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with **ELECTRONICS REPORTS**

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INDUSTRY WEIGHS 15-in. vs. LARGER COLOR: What's the story on color set production?
Though picture is now obscure -- to say the least -- considerable clarification is expected by month's end, possibly sooner.

Current uncertainty is centered on 15-in. tube and manufacturers' doubts about whether to go ahead with it. Consider this week's developments:

- (1) GE's announcement of "curtailment of production" of 15-in. tube at its Syracuse plant, laying off 125-150 employes, because of "recent indications that the future trend is going to be toward the larger sizes of color tubes."
- (2) Westinghouse's reports of almost no sales, though much shopper curiosity, following ads stressing "immediate delivery" of sets in New York (Vol. 10:9).
- (3) Emerson's announcement it would lease color sets, not sell them -- with the terms of lease to be revealed next week -- because, according to company, color sets are too costly and too small, and color programming is too limited.
- (4) Raytheon said 15-in. is "already obsolete," won't be mass-produced.

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The real key to situation is RCA. This week, it sent to all its receiver licensees an invitation to attend March 26 symposium at Bloomington, Ind. receiver plant. Purpose is all-out: To show regular production lines turning out 15-in. color sets at substantial rate; to turn over to licensees complete production know-how; to supply them with diagrams, bill of materials, sources of supply--the works.

RCA's aim, in short, is to fulfill earlier promises to give to licensees the fruits of its years of experience with color. March 26 may well prove to be most decisive, then, in determining course of color production for many months to come.

RCA move precisely parallels its famous 1947 action -- a symposium on 10-in. black-&-white TV that proved to be the catalyst that precipitated TV production.

Attitude of RCA may be summed up this way: We're serious about color TV. We're serious about the 15-in. and we aim to make the 19-in. as fast as we can.

At all RCA levels, word is "no change in previously announced plans." Those plans were to get into production within 6 months after FCC decision and to sell sets for price between \$800 and \$1000 (Vol. 9:26).

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GE said it would continue pilot production of 15-in. sets, though curtailing tube output, and will continue to supply outlets with demonstration models. Development of larger tubes will continue. Announcement went on:

"The acceptance and sales of black-&-white sets have been very good since the beginning of the year, and there is every indication that the current level of production of this type of receiver at Electronics Park will at least be maintained for the foreseeable future."

Westinghouse spokesman said "very limited number" of color sets were sold in

N.Y. stores, but that this was expected and company officials weren't surprised or disappointed. Whole purpose was to test public acceptance, he said.

Prompted by Westinghouse ads, he added, customers did bombard dealers with questions about when prices would come down, when larger screens would be available, when table models would be produced, etc. Westinghouse plans to make similar tests in other markets, starting in Philadelphia in about a month.

Emerson's decision to try the leasing plan, pres. Benjamin Abrams said, was based on study of public reaction to recent color promotion by N.Y. dept. stores which "convinced [customers] that color represents a relatively poor investment at the present time." Emerson sales v.p. Sol W. Gross said several calls have already been received -- mostly from hotels, institutions, etc. -- interested in lease plan. Elaborating on reason for leasing, he said: "People who buy 15-in. sets may complain that they were stuck; we don't want anybody to say he was stuck on an Emerson set."

Some manufacturers thought Emerson plan novel, worth studying. Philco and Westinghouse were among these. Others displayed no interest in plan; these included RCA, Admiral, DuMont, Raytheon.

SAN FRANCISCO, CHEYENNE STATIONS TEST: Two "firsts" this week -- first uhf station for San Francisco, first TV for Cheyenne -- both on air with test patterns, bringing number of stations on air to 371, of which 129 are uhf. Since first of this year, 16 stations have begun telecasting. These started this week:

KFBC-TV, Cheyenne, Wyo. (Ch. 5) opened up new TV area March 2 when it put out first test pattern from 5-kw DuMont transmitter. Its 500-ft. Trilsch tower is on a promontory 7000 ft. above sea level in Borie, Wyo., about 10 miles SW of Cheyenne. Nearest TV is in Denver, 96 air mi. "Reports of good reception as far as 150-mi.," wires gen. mgr. Wm. C. Grove. Starting with kine, it has been promised early inter-connection, will be CBS affiliate and will carry ABC & DuMont programs as well. The station is controlled by Tracy S. McCracken newspaper interests (Wyoming State Tribune & Wyoming Eagle), which also operate other newspapers and 3 AMs in state. C.P. Cahill is commercial mgr.; D.E. Allen, TV sales mgr.; R.C. Pfannenschmid, chief engineer. Base Class A rate is \$150. Hollingbery is rep.

KSAN-TV, San Francisco (Ch. 32) began test patterns March 1 with "many outstanding reports received from the entire Bay area," according to owner & gen. mgr. Rev. Norwood J. Patterson, who also operates radio KSAN and KJAY, Topeka, Kan. The area's first uhf has 1-kw GE transmitter on Clarandon Heights between Mt. Sutro and Twin Peaks, 1200-ft. above sea level. Facing competition from city's 3 pre-freeze stations and billing itself as "Bay area's first and only sports station," the un-affiliated outlet begins 7-8 p.m. daily programming March 9 with films of same day's races at Bay Meadows and of spring training of San Francisco Seals & Oakland Oaks baseball teams. Station will have "official opening" April 6, when it begins 5-11 p.m. programming with the opening game of San Francisco Seals vs. Seattle Rainiers. Asst. gen. mgr. is Roger Skelton, ex-KPIX; sales mgr. Ralph M. Sacks. Base rate is \$500. McGillvra is national rep.

DENVER & SPRINGFIELD TV STATION SALES: Two more TV station sales are in the works -- one vhf, one uhf -- in addition to sale of two uhf CPs. The vhf sale of KLZ-TV (plus AM-FM) Denver, to Time Inc., is expected to be announced next week. Uhf sale is 50% ownership, for \$250,000, of WHYN-TV (plus AM-FM), Springfield-Holyoke, Mass. to employes' pension fund of Springfield Republican and Union newspapers.

The uhf CP sales involve transfer of WUTV, Youngstown (Ch. 21) to WFMJ-TV (Ch. 73) which would shift to the lower channel, and transfer of oilman H. L. Hunt's grant for KTIIG, Corpus Christi (Ch. 43) to McLendon family which once operated the Liberty Network, now defunct; Hunt merely says he decided not to go ahead.

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Price of NBC-affiliated KLZ-TV hasn't been disclosed so far, may be about \$4,000,000. Time Inc. is seeking 100% ownership, would like Hugh Terry, pres.-gen. mgr. and 16% stockholder to continue as manager if his health permits; Terry recently left hospital after 6-week illness. Other major stockholders are J. Elroy McCaw, Theodore R. Gamble, Harry E. Huffman, Frank H. Ricketson.

Time-Life group would then have 3 TV-radio properties, others being 50% of KOB-TV & KOB, Albuquerque (Wayne Coy owns other 50%) and 75% of KDYL-TV & KDYL, Salt Lake City (G. Bennett Larson 25%).

Springfield properties are owned by pres. Wm. Dwight and family (two-thirds) and v.p.-mgr. Charles De Rose and family (one-third). Each group's holdings in the station would be halved after sale is approved.

Purchaser is Republican Television Inc., owned by the Republican Daily News Employees Beneficial Fund and Springfield Union Employees Beneficial Fund. President of Funds is Paul F. Craig, editor of the Union. Though De Roses own Northampton Daily Gazette and Dwights own Holyoke Transcript, neither has any ownership in the two Springfield newspapers whose employees' pension funds are buying 50%.

WHYN-TV operates on Ch. 55, has CBS & DuMont affiliations, was one of first uhfs to get 12-kw transmitter. Uhf set sales and conversions in the area have been quite respectable, both numerically and percentage-wise.

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Multi-millionaire Hunt, in news lately because of his backing of Senator McCarthy, is to receive \$5608 from McLendons for out-of-pocket expenses of getting CP. Hunt shows net worth of \$8,182,000 as of May 31, 1952, says there's been no substantial change since that date.

Decision of Youngstown Vindicator to buy CP for WUTV's Ch. 21 and switch from Ch. 73 is attributed directly to technical problems, principally those involving receivers. Filing with FCC, Vindicator said:

"Considerable technical difficulty has been encountered in the WFMJ-TV Ch. 73 operation, which will not be encountered on Ch. 21. Many serious complaints of poor reception have been received from viewers in this area which are due to poor receiver sensitivity, high loss transmission lines, unstable oscillators, and other receiver problems directly attributable to the extremely high frequency of Ch. 73. Oscillator tubes in many instances are not only unstable, but very short lived. The life of oscillator tubes has in numerous cases been only a few weeks."

