

Daystrom Inc. sold American Type Founders, its printing equipment subsidiary—as we predicted in Aug. (Vol. 11:32)—for \$9,000,000 this week to investor group headed by David Berdon and Jay Levine of N. Y., thus concentrating 85% of operations in electronic field (one subsidiary builds furniture). During past year, Weston Electrical Instrument Corp., American Gyro Corp. and Heath Co. were added to its Daystrom Instrument Div. & Daystrom Electric Corp. Firm will maintain executive offices in ATF plant, Elizabeth, N. J., until it builds new quarters.

IRE's Professional Group on Electron Devices (G. D. O'Neill, Sylvania, chairman) holds annual technical meeting at Shoreham Hotel, Washington, Oct. 24-25. Atlanta section, IRE (B. J. Dasher, Ga. Tech., gen. mgr.), and Professional Group on Instrumentation plans Southeast electronics conference & exhibit at Atlanta Biltmore Hotel, Nov. 28-30.

Russian electronics papers and articles, translated into English, now a regular feature of *Electronic Design Magazine*, which editorially urges Govt. "to start such a program of translating and disseminating foreign technical information on an official basis." First translation to appear in the publication was description of transistorized radio receiver from Soviet magazine *Radio*.

I.D.E.A. Inc., Indianapolis (transistor radios, uhf converters, etc.) has acquired Radio Apparatus Co., same city, makers of radios & communications equipment (R. G. True, pres.) via exchange of common stock. Radio Apparatus will operate as Monitor-radio div.

Walter E. Ditmars, pres. of Gray Mfg. Co., Hartford, received "patriotic advertising award" of Sons of the American Revolution for his firm's anti-Communist ad campaign. Charles Donahue Jr. appointed asst. to Gray gen. sales mgr. to direct adv. & sales promotion.

Yale & Towne Mfg. Co. has purchased new 12,300-sq. ft. plant at Addison, Ill. for production of ferrite components for TV-radio-electronics.

POLITICAL FOOTBALL is being made of \$2.4 billion Air Force contract with AT&T for vast communications network, biggest such contract in history, following this week's disclosure by the Comptroller General that lease was signed without Congressional authority. Costing \$240,000,000 a year for 10 years, vast semi-automatic radar air defense network goes by name SAGE (Semi-Automatic Ground Environment), links 8 combat and 32 direction centers through 25,000 new telephone circuits. Air Force now leases 1500 circuits for all purposes at \$48,400,000 annually.

Adding to political uproar, which commanded considerable newspaper attention this week after story was first broken by a columnist, is fact that Air Force Secy. Donald Quarles is an ex-Western Electric v.p. and ex-pres. of its guided missiles subsidiary, Sandia Corp. WE's Fred R. Lack was absent in Europe when story broke.

As week ended, Democrats were hurling fresh "big business" charges at Republican Administration; Rep. Cannon (D-Mo.) ordered full-scale investigation by House Appropriations Committee, but hearings aren't expected before Jan.; many subcontractors were in confusion about what may come next; General Accounting Office said Air Force lacked authority to sign contracts but agreed to reconsider case if AF asked and stated that if work continues without authority it would be at AT&T's "risk".

AT&T appeared undisturbed, observed contract represented very little profit to it, if any, stated:

"The telephone company's sole interest in the SAGE project is to help meet the defense needs of the country. The work undertaken by us has been at the specific request of the Dept. of Defense in every instance and the rates for facilities are identical with those charged other customers and are in accordance with the rate schedules supervised by State and Federal regulatory bodies . . . There has been no attempt on our part—nor will there be—to extend the scope of the facilities needed for SAGE. We stand ready, as we always have, to provide the Defense Dept. with whatever communication facilities it feels it needs for the safety of the country, and that is the extent of our interest in this whole matter."

