

COLOR TV'S ACCEPTANCE has grown into subject of sharp disagreement in last few weeks—RCA reporting substantial rate of sales, others issuing bearish statements. Speaking at RCA "Color TV Fair" at Gimbel's dept. store in Philadelphia this week, RCA chairman Brig. Gen. David Sarnoff not only reiterated company's claim it would sell 200,000 color sets this year but added: "It is a conservative estimate that RCA alone will produce and sell 500,000 color TV sets in 1957."

He said that RCA is now in short supply of 3 lower-priced models, those priced at \$495, \$550 & \$595. At same time, Thomas F. Joyce, pres. of RCA Philadelphia distributor Raymond Rosen & Co., stated that he'd shipped 1107 color sets to area dealers previous week; that Rosen's Oct. color TV billings (retail value) would reach \$2,000,000; that his color sales now exceed black-&-white; that Rosen "looks forward with confidence to selling more than 50,000 RCA Victor color TV receivers in 1957."

Asked about bearish statement on color by president "of a large electrical manufacturing company" (presumably GE's Ralph J. Cordiner, Vol. 12:41) Sarnoff stated: "Anyone who wants to wait until the wagon is rolling and then get on for a free ride should have the courtesy to remain silent. TV started in 1946. The company represented by the man who said that color is not here did not realize that black-&-white TV was here for 10 years. That company did not get going in TV until 1956."

There were upbeat color reports from some other points. RCA Washington distributor Southern Wholesalers said color sales in 30 days ended Oct. 19 represented 42% of total TV dollar volume.

In recent visit to midwest, we were told by RCA dealer in little Adrian, Mich. (pop. 24,000) that he can't get enough color sets. Mgr. Walt Jasmund, of Jasmund Bros., said he sold 10 last month "and I'm selling all I can get my hands on" and that \$495 model is very scarce.

* * * *

One of most bearish reports was that of *Wall Street Journal's* Kenneth G. Slocum last week. Interviewing Chicago dealers, tavern operators, etc., he found little to support RCA-NBC's early expectations that all-color schedule of WNEQ would really spark color sales. One dealer said: "We're not stocked with color TV—we're stuck with it." Another: "We have just sold our first set for this year and we sold only 2 last year." Razzle-dazzle retailer Sol Polk, who predicted in June he'd sell 10,000 color sets this year, said he'd moved 1600 so far.

Interviewing 10 color set owners, reporter Slocum said 4 claimed they'd wait longer before buying if they had it to do over again. One thought a few color shows—but not enough—had been terrific. Another complained about quality of black-&-white on color set. One was ecstatic: "It's the most marvelous thing that ever came into my home—with the exception of my wife, of course."

In article headed "Faded Rainbow," Oct. 22 *Time Magazine* states: "As [GE pres.] Cordiner and virtually every other U. S. electronics manufacturer are well aware, color TV has turned out to be the most resounding flop of 1956." Problem, magazine reports, seems to be that black-&-white programs are "wan and whiskery on color sets"; that sets require "such keen tuning"; that color "must be live to be good" and appears blue on west coast kines; that simpler & cheaper sets and tubes seem to be needed.

In report to stockholders this week, Packard-Bell pres. Robert S. Bell stated that biggest problem is lack of low-priced picture tube. Furthermore, he said, chassis are too complicated and bulky, though they're "triumphs of engineering."

Network Color Schedules

(Oct. 21 - Nov. 3, 1956)

- Oct. 21—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m.
 Oct. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
 Oct. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Red Skelton Show*, 9:30-10 p.m.
 Oct. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
 Oct. 25—CBS: *Big Payoff*, 3-3:30 p.m. NBC: *Lux Video Theatre*, 10-11 p.m.
 Oct. 26—CBS: *Big Payoff*, 3-3:30 p.m.; *Bob Crosby Show*, 3:30-4 p.m.
 Oct. 27—NBC: *Perry Como Show*, 8-9 p.m.; *The Saturday Spectacular*, "Manhattan Tower," 9-10:30 p.m.
 Oct. 28—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Hallmark Hall of Fame*, "Born Yesterday," 7:30-9 p.m.; *Good-year TV Playhouse*, 9-10 p.m.
 Oct. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
 Oct. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.
 Oct. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Nov. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Shower of Stars*, 8:30-9:30 p.m.
 Nov. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
 Nov. 3—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, "Wizard of Oz," 9-11 p.m.

Latest RCA color promotions: "Compatible colors" tie-in will be featured by 15 major manufacturers of clothing, accessories & home furnishings, ads, displays, etc., carrying theme "Inspired by RCA Victor Compatible Color Television." Participators include Botany, Congoleum-Nairn, Foster Sportswear, Hudson Hosiery, Linda-Lo Dresses, Lo-Bel, Majestic Sportswear, Naturalizer Shoes, Perfect Knit Togs, Pioneer Suspender, Rabhor Robes, Roblee Shoes, John B. Stetson, Superba Cravats, Varsity Pajamas. In a "Color the Kids" contest, Birds Eye div. of General Foods will distribute entry blanks showing "Birds Eye Kids" on black-&-white set. These are to be colored in crayon, submitted with 25-words-or-less sentence starting: "If I were buying a TV set, I would buy RCA Victor Compatible Color TV because . . ."

John S. Hayes, pres. of WTOP-TV & WTOP, Washington, and WMBR-TV & WMBR, Jacksonville, Fla., appointed chairman of new Navy broadcasting advisory board, formed to assist Bureau of Naval Personnel on public service and recruiting policies and public relations programs. Other members are Niles Trammell, WCKT & WCKR, Miami; Robert E. Dunville, Crosley stations; Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia; G. Bennett Larson, KTVT & KDYL, Salt Lake City; Philip G. Lasky, KPIX, San Francisco; Jack W. Harris, KPRC-TV & KPRC, Houston; Wm. Grant, KOA-TV & KOA, Denver; Elliott M. Sanger, WQXR, N. Y.; Harry Novik, WLIB, N. Y.; Todd Storz, Storz stations.

Loew's Inc. top executive shake-up this week apparently leaves company as strongly committed to TV as ever, since ex-pres. Arthur M. Loew, one of prime movers in reorienting firm to TV, is now board chairman. Ex-Loew's Theatre pres. Joseph R. Vogel is new pres., chairman Nicholas M. Schenck was elevated to honorary chairman.

New reps: WHCT (formerly WGTH-TV), Hartford, Conn. to CBS Spot (from H-R Television); upcoming KGW-TV, Portland, Ore. (Ch. 8) names Blair TV; Hollingbery remains rep of WNCT, Greenville, N. C.—our report of change last week being in error (Vol. 12:41).

Joseph H. Ream, onetime exec. v.p. of CBS, practicing law in Tallahassee since retirement 4 years ago, has undertaken special national security assignments for Defense Dept. in Washington.