Vindicator is paying Polan Industries \$76,612 -- \$51,612 for equipment that Polan has bought, \$25,000 for organizational and other expenses. WFMJ-TV requests that it be permitted to operate on Ch. 73 until transfer is approved and modification of site is obtained so that there will be no lapse in service. It says it could put Ch. 21 in operation with new 1000-ft. tower 2-4 weeks after FCC approval.

2 CPs GRANTED, MORE PERMITS DROPPED: All FCC's grants this week were vhf, including 2 CPs and an initial decision -- one of the CPs going to a uhf grantee in nearby town who simultaneously dropped uhf CP. This week's grants:

Great Bend, Kan., Central Kansas TV Co., Ch. 2; Carthage, N.Y., WWNY (Watertown, N.Y.), Ch. 7. Initial decision set up KTUL, Tulsa, for CP on Ch. 8.

WWNY was station dropping uhf CP for Ch. 48 in Watertown. Other CPs cancelled by grantees this week: Poughkeepsie, N.Y., WEOK-TV, Ch. 21; Durham, N.C., WCIG-TV, Ch. 46; Lewistown, Pa., WMRF-TV, Ch. 38.

Several more applicants were lined up for CPs soon when competitors dropped out of hearing, leaving the survivors ready for initial decisions. The survivors: Lexington, Ky., WLEX, Ch. 18; Bangor, Me., WGUY, Ch. 2; Las Vegas, Nev., KRAM, Ch. 13; Spokane, Wash., KSP0, Ch. 2.

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FCC Chairman Rosel Hyde showed he means business in his aim to speed final decisions in contested cases. (Vol. 10:6). To strengthen the Office of Opinions & Review, the FCC's decision-writing corps, the following experienced attorneys were detailed from broadcast bureau: Herbert Schulkind, Thomas Fitzpatrick, Arthur Feld, William Jensen, Forest McClenning.

Among other actions, FCC this week: (1) Denied protests against site move of WORD-TV, Spartanburg (Vol. 10:8), filed by WGVL, Greenville (Ch. 23) and WAIM-TV, Anderson (Ch. 40). (2) Allowed KSTM-TV, St. Louis (Ch. 36) into the Ch. 11 hearing there, adding as an issue question whether station has right to comparative hearing for Ch. 11 while it is operating Ch. 36 at same time.

SENATE SUBCOMMITTEE PLANS UHF PROBE: Hearing on uhf problems--to which all interested parties will be invited--was announced this week by chairman Potter (R-Mich.) of new communications subcommittee of Senate Commerce Committee.

Announcement followed closed subcommittee session during which FCC members were quizzed for more than 2 hours on TV matters -- with emphasis on uhf. Forthcoming hearing, which probably will be held in late March or April, was called to determine what can be done to help encourage growth of uhf.

FCC's multiple ownership proposal may also be thrown into a Senate hearing. Fiery Sen. Edwin Johnson (D-Colo.), strongest critic of proposal, told us this week he's preparing legislation on the subject and probably will introduce it next week -- but that there's still chance he might not throw it in the hopper at all.

Object of his bill will be to bring multiple ownership into "open discussion" before Senate committee, he says, although he has little hope for passage of the measure. Mere existence of bill wouldn't necessarily hold up FCC approval of its plan to permit ownership of 5 vhf & 2 uhf -- but if subcommittee decides to hold hearings, it may well delay FCC action.

To help encourage growth of uhf, Johnson tossed out this tentative suggestion as alternative to the FCC proposal now in process of rule-making:

Why not let present multiple owners trade in their vhf stations for uhf on a 2-for-1 basis, giving them perhaps 5 years to make up their minds? This would raise station ownership limit to 10 uhf. Johnson didn't say he was in favor of this plan, but some subcommittee members thought it might be good idea if bill embodying such a principle were introduced, to open issue to Senate exploration. If bill actually is introduced, it may embrace somewhat different proposal. Commissioners wouldn't comment on this plan, except to say it would require good deal of study.

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Sen. Potter, who at 38 is one of Senate's most energetic and powerful junior members, made it clear his subcommittee will take intense interest in TV-radio matters. The March 2 get-together with FCC will be followed soon by another, to cover other communications topics. Subcommittee has also scheduled hearing March 16 on Sen. Johnson's bill to substitute "nominal" filing fees for FCC's proposed schedule of charges for those doing business with Commission (Vol. 10:5).

While public was barred from subcommittee session with FCC, details of the meeting were later made known by Sen. Potter, without direct quotes from any of the participants. All Commissioners except Hennock were present. Subcommittee members participating, in addition to Potter, were Schoepel (R-Kan.), Griswold (R-Neb.), and Hunt (D-Wyo.) -- all except Pastore (D-R.I.). Sen. Johnson, ranking minority member of Senate Commerce Committee, also attended.

Meeting was harmonious, and for most part devoted to general policy, rather than specific plans and actions of Commission. FCC did most of the talking, and nothing startling or new was revealed by Commissioners or Senators. Highlights:

Uhf is now FCC's major problem, Commissioners said, but they pointed out that vhf faced same uphill battle in TV's early years, when some 18 stations surrendered CPs and pioneers lost heavily. Senators wanted to know how many post-freeze grants had been given up, were told figure came to about 50, of which 42 were uhf. Asked if some of the 50 entered TV for speculative purposes, Commissioners replied yes, but in many cases the grantees just exercised poor business judgment in filing their applications without first making detailed studies of their markets.

Persuading consumers to buy new sets or convert old ones is uhf's toughest problem, Commissioners said. They also saw too-low power as a real obstacle to the development of uhf -- although many uhf operators disagree violently on this point (Vol. 10:9). No mention was made of possibility that FCC will seek to raise the uhf power "floor" (Vol. 10:8-9), though it's known Commission is now considering plan to permit nothing less than 5-kw transmitter for future uhf stations.

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Commissioners attended another session devoted to uhf just one day before their Capitol Hill appearance. Uhf conference in Washington, sponsored by National

Citizens Committee for Educational TV and Joint Committee on Educational TV, heard each Commissioner express faith in future of uhf.

How to get viewers to convert to uhf was question tackled in panel sessions, with 2 Washington area commercial broadcasters exemplifying opposing approaches to problem. Richard Eaton, grantee of WOOK-TV (Ch. 50), saw little hope for uhf success until set makers equip all receivers with uhf at no increase in price. But pres. M. Robert Rogers of WGMS, Ch. 20 applicant, argued that uhf audience can be developed only by broadcaster himself, "not by manufacturers or anyone else."

RCA hopes some day to eliminate vhf-only receivers, said home instrument merchandise mgr. Allan Mills -- but it's an economic impossibility now. However, such simplification of set manufacturers' lines will some day make real savings possible. Uhf sets now constitute about 50% of RCA factory inventories, he stated.

Industry-wide inventory of uhf sets was placed at 35.6% in January by RETMA exec. v.p. James Secrest, up from 32% in December, though output of uhf sets in 1953 averaged only 20% of total. Such difficulties, he said, are due to shift to "dual TV system" at time when 20,000,000 sets were in use. "It would have been a miracle if the adjustment had been accomplished without casualties."

Heavy promotion of uhf stations is necessary and desirable, but you can't sell uhf converters or sets until there's a picture to watch, conference was told by RCA Service Co.'s J.D. Callaghan, who revealed RCA-NBC's huge campaign in Norfolk, to spur conversion before WVEC-TV went on air, produced "practically no results" until a uhf picture was available. While promotion can harness the incentive to convert sets, only good programming can create that incentive, he said.