In early editorial comment, there was no inclination to suggest skulduggery; for example, Sept. 22 *Washington Star* editorialized: "One can only deplore the readiness—eagerness might be a better word—of House Majority Leader McCormack to play partisan politics with the legal dispute over the plan for constructing a far-reaching air defense communications system . . . Perhaps the Air Force should have obtained specific authorization for the additional circuits, which will cost a large sum of money. But it thought it already had authority to go ahead. And it seems clear that appropriate Congressional committees were kept informed of the Air Force plans. This hardly adds up to a conspiracy or scandal . . ."

Registering with Congress under Federal Lobbying Act for first 6 months of 1955 were these firms and their Washington representatives. AT&T, Edward B. Crosland, Ronald J. Foulis, Blake T. Newton Jr.; CBS, Earl H. Gammons; Clear Channel Bcstg. Service, Hollis M. Seavey; GE, Robert T. Borth; Hughes Tool Co., Seymour Mintz, Wm. T. Plumb Jr., Robert K. Eifer, R. A. Mullens; Motorola, F. Cleveland Hedrick, Maurice J. Paul; NARTB, Thad H. Brown Jr., Oscar Elder, Harold E. Fellows, Ralph W. Hardy, Vincent Wasilewski; NBC, Francis M. Russell; Philco, Henry H. Glassie, Henry B. Weaver Jr.; RCA, George Y. Wheeler II.

Technograph Printed Electronics Inc., Tarrytown, N. Y. reports licensing RCA under its printed circuit patents.

Maj. Gen. Jerry V. Matejka, due to retire Aug. 31 as asst. to Army Deputy Chief of Staff for Logistics, appears likely choice to succeed Harold M. Botkin as Office of Defense Mobilization's asst. director for telecommunications, important policy job of charting nation's communications mobilization. Botkin returned Sept. 19 to AT&T long lines dept. as asst. to v.p. H. T. Killingsworth, after completing year's service in the mobilization post. Gen. Matejka, 61, has been detailed on "temporary assignment" to ODM's telecommunications office. ODM officials were wary, however, of commenting on the possibility that he would succeed Botkin as asst. administrator, though it's believed he'll be offered the post after his retirement from army. Well known to communications-electronics industry, Gen. Matejka has served in Office of Chief Signal Officer, Munitions Board, as Chief Signal Officer of European Command and as commanding general of Ft. Monmouth.

Dr. Vladimir K. Zworykin, pioneer TV inventor and honorary RCA v.p., accompanied by Mrs. Zworykin, sailed Sept. 23 on the *Conte Biancamano* to address 3rd annual International Meeting on Communications in Genoa, Italy, Oct. 9-11, sponsored by Istituto Superiore della Tellecommuzioni. He'll speak on "Contributions of TV and Electronic Optics to Spreading of Knowledge Among Men," will return to U. S. by air Oct. 20.

George Stevenson, ex-Radiation Inc., named sales coordinator of International Resistance Co. subsidiary Circuit Instruments Inc., St. Petersburg, Fla.; Ernest W. Yonick, ex-Sperry Rand, named eastern sales mgr. IRC last week broke ground in Sylmar, Los Angeles County, for 26,000-sq. ft. building to house its subsidiaries Hycor Co., IRCal Industries, Emec Inc.

Dr. James B. Fisk, exec. v.p. of Bell Labs, and Robert C. Sprague, chairman of Sprague Electric Co., were among signers of top-level report submitted to National Security Council by Killian committee, headed by MIT pres. Dr. James J. Killian Jr., which probed this country's position in air-atomic weapons.

Dr. Harry F. Olson, director of RCA's acoustical-electro mechanical research lab, will receive SMPTE Warner Memorial award Oct. 4 at convention at Lake Placid Hotel, N. Y.

George T. Scharffenberger, Federal Telephone & Radio Co. v.p., named v.p. in charge of operations of Kellogg Switchboard & Supply Co., also an IT&T subsidiary.

Brig. Gen. Albert F. Cassevant, ex-Army signal officer in Far East, named chief, Signal Corps procurement & distribution div.

J. E. Sullivan, civilian chief of Navy Bureau of Aeronautics' airborne div., resigns to become mgr. of Washington office of Lear Inc.

Clevite Corp. opens new Washington branch office with Henry W. Gottfried Jr. in charge; he's ex-v.p., North American Aviation Co.