Personal Notes: A. L. Hollander Jr. named director of DuMont Network's new operations dept. in charge of mechanical details of program production; Marge Kerr, ex-N. W. Ayer & Son, named mgr. of DuMont program development . . . Wm. M. Materne, coordinator of ABC-TV o-&o stations, named asst. national sales mgr., reporting to Charles Abry; Baron Trenner Jr. named asst. to ABC-TV program mgr. Charles F. Holden . . . Matthew J. Culligan promoted to sales supervisor of NBC-TV's *Today-Home* unit, reporting to network sales v.p. George H. Frey . . . John Doley, pres. of WACH, Newport News-Norfolk, assumes duties of acting gen. mgr., succeeding Frederic F. Clair, now TV-radio consultant specializing in uhf, with office at 9642 Fourth St., Norfolk . . . Charles W. Godwin, Mutual director of station relations, named asst. to ABC v.p. Ernest L. Jahncke, to specialize in station relations duties; he's succeeded by his aide, Robert W. Carpenter . . . Walter L. Braeger, ex-WILS-TV, Lansing, Mich., named gen. mgr. of WNAM-TV, Neenah, Wis., replacing Steven Pozgay, now gen. mgr. of WTVP, Decatur, Ill. . . . Don Mann, ex-WBBM-TV, Chicago, named director of TV, WOKY-TV, Milwaukee . . . Robert L. Heald named partner of Welch, Mott & Morgan, Washington law firm . . . Martin Olson named commercial mgr., Lew Martin program director of WDSM-TV, Duluth-Superior . . . John Grandy appointed sales mgr. of KDAL-TV, Duluth-Superior . . . Judge Justin Miller, retiring NARTB chairman, nominated for 3-year reappointment as member of U. S. Advisory Commission on Information . . . Arthur E. Duram, TV-radio director of Fuller & Smith & Ross, elected v.p. . . . C. M. (Tom) Meehan, sales mgr. of radio WBZ, Boston, returns to Washington headquarters of Westinghouse Bestg. Co. for "special assignment in the public relations field"; he's succeeded by Wm. J. Williamson, ex-sales mgr. of WLWD, Dayton . . . Norman Nelson, ex-managing director of Southern California Broadcasters Assn., named BAB national promotion director . . . Powell Ensign named exec. v.p. of rep Everett-McKinney Inc., N. Y. . . . John D. Kelly, ex-mgr. of WSRS, named v.p. & asst. to Wm. M. O'Neil, pres. of WJW, Cleveland . . . George C. Stevens promoted to sales mgr. of WNBC . . . Ron Harman promoted to chief coordinating producer, CBLT, Toronto . . .

Wm. Monroe, ex-assoc. editor of *New Orleans Item*, appointed news director of WDSU-TV & WDSU, New Orleans . . . Ken White, *Denver Post* TV-radio columnist for last 7 years, joins KOA-TV & KOA as newscaster . . . Warren Abrams, Detroit mgr. of CBS-TV Spot Sales, transferred to N. Y. to work on sales for 7-9 a.m. *Morning Show*; he's replaced by Tony Moe, ex-KNXT, Los Angeles . . . Gene Roth promoted to program director of KXLY-TV, Spokane . . . Lois Hennessy, ex-*Seattle Post-Intelligencer*, named publicity mgr. of KPTV, Portland, Ore. . . . Wm. Stewart, ex-United Press Movietone News, named asst. to Frank LaTourette, CBS-TV Hollywood news director . . . Leon Drew, ex-Geller Theatre Workshop, named production mgr. of KNXT, Los Angeles . . . Wright Esser, ex-NBC Chicago & ABC Hollywood, appointed production mgr. of KGMB-TV, Honolulu . . . Michael Schwartz named TV-radio director of Co-Ordinated Adv. Corp., N. Y. . . . Martin Codel, publisher of *Television Digest*, and Mrs. Codel returned March 5 from 4-week tour of South America.

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Pioneer FM station KE2XCC, Alpine, N. J., high power outlet operated since 1939 by late Maj. Edwin H. Armstrong, FM inventor, closed down March 6. It's estimated Maj. Armstrong spent \$1,500,000 building and operating station. Alfred McCormack, attorney for Armstrong estate, said he hopes way will be found to start station up again. Tower and other equipment will continue to be used by Govt. for classified work.

William S. Paley, CBS chairman, gets NARTB Key-note Award for 1954 at Chicago convention May 25, which he'll address, as did last year's winner, RCA chairman David Sarnoff. Kenyon Brown, KWFT-TV, Wichita Falls, Tex., chairman of convention committee, said Paley was chosen from 14 industry leaders whose names remained on honor list following screening of 50 nominees.

James B. McElroy, 44, appointed engineering asst. to FCC Comr. John C. Doerfer; he was chief engineer of Guatemalan govt. radio stations from 1937-45, operated his own station in Guatemala from 1945-49, has been employed by U. S. Navy since 1950.

DIRECTIONAL ANTENNAS are providing practical answer to good uhf coverage in certain areas particularly suited to them, by increasing ERP in the direction of populated sectors. RCA this week reported 5 of its directionals in use, 2 more being fabricated. These stations now on air have RCA directional antennas, with cardioid patterns: WTRI, Schenectady, N. Y. (Ch. 35), approximate gain 49 in principal direction; KMJ-TV (Ch. 24), approximate gain 38, KJEO (Ch. 47) gain 40 and KBID-TV (Ch. 53) gain 47.5, all Fresno, Cal. WITV, Fort Lauderdale, Fla. (Ch. 17) has peanut pattern, with gain of about 54.

Standard Electronics Corp., subsidiary of Claude Neon Inc., reports order of 10-kw transmitter from WALB-TV, Albany, Ga. (Ch. 10), for delivery later this month. Station has June target date. Only transmitter shipment reported this week was 25-kw RCA, shipped Feb. 27 to KTEN, Ada, Okla. (Ch. 10), aiming for May or June debut. GE this week shipped 4-bay antenna to WSEE, Erie, Pa. (Ch. 35), which plans to take delivery of 12-kw transmitter next week, has April target. GE reports order from WWJ-TV, Detroit (Ch. 4) for 35-kw transmitter for July delivery.

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

KULA-TV, Honolulu (Ch. 4), now installing 5-kw DuMont transmitter which arrived last month by ship, plans March 15 test patterns and April 9 programming, according to asst. mgr. Art Sprinkle, ex-KPHO-TV, Phoenix. Interim operation begins with 26.3-kw visual power using antenna 365-ft. above ground at new TV-radio building on Ala Moana Blvd., Waikiki. Grantee plans to build tower on Mt. Tantalus and double ERP at later date. It's signed as non-interconnected ABC affiliate, will have \$300 base rate. Rep will be Headley-Reed.

WLAC-TV, Nashville (Ch. 5), with 10-kw RCA transmitter awaiting installation, building now 40% completed and 1000-ft. Ideco guyed tower scheduled for completion about May 15, now plans June 1 tests, according to T. B. Baker Jr. He owns 50% of Capitol Bcstg. Co. which has option to acquire half interest in TV outlet after disposing of radio WKDA in Nashville. Rep not yet chosen.

The Brockway Co., new grantee for Ch. 7 in Carthage, N. Y. this week, has given up its CP for WWNY-TV, Watertown (Ch. 48), will build new station on Champion Rd., 9 mi. E of Watertown and 6 mi. W of Carthage. Grantee is owned by *Watertown Times*, will begin construction as soon as weather conditions permit, has late summer target, said pres. John B. Johnson. Station will use GE 20-kw transmitter, GE 12-bay antenna atop 500-ft. guyed tower, with 190-kw ERP. Call letters haven't yet been announced, nor has rep.

WINT, Waterloo, Ind. (Ch. 15), with 12-kw GE transmitter ordered for April 1 delivery, has started construction at new site 16 mi. north of Fort Wayne, reports pres. R. Morris Pierce, who operates radio WDOK, Cleveland. Its 800-ft. Stainless tower, topped by GE antenna, is due to be ready by May 1 and test patterns are slated to begin shortly thereafter. Rep not yet chosen.

WTLV, New Brunswick, N. J. (Ch. 19, educational), is now stalled as result of Gov. Meyner's opposition to proposed \$292,000 appropriation. Governor recently told legislature he doubts "propriety of publicly-financed, state-controlled interference with local school programs."

WHA-TV, Madison, Wis. (Ch. 21, educational), has finished installing its 1-kw RCA transmitter, now awaits delivery of Gabriel antenna which it hopes to have installed by March 25, plans April 1 tests and programming 10 days later, according to exec. director H. B. McCarty.

WNET, Providence (Ch. 16) now plans March 17 tests, programming March 29, with 1-kw RCA transmitter and 420-ft. Stainless tower, has 5-kw DuMont transmitter ordered for delivery later this year. It will be ABC and DuMont affiliate, will have \$250 base rate. Rep will be Raymer. It will be first local competition for pre-freeze WJAR-TV (Ch. 10). WPRO-TV (Ch. 12), other grantee there, has been delayed by protest.

WCMB-TV, Harrisburg, Pa. (Ch. 27), studios 80% ready & transmitter house scheduled for mid-March, now hasn't specific target, but 5-kw DuMont transmitter is due for May delivery and 400-ft. Wind Turbine tower, topped by RCA antenna, is scheduled for June-July, reports v.p.-gen. mgr. Ed K. Smith. Base rate will be \$200. Rep will be Donald Cooke.

WUOM-TV, Ann Arbor, Mich. (Ch. 26, educational), whose \$500,000 TV construction fund was cut from state budget by Gov. Williams, now is at "standstill" as far as transmitter is concerned, writes TV director Garnet R. Garrison. University's TV Service has completed move to new studios in remodeled funeral home on Maynard St.; it's now scheduling 2½ hours of live programming each week over local WPAG-TV (Ch. 20). Three years ago it began feeding live and kinescope educational broadcasts regularly to state's commercial stations; now it's producing 5 hours weekly, hopes eventually to offer 30 hours weekly.

WKNY-TV, Kingston, N. Y. (Ch. 66), has completed 450 ft. of its 600-ft. Stainless tower at Port Ewen, 3 mi. from Kingston & 10 mi. from Poughkeepsie, according to owner Joseph K. Close. He also reports RCA equipment ordered for his other CP in Keene, N. H. (Ch. 45), but hasn't set target date. WKNY-TV has its 1-kw RCA transmitter, was expecting RCA antenna about March 3, and, according to TV operations mgr. Robert L. Sabin, now plans tests between March 15 & April 1. It will carry NBC, CBS & DuMont programs. Base rate will be \$100. Rep will be Meeker.

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CKCK-TV, Regina, Sask. (Ch. 2), planning July 1 tests, has 5-kw Canadian GE transmitter due for delivery May 1, reports gen. mgr. H. A. Crittenden. Using 600-ft. Stainless tower, it has set Sept. 1 date for full-time operation. Reps will be Weed (for U. S.) & All-Canada Television.



Engineering study of tower lighting & marking problems—with particular reference to guy wires of high TV towers (Vol. 10:4-5)—is slated to begin in next 2 weeks under CAA auspices. "Terms of reference" for study were completed March 5 by subcommittee on airdromes, air routes & ground aids (AGA) of CAA's Air Coordinating Committee, providing for ad hoc group to (1) determine whether existing standards are adequate, and if not, (2) develop possible avenues of approach to better system to warn pilots of high towers. Represented on ad hoc group will be the govt. agencies in AGA (Arthur L. Catudal, chairman): Air Force, Army, CAB, Commerce Dept., FCC. During course of study, engineers will seek assistance from all interested organizations, and any conclusions on new methods of marking towers probably will be referred to FCC for rule-making. Group is expected to explore new ideas, some of which involve ground warnings near base of tower.

Houston regional office of FCC was eliminated this week, San Francisco office taking over New Mexico, Atlanta office taking over Tex., Okla., Ark., La., Miss. New Mexico was also reassigned from Dallas district office 10 to Denver district office 15.

Telecasting Notes: Rise in TV film sales and ratings in recent weeks is pointed up by fact that increasing number of locally placed film series are now outpulling many a competing network show in same time slot. Some of TV film shows most popular with independent stations are network-syndicated re-runs of top half-hour series which had their first runs on competing network stations . . . Examples of the "pull" of syndicated TV films, from this week's *Billboard* and *Variety*: WOR-TV, in 7-station New York, replaced 3 local shows with NBC film properties Wed. nights, hiked ratings from .9 to 12.7, 2 to 8.1 & .7 to 2.3; in 7-station Los Angeles, KTTV switched to syndicated films, climbed into first, second & third positions in their time segments Sat. nights; Ziv's *I Led 3 Lives* on WLWT piled up 47.7 rating in 3-station Cincinnati . . . CBS TV Film Sales reports 300% increase in gross sales for first quarter 1954 over first quarter of last year . . . ABC Film Syndication acquires *John Kieran's Kaleidoscope*, 104 quarter-hours . . . NBC Film div., which started just a year ago with 2 shows and now offers 14 series, made 1100 individual sales in its first year . . . Specialized education: American Telecasting Corp., Hollywood TV school, now offering 16-week course in "TV film buying," which it claims is first of its kind in country . . . Nation's 3 top shows, according to ARB's first Feb. report, are all on film—*I Love Lucy*, *Dragnet* & *Groucho Marx* . . . 3 billion "TV home impressions" for public service causes—that's the record of commercial network TV for 1954, Advertising Council pres. Theodore S. Reppier announced in annual report; TV networks, stations, advertisers and agencies contributed to "16 major campaigns and 18 other causes"; commercial radio network programs delivered 2.5 billion home impressions . . . "Overweight" will be first spring program in widely praised *March of Medicine* series of special telecasts, sponsored & produced by Smith, Kline & French Laboratories with AMA, on NBC-TV, 10-10:30

p.m. March 11; others will be April 29 & June 24 . . . Cowboys still outrank interplanetary shows with small fry, according to Youth Research Institute, which took poll, found 63% of kids prefer westerns, 27% space shows, 10% undecided . . . National Open golf tourney, never before televised, will be covered by NBC-TV 4-6 p.m. June 19 from Baltusrol (N. J.) Golf Club, using "traveling eye" Cadillac mobile unit, first used at Inaugural Parade, for close shots of golfers in action . . . Radio's "Mr. Anthony"—John J. Anthony, who broadcast advice on personal problems for 23 years—has been signed by independent KTTV, Los Angeles, for TV series . . . \$1000 musical scholarships being awarded each 13 weeks to best young musician appearing on elaborate new *Debut* on KCOP (formerly KLAC-TV), Los Angeles, which features full concert orchestra whose members' average age is under 20 . . . \$1,756,000 suit filed by actor John Ireland against TV film producers Norvin Productions and TV Programs of America, charging slander and breach of contract; actor's suit says his contract to portray detective Ellery Queen was broken by the studios on grounds he was "politically unacceptable" . . . WDSM-TV, Duluth-Superior (Ch. 6) which began Feb. 23, has set base Class A hourly rate of \$250, min., \$50 . . . More rate increases: WAVE-TV, Louisville, raises Class AA hour from \$750 to \$850, min. from \$150 to \$170; WLWA, Atlanta, adds new Class AA hour of \$700, min. \$112, effective 8-10 p.m. daily, and raises Class A hour from \$500 to \$650, min. \$75 to \$104; WMBR-TV, Jacksonville base hour goes from \$550 to \$600, min. from \$80 to \$150 for 8-10 p.m. segment daily, \$120 for other Class A time . . . Rate reductions: WEEU-TV, Reading, cuts base hour from \$250 to \$150 & min. from \$40 to \$20, rates now effective for all time segments; WRAY-TV, Princeton, Ind. cuts hourly rate from \$250 to \$150, min. \$50 to \$30.

FIRST COMMERCIAL color cameras were shipped by RCA this week, to NBC and CBS. In latter case, it was first installment on CBS's near-\$1,000,000 order for 12 complete chains. Among others to get cameras before long, though dates aren't given, are:

WKY-TV, Oklahoma City; WBAP-TV, Fort Worth; WBEN-TV, Buffalo; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; KTLA, Los Angeles; WDSU-TV, New Orleans.

Though some stations are easing into local originations by purchasing slide equipment first, then film, Huntington's WSAZ-TV plans to start right out with live RCA camera—hopes to have it in use by summer.

Mgr. Lawrence H. (Bud) Rogers, elated with station's first pickup of network color—March 5 *Bride & Groom*—via station's private 3-hop microwave from Columbus, O., said he's going to let development of slide and film equipment shake down a while. Disagreeing with some other station managers, he feels present camera is going to be standard for considerable period.

Rogers was particularly pleased to get color job completed this week because RCA holds seminar for servicemen in Huntington March 8-9, and he was anxious to supply color pictures of *Ding Dong School* those 2 days.

Number of stations now equipped to rebroadcast network color is hard to determine. Even RCA doesn't know, because lately it has been shipping portions of necessary equipment—rather than sending out "crash" crews with complete kits as it did for Jan. 1 Tournament of Roses parade (Vol. 10:2).

Total stations equipped is figured at 30-40, and NBC research chief Hugh Beville last week estimated that 180 would be ready by year's end. He also predicted that 10,000,000 color sets would be sold in 5 years.

Lashing out at radio ownership of TV stations, Sen. Kilgore (D-W. Va.) last weekend wrote Sen. Langer (R-N. D.), chairman of Senate Judiciary Committee, and Sen. Bricker (R-O.), chairman of Commerce Committee, urging their serious study of problems relating to "threat of developing monopoly" in communication field. Enclosing article by Washington attorneys Henry B. Weaver Jr. and Tom Cooley which appeared last year in *Pennsylvania Law Review* assailing FCC attitude on radio ownership of TV (Vol. 9:28), Kilgore's letter stated: "If radio interests succeed in gaining dominance of TV, further concentration is inevitable, and perhaps it will create something even approaching complete monopoly of broadcasting. . . . A single corporation now owns not only several major radio and TV stations, but also a nationwide radio network and a nationwide TV network, while at the same time it is one of the largest producers of broadcasting equipment and receivers and exercises a wide influence throughout the industry by reason of its ownership of numerous important patents. Plainly, such concentration as this poses problems which at a minimum would strain the resources of the Dept. of Justice anti-trust div. in addition to any possible exercise of authority by the Communications Commission. And it may well be that existing powers and agencies are simply incapable of dealing with a concentration of such inordinate size and infinite ramifications. . . ."