Brig. Gen. W. Preston Corderman, deputy Chief Signal Officer, promoted to major general.

Philip A. Portnoy, exec. asst. to Harry R. Ashley, pres. of Electronic Instrument Co. (Eico), promoted to v.p.

Steven Galagan appointed engineering director, Gabriel electronics div.

Edward L. Nelson, 64, chief scientist, Army Signal Corps research & development, died Sept. 21 at Arlington, Va. He retired from Bell Labs in 1951 after 34 years on radio development, held 11 patents and supervised aircraft & ship radar projects in World War II. He is survived by his wife, 3 sons, 2 daughters.

FCC COMR. Robert T. Bartley, taking exception to proposals by CBS pres. Frank Stanton and others that equal time rule on political broadcasts (Sec. 315) be amended (Vol. 11:22), told NARTB regional meeting at Saranac Lake, N. Y. Sept. 23 that "tampering with the statute would go a long way toward undermining one of the basic principles which guarantees the freedom of radio in this country." Law's requirement for equality and fairness to all shades of political opinion, he said, also protects broadcaster since it insulates him from unreasonable pressures by parties.

"The proposal to put in the hands of a network or an individual licensee the power to determine which candidate should appear on his network or station," Bartley said, "would not be a cure for the problems that exist in the handling of political broadcasts. Such a proposal might be a solution for the problems that national networks face during a presidential campaign. But is the suggested change in the law a solution for the local broadcaster and his local audience? . . . I think that such a proposed 'cure' would kill the patient instead, by removing one of the basic safeguards of fair play in our system of broadcasting today."

Free TV time issue erupted again earlier this week when N. Y. Gov. Harriman and NBC completed arrangements for monthly simulcast "Report to the People"—evoking quick Republican demand for equal time. Hamilton Shea, NBC v.p. in charge of WRCA-TV, replied that program—starting Sept. 25—is in "public interest," referred to similar broadcast by Gov. Dewey in 1949, refused G.O.P. request for present, but promised equal time if Gov. Harriman injects partisanship into discussions. Gov. Harriman's reports are to be carried on NBC 9-station N. Y. State TV network and an NBC State radio network, originating live at WRCA-TV, and will be broadcast semi-monthly during legislature sessions next year.

Denver's KFEL-TV, whose purchase by J. Elroy McCaw has been approved by FCC (Vol. 11:31), this week got new gen. mgr., Jon R. McKinley, ex-WTAC-TV, Flint. At same time, McCaw announced that Founders Corp., subsidiary of Tele-Trip Inc., New York aviation insurance firm, has exercised option on 50% of KFEL-TV, taking over half of \$400,000 sale price and half of \$350,000 liabilities. John M. Shaheen heads Founders board, other members being Eugene duPont III, Wilmington; H. J. Rand, Cleveland; and H. B. Lamy Jr., Philip Gandert & Joseph P. Kane, New York. Founders Corp. operates radio KPOA, Honolulu, last year bought WTAC, Flint, from Campbell-Trendle interests, after latter turned in CP for off-air Ch. 16 WTAC-TV (Vol. 10:32, 40). Note: Seller Gene O'Fallon, who is retained as KFEL-TV management consultant, with offices at 550 Lincoln St., Denver, announces formation of Gene O'Fallon & Sons, representing Boothe Leasing Corp., national leasing service for industrial equipment & machinery; his new company also will operate a rental & leasing service that includes closed-circuit TV, lines including Fleetwood and Singer large-screen TV projectors.

Approval of \$150,000 sale of KAVE, Carlsbad, N. M. with CP for KAVE-TV (Ch. 5) to John Battison group (Vol. 11:32) is sought in application filed this week. New owners will be Nancy H. Battison, pres., holding 76% (with husband John becoming mgr.); Charles D. Cole, engineer of Austin Co., Cleveland, v.p., 3%; Philip M. Baker, Washington attorney, 5%. Edward P. Talbott, chief engineer of KROD-TV, El Paso retains 16% of present holdings. Principals selling out are KROD-TV gen. mgr. Val Lawrence and Norman R. Loose.