Record 37,000 religious programs were telecast and broadcast last year, according to annual report of Broadcasting and Film Commission of National Council of Churches of Christ in U.S.A. Exec. director Rev. S. Franklin Mack said nearly 1,000,000 viewers and listeners wrote to request religious literature offered on these programs — 4 times the number 3 years ago.

Station Accounts: Live commercials delivered by co-owners of Gwen & Lorrayne Co., Los Angeles, makers of Pink Ice facial cream, have paid off handsomely for company, which now is moving eastward after extensive spot penetration on West Coast, reports March 1 *Advertising Age*. Co-owners Gwen Seager and Lorrayne Bunn do commercials live in each new market, leaving them to local personalities only after they've gotten "feel" of the product. Recently they used KOY-TV and KOOL-TV in Phoenix, plan to enter El Paso, Houston and other Texas cities shortly . . . A&P Food Stores buys re-run of *Schlitz Playhouse of Stars* films on WABC-TV, Wed. 9:30-10 p.m., thru Paris & Peart . . . Lincoln Mercury Dealers Assn. buys *Chicago Crossroads* on WNBQ Mon. 11 p.m.-midnight, thru Lincoln Adv. . . Evans Fur Co. buys *Files of Jeffrey Jones* on WBKB-TV, Chicago, Sun. 10-10:30 p.m., thru Arthur Meyerhoff & Co. . . G. Krueger Brewing Co. to be alt. sponsor (with Carter Products) of *Cases of Eddie Drake* on WCBS-TV, thru Grey Adv. . . Ralston Purina Co. buys 130 live partic. on WABD's *Saddle Seouts*, Mon.-thru-Fri. 5-6 p.m., and *Magic Cottage*, 6-6:30 p.m., thru Gardner Adv. . . Pabst Beer buys last remaining adjacencies before and after N. Y. Giants games on WPIX, thru Warwick & Legler; sponsors previously signed are Shulton Inc. (Old Spice shaving lotion) and Paper Mate Pen Co. . . Pabst also will sponsor St. Patrick's Day parade on Fifth Avenue March 17 on WNBT, 12:30-4 p.m., thru Warwick & Legler . . . Safeway buys *The Playhouse*, filmed drama series, for KLZ, Denver, Mon. 1:30-2 p.m., and KPTV, Portland, Ore., Thu. 2-2:30 p.m., thru Foote, Cone & Belding . . . Lewyt Corp. to spend \$1,700,000 in 12-week campaign for its vacuum cleaners, using 93,000 TV-radio spots, thru Hicks & Greist . . . Manischewitz Wine doubles ad budget for 1954, with 90% for TV-radio, thru Emil Mogul . . . Among other advertisers reported using or preparing to use TV: Fry Krisp Co., Jackson, Mich. (Fry Krisp donut & batter mix), thru Rogers & Smith Adv. Agency, Chicago; Idaho Peat Co., Downey, Ida. (Peat), thru Geoffrey Wade Adv., Hollywood; Perfect Plus Hosiery Mills, Chicago (hosiery), thru Arthur Meyerhoff & Co., Chicago; Rutland Fire Clay Co., Rutland, Vt. (Rutland patching plaster), thru Charles W. Hoyt Co., N. Y.; Williamson-Dickie Mfg. Co., Ft. Worth (Dickie work clothes), thru Evans & Assoc., Ft. Worth; Dixie Paint & Varnish Co. (Dura-lite Paint), thru Mitchell-Werbell, Atlanta; Rice's Fashion Center Inc., Norfolk (apparel accessories & footwear), thru Shelvo Inc., N. Y.

"Briefing Conference" on communications law and regulation, sponsored by Federal Bar Assn. and Bureau of National Affairs Inc. March 29-30 at Sheraton Park Hotel in Washington, will include discussion by all FCC commissioners, staff members Joseph Kittner, Warren Baker, Lester Spillane, plus talks by general counsels of FTC & SEC, Appeals Court Judge E. Barrett Prettyman, NBC's Joseph McDonald, CBS's W. Spencer Harrison, AT&T's John T. Quisenberry, NARTB's Justin Miller, private practitioners Vincent B. Welch, Wm. C. Koplovitz, Jeremiah Courtney, Charles V. Rhyne, Philip G. Loucks, consulting engineer Stuart L. Bailey. Fee is \$40 for Federal Bar Assn. members, \$50 for others.

Picketing of WOR-TV & WOR, New York, by AFM musicians was temporarily banned by New York state Supreme Court Justice Dineen this week at request of stations which are seeking injunction against picketing. Picket line was set up Feb. 28 after stations dismissed staff of 40 musicians following expiration of their contract with Local 802. In addition to injunction, stations seek \$1,000,000 damages from union. Justice Hammer March 4 reserved decision on stations' motion.

Network Accounts: Favorable reviews by critics saluted debut of NBC-TV's 11 a.m.-noon *Home* this week—*N. Y. Herald Tribune's* John Crosby predicting "it should be a whale of a show on every count." *Variety's* George Rosen declared show is on "plus side," should pay off investment of \$1,000,000 promotion and \$200,000 in equipment, though cautioning against being "too talkie-talkie." *Times's* Jack Gould was a little more reserved, saying show is almost certain to be commercially successful but judgment on its quality should be reserved until more time has elapsed . . . Rybutol to sponsor *The Goldbergs* as summer replacement for Bishop Sheen's *Life Is Worth Living*, on DuMont, Tue. 8-8:30 p.m., thru BBDO . . . Falstaff Beer to sponsor baseball "game of the week" on 60 stations on ABC-TV, thru Dancer-Fitzgerald-Sample; some 60 other stations are expected to pick it up on co-op basis . . . American Safety Razor Co. replaces Carter Products as alt.-week sponsor (with Gruen watches) of Walter Winchell simulcast on ABC Sun. 9-9:15 p.m., thru McCann-Erickson . . . General Foods (Instant Jello) buys 3 partic. on *Pinky Lee Show* on NBC-TV, Mon.-thru-Fri. 5-5:30 p.m., thru Young & Rubicam . . . Hazel Bishop (cosmetics) drops *Peter Potter Show* on ABC-TV, substitutes *Dr. I.Q.* Sun. 9:30-10 p.m., thru Raymond Spector Co. . . Kent cigarettes buys *Father Knows Best* from Screen Gems for showing on unidentified network this fall, thru Young & Rubicam . . . Campbell Soup Co. drops *Campbell Soundstage* on NBC-TV Fri. 9:30-10 p.m. but retains time for replacement in fall . . . Arthur Murray drops *Arthur Murray Party* on NBC-TV Mon. 7:30-7:45 p.m.

"The bashful stage of the courtship is over, and Hollywood and TV are 'going steady.'" So said pioneer movie-maker Sam Goldwyn in interview in March 5 *U. S. News & World Report*. As one phase of "growing interrelationship of motion pictures and TV," he pointed to pay-as-you-see TV, which he said is inevitable. "With paid TV, Hollywood could take in more money in one night than they can now in 6 months." Asked if studios will sell old pictures to TV, he replied that good old films can be shown over and over in theatres—to a new audience every 10 years. He said movie industry is making comeback because it is producing better pictures. "You will find that the public would rather pay more money and be entertained than stay at home and see some mediocre TV for nothing." He added TV is now having some of the troubles which caused movie box office doldrums — poor programs which drive people from their sets, just as mediocre films drove customers from the movies. TV, he declared, was only one of the factors in the movies' slump. However, Spyros Skouras, pres. of 20th Century-Fox, took different view in press interview March 3. Asked what impact TV has had on films, he replied: "Impact? It's knocked hell out of us already," but he said movies have passed TV crisis and are now overcoming it.

Britons will have to pay more for privilege of owning TV set beginning in June. Postmaster General Earl De La Warr told House of Lords March 2, annual license fee would be raised from £2 (\$5.60) to £3 (\$8.40) to keep BBC from going broke and to provide nest-egg for new commercial TV system.

N. Y. State Board of Regents this week informed Gov. Dewey it objected to his bill for operation of state's educational TV channels by private, non-profit corporations (Vol. 10:6). Focal point of objection was provision banning "political" broadcasts, which board contended was too broad in scope and would prevent controversial programs.

PARTS SPURT AUGURS WELL FOR TV INDUSTRY: Those usually reliable trade barometers, the parts makers, are providing support for hope that recent TV pickup will continue for quite a while -- reporting sizable increases in orders from set manufacturing customers last few weeks in anticipation of stepped-up production schedules.

Matt Little, chairman of RETMA parts committee and pres. of Quam-Nichols Co. (speakers), said parts business showed noticeable spurt in February after rather poor December and January and orders now on books led him to predict 1954 TV parts dollar volume will be just as good as 1953's estimated \$700,000,000 at factory.

"Parts people were being hurt earlier this year because set makers were building out of their parts inventory which accumulated last fall," he observed. "So although TV business was exceptionally good in January, we didn't benefit much in the way of new orders. But February was different. Inventory in sets and parts went way down and our customers had to come back for more components."

Leslie F. Muter, pres. of Muter Co. (resistors, coils, etc.), said week ended Feb. 8 was best he's had in many months and upbeat is still continuing. He forecast set manufacturers would step up production in next 4 weeks -- perhaps to as high as 150,000 a week, compared to current 105,000-110,000 pace.

"Business now is better than it's been in some time," he commented. "The TV makers are bringing in new orders every day. They want quick delivery and we can give it to them now. We couldn't do that a couple of years back."

Parts prices are at "rock bottom," says Muter, and he doesn't plan to increase them, for fear of upsetting good volume. Like the TV makers, he's depending on big volume to offset price cuts. He predicted good business in replacement parts and new equipment in last 6 months of 1954, due to TV and high-fidelity. Taking another look at TV market in retrospect, he continued:

"I think we all underestimated the TV market this year. I believe very few of us thought we could sell as many sets as we already have. A lot of people said color would have a much greater impact than it's shown so far. The limitations of color in its present form have simply proven there's still a black-&-white market."

Parts trade was cheered further this week by report of National Credit Office, 2 Park Ave., New York, predicting 1954 sales by jobbers of electronics parts, including TV-radio, are expected to equal or exceed 1953's \$500,000,000 volume.

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TV sales up, profits down -- the familiar refrain heard since price-cutting first began on large scale in December -- continued to epitomize big trade picture. Retail sales reportedly exceeded production in Feb., based on preliminary findings, but all levels of trade continued to complain about profit in that month, as well as in Jan., when retail sales were about 750,000, as against production of 420,000.

Inventories are down nicely, totaling about 1,600,000 at end of Feb., made up of 300,000 at factory, 400,000 in distributors' hands and 900,000 at retail. That's lowest inventories have been since last April.

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TV production totaled 105,721 week ended Feb. 26, compared to 110,544 units preceding week and 107,702 week ended Feb. 12. It brought Feb. production to estimated 430,000 and combined total for 2 months was about 850,000, compared to 2-month 1953 production of 1,449,831 (719,234 in Jan., 730,597 in Feb.).

Radio production totaled 192,949 units, up from 173,833 week ended Feb. 19 and 190,207 week before. It was first week this year that radio output has shown an increase. It brought Feb. production to about 750,000 and for 2 months to approximately 1,620,000, compared to 2,285,581 in first 2 months of 1953.

Topics & Trends of TV Trade: RETMA strategy to reduce 10% excise tax on black-&-white receivers and exempt color sets will be to ask Senate Finance Committee to make proportionate cuts in excise taxes on all products, as against House Ways & Means Committee formula of reducing only excise taxes above 10%. After meeting of TV-Radio Industry Committee March 4, RETMA pres. Glen McDaniel said he would urge Senate Finance Chairman Millikin (R-Colo.) to hold open hearings on tax bill and permit testimony by RETMA.

Despite President's opposition, Ways & Means Committee this week approved Reed Bill (H.R. 8224) calling for reduction to 10% of all excise taxes, except those on liquor and tobacco, effective April 1. Should proportionate tax reduction be substituted by Senate for House committee proposal, 10% excise tax on TVs would be reduced to 8%, McDaniel pointed out.

In plea for color exemption, McDaniel sent wire to House Ways & Means Chairman Reed (R-N. Y.) declaring advent of color threatens to retard sale of black-&-white and thereby reduce production and increase unemployment.

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Reorganization of Muntz TV was ordered this week by Chicago Federal Judge Win G. Knoch on basis of petition filed under Chapter X of Bankruptcy Act by 3 creditors with claims totaling over \$475,000. Petition estimates Muntz, one of top 10 manufacturers at one stage, has assets of some \$3,000,000 and fixed liabilities of over \$3,000,000 but also has contingent liabilities of \$10,000,000 with finance companies, representing unpaid balances on TV set purchases. Muntz attorney Arthur E. Boroughf insisted company was solvent but would not contest reorganization. Petition was filed by attorneys Michael and Leonard Gesas on behalf of ad agency Michael Shore Inc., with claim of \$422,000; Tel-Radio Transport Corp., \$49,168; Permoflux Corp., \$5391. Judge Knoch appointed Chicago attorney C. Wylie Allen as trustee and authorized Earl Muntz to continue as president at salary of \$500 a week. Affected in reorganization are distribution and sales organization Muntz TV, and its 2 manufacturing subsidiaries, Tel-A-Vogue Inc. (TVs) and Muntz Industries Inc. (air conditioners). Earlier in week, Muntz announced that TV production was being halted temporarily so inventory could be reduced and said sales branches had been reduced from 32 to 10 in last 4 months. He blamed his plight on "public's reluctance to buy black-&-white sets because of color talk." But another manufacturer had this explanation: "It's simple. When other manufacturers started cutting prices, there was no need for the public to rush to Muntz to get bargains." Current Muntz line begins at \$100 for 21-in. table, goes up to \$220 for 27-in. console.

GE launched color service seminars March 4 in Detroit, plans to hold sessions in every major market, to be open to servicemen of GE distributors and dealers. W. L. Parkinson, TV-radio product service mgr., explained courses are 4 or 8 hours or 3 days to suit convenience of servicemen. Meetings are scheduled in Hartford March 17, Bridgeport March 19. Three-day meetings will be held subsequently in Philadelphia, Cleveland, Boston & Los Angeles, dates not yet set.

New Columbia Records div., Cryton Precision Products, has been formed for manufacture of general line of molded plastics in Columbia's plant at Bridgeport, Terre Haute, Los Angeles and South America. James Hunter will be v.p.-gen. mgr.

Chicago area TV sales totaled 22,454 in Jan., bringing sets-in-use to 1,594,574, increase of 252,857 since Jan. 31, 1953, reports Chicago Electric Assn.

Distributor Notes: CBS-Columbia appoints Masline Electronics Inc., 192 Clinton Ave., Rochester, N. Y. (Edward Masline, pres.) and G. M. Popkey Co., Marinette, Wis. (G. M. Popkey, pres.); Igoe Bros., Newark (CBS-Columbia) names G. A. DeMonte sales mgr. . . . Zenith Radio appoints McWorter, Weaver & Co., Nashville, replacing Braid Electric Co., now Motorola; H. R. Basford Co., San Francisco (Zenith) elects Philip S. Barber adv. & sales v.p. . . . Raytheon appoints Brown Supply Co., St. Louis (Norman S. Brown, pres.) . . . Arvin appoints Aufford-Kelley Inc., Miami (Albert Kelly, pres.), replacing Thuro Distributors, Tampa; Marshall-Wells Co., Duluth (Arvin) appoints Floyd Bjorkman TV-radio mgr. . . . DuMont factory branches in N. Y. and N. J. become separate corporations, former headed by Philip P. Geth, latter by Irving Sarlin . . . R. P. McDavid & Co., Birmingham (RCA Victor) elects R. P. McDavid III as pres., succeeding his grandfather, R. P. McDavid Sr., now chairman . . . Schiffer Distributing Co., Atlanta (Stromberg-Carlson) appoints M. O. Mosteller sales mgr. . . . Philco Distributors, Chicago, names E. H. Hognlund credit mgr., succeeding Edward A. Croker, retired . . . Peirce-Phelps Inc., Philadelphia (Admiral) appoints Newton B. Misell specialty products mgr.; Maryland Wholesalers Inc., Baltimore (Admiral) announces resignation of sales mgr. Henry Berwanger . . . Motorola-New York announces resignation of adv. mgr. Milton Allenson . . . Emerson-Long Island announces resignation of gen. mgr. Herman Mendelson . . . Admiral Distributors Inc., Los Angeles, moves from 242 S. Anderson St. to 6565 E. Washington Blvd. and Orgill Bros., Memphis (Admiral) from 36 Calhoun St. to 2100 Latham St.

Overcome by inattention, *Retailing Daily* reporter Henry Brief this week reported after personal shopping tour of big 4 N. Y. retail TV outlets that next to nothing was being done by salesmen to sell TVs. Brief wrote he was ignored by salesmen or given uniformed answers to his questions. Color sets showing black-&-white programs were badly in need of adjustment. Tour took in Gimbel's and Stern's dept. stores and Vim & Davega chains.

RETMA's new spurious radiation committee, under GE's Dr. W. R. G. Baker (Vol. 10:9), held first meeting March 3 in New York, reached "general agreement on objectives of reducing spurious radiation," and hopes to hold second meeting end of next week, says RETMA exec. v.p. James Secrest. Committee's task is to develop voluntary program by receiver manufacturers for suppression of radiation, and it will confer soon with FCC officials.