CBS-TV's *Gene Autry Show*, on film, will be color-cast for its 5 episodes during Oct., Sat. 7-7:30 p.m.

Signs of the TV times: NBC's KRCA, Los Angeles, reports local time sales in Aug. up 73% from year ago, all NBC o-&-m stations rising 29%; radio WMAQ, Chicago, was up 85% in month, all NBC radio stations up 29% . . . WOR-TV, N. Y. not only goes on all-night schedule (Vol. 11:38) but reports billings for first 9 months 82% ahead of same 1954 period, attributable chiefly to *Million Dollar Movie* and other feature films . . . Philip Morris, readying for color TV and launching "retina retention" ad campaign on TV-radio Oct. 1, is coming out with red, white & gold package; appliance people going in stronger for colored items, GE disclosing 17% of its major appliances are now in color . . . Siegler Oil Heaters advertised in big headlines: "As different from ordinary heaters as TV is from radio!"

Next Armed Forces TV stations will be at Army's Kagnev Station, Asmara, Eritrea, and at Clark Air Force Base, Philippines, with both scheduled to begin low-powered telecasts about Nov. 1. Guantanamo Bay Navy Base in Cuba is due to get outlet by year's end. Greenland's second installation is also due by same time. Navy has requested station in Kodiak, Alaska, and 2 closed-circuit TV installations will be built at Whittier and Big Delta Army bases in Alaska. Armed Forces TV Service, under Lt. Col. M. E. Williamson, now has 7 TV stations. Its only outlet in continental U. S., at Loring Air Force Base, Maine, will go off air if either of 2 proposed stations is built at nearby Presque Isle, according to Col. Williamson.

Sale of radio WUSN, Charleston, S. C. for \$110,000 by J. Drayton Hastie family and *Evening Post*, who retain WUSN-TV (Ch. 2), was approved by FCC this week. New owners, with 50% each, are TPA's Barry Winton and Sol Panitz, TV-radio director of Alvin Epstein Adv., Washington agency (Vol. 11:34). Also approved was sale of WTRX, Bellaire, O. for \$85,500 by John Kluge, Washington, also owner of several other AMs, who bought it last year (Vol. 10:41) from owners of WTRF-TV, Wheeling, W. Va. (Ch. 7). New owners are Washingtonians—ex-NARTB admin. v.p. Robert K. Richards, now a public relations counsel, and Walter Patterson, who also own 2 W. Va. radio stations.

RCA Color TV Caravan, with crew of 18 headed by James P. McCarvill, will show at Texas State Fair for its duration Oct. 7-23 and is expected to show color TV to some 2,500,000 people. Studio will be set up in Agriculture Bldg., from which KRLD-TV & WFAA-TV will both colorcast. Featured will be special color TV projector using 15x20-ft. screen in addition to the twenty 21-in. color sets that will be set up throughout the fair grounds. Some of the technicians manning 32-ft. caravan trailer recently returned from black-&-white demonstrations for RCA at international trade fairs in Karachi, Pakistan & Djakarta, Indonesia.

Agreement has been reached for sale of WFBG-TV, Altoona, Pa. (Ch. 10) with WFBG (250 watts, 1350 kc, NBC) for \$3,500,000 cash instead of the \$2,900,000 cash and \$750,000 advertising credit previously agreed upon (Vol. 11:32-33). Triangle Publications Inc. (WFIL-TV, WNBK-TV, *Philadelphia Inquirer*) is purchaser; Gable dept. store interests the seller. Formal application for transfer will be filed with FCC shortly.

ABC-Paramount is new name of AB-PT's record label, changed from Am-Par. Under pres. Sam Clark, it's compiling big-name catalog, plans big promotional campaign this fall featuring \$100,000 time purchase on ABC-TV's upcoming *Mickey Mouse Club*.

New application for Presque Isle, Me., Ch. 8, was filed this week by WAGM, bringing total on file with FCC to 156 (19 uhf). [For details see *TV Addenda 21-K* herewith.]