RCA asked Chicago Federal Court this week to dismiss Zenith's amended counterclaim for more than \$16,000,000 triple damages against RCA, GE and Western Electric in patent litigation (Vol. 10:3, 8). RCA charged (1) that amendment failed to state claim upon which relief can be granted, (2) that alleged rights of action claimed didn't accrue within legal time limit.

Motorola will spend \$5,000,000 developing 40-acre tract in Niles, Ill., bordering northwest Chicago, for immediate construction of engineering building and eventual location of company headquarters and engineering laboratories. TV production will continue at Franklin Park and N. Cicero Ave. plants.

Magnavox entered table radio field this week, introducing 2 high-fidelity receivers. in mahogany and oak, at \$60 & \$70. Trade reports are that Magnavox will shortly start production of 8 or 9 table radios.

Improved TV business this week prompted Sylvania to (1) recall about 125 workers to TV plant in Buffalo (2) start third shift at tube plant in Seneca Falls, N. Y.

Trade Personals: Antony Wright resigns as Capehart-Farnsworth consumer products v.p. . . . Ellis L. Redden, who recently resigned as Motorola adv. & sales promotion director (Vol. 10:5), takes same position at Magnavox; post had been vacant since resignation of Lauren K. Haggan more than year ago . . . E. P. Gertsch, owner and pres. of Gertsch Products Inc., Los Angeles, elected pres. of West Coast Electronics Mfrs. Assn. . . . Roger H. Bolin, asst. to J. M. McKibben, v.p. & gen. mgr. of Westinghouse consumer products, named corporate adv. mgr., Pittsburgh, replacing Harry J. Deines, now v.p. of J. Walter Thompson Co., N. Y. . . . Wm. Balderston, Philco pres., re-elected to National Industrial Conference Board . . . Robert L. Unger, employment mgr. of Hoffman Laboratories, named Hoffman Radio director of industrial relations; Wm. Cecil named personnel mgr. of Hoffman's new Kansas City TV plant . . . Marcus S. Chacona heads new GE sales promotion & adv. task force offering counsel to GE distributors . . . Herbert J. Allen resigns as Admiral eastern sales mgr. . . . T. Stanton Fremont named appliance mgr. for all Admiral distributing branches . . . Charles J. Klein named CBS-Columbia eastern district mgr., succeeding Bert Rice, now gen. sales mgr. of Broil-Quik Co. . . . Herbert Kabat, Olympic Radio gen. sales mgr., becomes sales v.p. March 31, when Albert Friedman takes on full-time duties as firm's merchandising consultant . . . Clark C. Rodimon named Raytheon asst. govt. contracts mgr., Waltham, Mass. . . . Eugene C. White named product mgr. for GE industrial & transmitting tubes, succeeding John E. Nelson, now central sales mgr. for GE equipment tubes . . . Robert L. Parrish, from main plants in N. Adams, Mass., named mgr. of Sprague Electric's plant at W. Jefferson, N. C., now under construction . . . John Goldschmeding, Texas sales mgr., promoted to sales mgr. of Philco refrigeration div., replacing Albert J. Rosebraugh, now div. sales v.p. . . . R. H. Lloyd named Graybar northwestern appliance sales mgr., Seattle . . . Robert L. Henry, ex-chief of process technology section in National Bureau of Standards electronics div., noted for work on "Tinkertoy" project, named manufacturing mgr. of ACF Electronics, Alexandria, Va., subsidiary of American Car & Foundry Co. . . . Leo Kagan, ex-Zenith & Bruno-New York, elected sales v.p. of Elco Corp., Philadelphia (components) . . . Frank M. Holliday, ex-Crosley, named Sheraton TV midwestern sales mgr., headquartering in South Bend, Ind. . . . Ray Barron, ex-WPIX, New York, named adv. & promotion mgr. of Kelton Co., Boston (high-fidelity equipment) . . . H. J. Tutwiler appointed sales mgr., Thomas A. Marshall development engineer of Miller TV, Burbank, Cal. (antennas) . . . Harold J. Adler, ex-Hallicrafters engineering director, named engineering v.p. of Edwin I. Guthman & Co., Chicago (electronic components).

Emerson shows net profit of \$449,231 (23¢ a share) for 13 weeks ended Jan. 30, compared to \$899,516 (46¢) in corresponding quarter year ago. Though no sales figures were reported, pres. Benjamin Abrams estimated sales were 5-6% above year ago, with competitive pricing forcing profits down.

Stewart-Warner reports net profit of \$4,081,000 (\$3.04 a share) on sales of \$128,798,000 in 1953, compared to \$4,234,000 (\$3.30) on \$122,552,000 in 1952. Pres. James S. Knowlson told stockholders in preliminary report that profit decline was due largely to dip in defense orders.

Arvin reports 1953 earnings of \$2,255,000 (\$2.53 a share) after taxes of \$2,437,146 on sales of \$73,395,197, compared to profit of \$2,209,733 (\$2.48) after \$2,249,803 on \$64,289,781 in 1952.

Aerovox lists 1953 earnings of \$1,074,500 (\$1.54 a share) on record sales of \$27,100,000, compared to profit of \$941,550 (\$1.35) on \$22,400,000 in 1952.

Financial & Trade Notes: Philco sales went to record high of \$430,420,000 in 1953, compared to \$366,963,850 in 1952 and \$305,328,670 in 1951, with earnings after all taxes amounting to \$18,351,000 (\$4.86 per share) as against \$11,491,207 (\$3.15) in 1952 and \$12,168,046 (\$3.35) in 1951. Earnings included non-recurring income, after taxes, of \$5,283,000 (\$1.43) from \$8,500,000 sale of WPTZ, Philadelphia, to Westinghouse (Vol. 9:8).

Working capital during year increased from \$45,483,000 to \$54,665,000. Of total income, \$6,016,000 was paid out as dividends and remaining \$12,335,000 was re-invested to increase working capital and provide funds for plant expansion, which included opening of new TV plant in Philadelphia, construction of TV-radio plant in Toronto and refrigerator-freezer plant in Connersville, Ind.

TV sales broke record, despite fact that "many customers at least temporarily postponed their purchases of TV receivers" last fall because of color publicity, report said. But it noted that TV market "has recovered from the special problems of last fall and our models are enjoying very favorable acceptance." Predicting 150 new stations will go on air in 1954, extending service to 2,400,000 additional families, report said "trend toward replacement of sets with 7, 10, 12 & 14-in. picture tubes, obsolete by present standards, and purchases of second sets for the home, will give major impetus to TV sales in 1954."

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Sylvania's 1953 profits and sales were highest in company's 52-year history. Earnings were \$9,536,181 (\$3.10 on 2,668,812 shares) after taxes of \$14,950,000 on sales of \$293,267,408, compared to profit of \$6,960,625 (\$3.04 on 1,870,081 shares) after taxes of \$10,700,000 on sales of \$235,023,437 in 1952. TV sales were "well above" 1952 while TV picture tube sales were 40% over 1952. Backlog of defense orders at year's end totaled about \$90,000,000, compared with \$75,000,000 at end of 1952. Payroll for average of 27,500 employes was \$111,176,513, up from \$93,147,384 a year earlier. Total assets increased to \$204,433,298 from \$176,418,658 at year's end.

Westinghouse reports net profit of \$74,322,000 (\$4.53 a share) after taxes of \$85,845,000 on record sales of \$1,582,047,000 in 1953, compared to \$68,581,000 (\$4.23) after \$111,939,857 on \$1,454,272,598. Consumer products, including TV-radio, accounted for 23% of sales vs. 21% in 1952. Working capital at end of 1953 was \$629,725,000, compared to \$553,211,000 at end of 1952. Fourth-quarter profit was reported at \$21,104,000 (\$1.29) vs. \$19,841,000 (\$1.23) on \$419,500,000 corresponding 1952 quarter.

Tung-Sol Electric Co. reports earnings of \$1,780,882 (\$3.07 on 554,902 shares) after taxes of \$2,250,000 on record sales of \$40,017,549 in 1953, compared to \$2,007,713 (\$3.75 on 514,056 shares) after taxes of \$3,425,000 on sales of \$35,489,558 in 1952. Lower earnings were caused principally by "lower fourth quarter sales resulting from customer inventory caution, coupled with a substantial volume of non-recurring costs connected with our plant expansion and improvement program," said chairman Harvey W. Harper. It spent \$1,938,000 last year for plant expansion and new equipment.

General Precision Equipment Corp. reports 1953 profit of \$3,463,349 (\$5.09 a share) after taxes of \$4,404,000 on sales of \$87,763,925, compared to earnings of \$1,255,278 (\$1.88) after taxes of \$1,700,000 on \$54,326,849 in 1952.

Dividends: Corning Glass, 25¢ payable March 31 to stockholders of record March 15; Arvin, 40¢ March 31 to holders March 15; American Phenolic, 25¢ April 30 to holders April 16; GE Ltd., 3% stock April 14 to holders March 8; Capitol Records, 15¢ April 1 to holders March 15; Decca Records, 17½¢ March 31 to holders March 17; Claude Neon, 10¢ March 31 to holders March 18.

Network TV-Radio Billings

January 1954 and January 1953

(For December reports see *Television Digest*, Vol. 10:5)

NETWORK TV BILLINGS continued record-breaking pace in Jan., according to Publishers Information Bureau, reaching \$25,056,448—a 45% increase over the \$17,275,943 for Jan. 1953. CBS-TV retained lead, with record \$10,713,329, while ABC-TV showed biggest percentage gain in year — rising 73% from \$1,604,892 in Jan. 1953 to \$2,780,574 in Jan. 1954.

Network radio figures were down slightly from year ago—\$13,224,393 this Jan. vs. \$13,878,459 same month of 1953—CBS maintaining top position with \$5,192,906. The PIB tables for January:

NETWORK TELEVISION			NETWORK RADIO		
	Jan. 1954	Jan. 1953		Jan. 1954	Jan. 1953
CBS	\$10,713,329	\$ 7,083,619	CBS	\$ 5,192,906	\$ 5,157,148
NBC	10,116,937	7,604,638	NBC	3,391,873	4,260,555
ABC	2,780,574	1,604,892	ABC	2,830,654	2,674,622
DuMont	1,445,608	982,794	MBS	1,808,960	1,786,134
Total	\$25,056,448	\$17,275,943	Total	\$13,224,393	\$13,878,459

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

Big Ten outlined its regional football TV plan this week, and hinted that if NCAA TV committee doesn't adopt it at March 15 meeting, it may televise games in defiance of NCAA controls. Big Ten wants to divide nation into geographical regions, with games to be televised according to either of these methods: (1) Any game could be televised on station or stations within region where game is being played, no team to be televised more than once at home and once away during season. (2) Any game may be televised nationally if it's played before last weekend in Sept. or after weekend preceding Thanksgiving; but games played in the 9-week period in middle of football season must be televised on regional basis only. Within the rules, each college could negotiate its own TV rights, subject to approval of its opponent.

Ten top agencies of 1953, out of 57 which did \$10,000,000 or more business, are ranked in March 1 *Advertising Age* in this order (in millions): J. Walter Thompson, \$163 vs. \$142 in 1952; Young & Rubicam, \$138 vs. \$120; BBDO, \$137.5 vs. \$118; McCann-Erickson, \$106 vs. \$94; N. W. Ayer & Son, \$86.5 vs. \$86.5; Foote, Cone & Belding, \$72 vs. \$70; Benton & Bowles, \$57.5 vs. \$52.8; Biow, \$50 vs. \$50; Grant Adv., \$49 vs. \$45; Leo Burnett Co., \$46.4 vs. \$37.6. Only Leo Burnett Co. is new to top 10, replacing Dancer-Fitzgerald-Sample, which fell to tie with Wm. Esty Co. for 13th. In 1952, 52 agencies did at least \$10,000,000. Five additions were Weiss & Geller, \$11 vs. \$5 in 1952; Hewitt, Ogilvy, Benson & Mather, \$10.7 vs. \$8.5; Geoffrey Wade Adv., \$10.4 vs. \$9.8; Doremus & Co., \$10 vs. \$7.8; Ellington & Co., \$10 vs. \$9.

Interconnected to AT&T network lines March 1 was WCOV-TV, Montgomery, Ala. when first section of 400-mi. Atlanta-to-Jackson microwave route was completed. Next in line for interconnection are KCEB, Tulsa, about March 6, and KMMT, Austin, Minn. & WSJV, Elkhart, Ind., about March 15. AT&T's longer-range plans include microwave links to Waterloo, Ia. April 15, and Mobile, Ala. & Alexandria, La. Oct. 1.

Call letter changes: WETV, Macon, to WNEX-TV; WHEN, Syracuse, to WHEN-TV, with WAGE (AM) becoming WHEN; KOED, educational CP for Oklahoma City, to KETA.

"Strike it Rich" got clean bill of health from a N. Y. state legislative committee, but city welfare dept. reiterated its insistence that program's producers file an application for license for public solicitation (Vol. 10:8). Joint Legislative Committee on Charitable and Philanthropic Agencies said close check indicated that money donated by listeners and viewers to the TV-radio program went to needy persons appearing on show "at an administrative cost of less than 2%," and saw no need to hold public hearings. Committee added the program's officials promised to investigate each case before calling needy persons to appear on show. Meanwhile, in Washington, Rep. Katharine St. George (R-N. Y.) March 3 introduced bill (HR-8196) to amend Communications Act "to require licensees to investigate persons and organizations on whose behalf contributions are solicited on radio and TV programs."

Attempted assassination in House of Representatives got heavier TV-radio coverage than any other news event of the last year or so, with exception of Queen Elizabeth's Coronation. ABC-TV, CBS-TV, NBC-TV all had live pick-ups from House within 1½ hours after the tragedy. News editor John D. Connelly of WNBW and WRC, Washington, in House Radio Gallery at time of the shooting, personally apprehended Lolita Lebron, ringleader of the group of Puerto Rican Nationalists which shot 5 Congressmen. Rep. Alvin Bentley (R-Mich.), most seriously wounded of the group, is one-third owner of WKNX-TV, Saginaw, Mich., which went on air last April. Rep. Kenneth A. Roberts (D-Ala.), who was wounded in the left knee, is member of House Commerce Committee, in charge of TV-radio-communications legislation.

Opposition to FCC licensing fee plan (Vol. 10:5) was voiced by NARTB pres. Harold Fellows, who said fees "for the privilege of engaging in an established means of free communication are inadvisable and contrary to the historic policy of governmental encouragement of the instrumentalities of communication." He said NARTB v.p. Ralph Hardy would testify March 16 before Senate Commerce Committee in opposition to Sen. Johnson's bill (S. 2926) to amend Communications Act so as to permit "nominal" license fees. He said NARTB believes Congress should specifically forbid FCC to levy license fees.

Five Pennsylvania uhf outlets jointly petitioned FCC this week to reconsider its decision authorizing WGAL-TV, Lancaster, to increase power and height and move site (Vol. 10:5). They argued that WGAL-TV's new Grade B contours would completely encompass Grade B areas of 4 of the uhf stations and about 95% of the 5th, causing "grave and serious injury" and possibly depriving them of their network affiliations, since Lancaster station is affiliated with all networks. Petitioning uhf stations are Harrisburg's WTPA, WHP-TV & upcoming WCMB-TV and York's WSBA-TV & WNOW-TV.

RKO "has never considered selling its pictures for TV," pres. James R. Grainger said this week. Despite some rumors that Howard Hughes, if he succeeds in plan to buy big film producer, would release its 800-picture backlog to TV, Grainger added: "It is true that [we have] received some ridiculous offers, but there has been no consideration of them, and there is no intention of so disposing of them."

Session on color TV film, ardently sought by independent film makers, will be conducted by NBC at Center Theatre March 10 for some 50 members of New York Film Producers Assn. Program will include closed-circuit demonstration of color film supplied by NBC and FPA, plus question-answer period with NBC's Barry Wood, Stan Parlan and O. B. Hanson.

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

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March 13, 1954

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'UHF PROBLEMS' FORCE 2 MORE OFF AIR: These are days of decision for some post-freeze telecasters -- particularly uhf operators in vhf strongholds.

The basic problem: TV's breakneck expansion in 1953 has resulted in more outlets than the market can profitably support at the present time.

The decision: To continue operating at a loss, perhaps for a long period, or to throw in the sponge before more losses pile up.

For uhf operators, the difficulties are sharper than for vhf. There are the added problems of conversion, higher equipment costs, receiver troubles -- and, of vital importance, the difficulty of getting good network affiliation when you have to build up audience from scratch. As Senators and FCC pondered "what can be done to help uhf," there were these developments this week:

- (1) Two more uhf stations -- in Dayton, O. & Little Rock, Ark. -- decided to go off the air, the former this week end, latter March 31, because of problems arising out of vhf competition. [Incidentally, vhf KFOR-TV, Lincoln, Neb. (Ch. 10) also goes off air this week end as an indirect result of financial distress.]
- (2) FCC formally proposed that future uhf stations be required to start with transmitter power of at least 5 kw (Vol. 10:8-10).
- (3) Sen. Johnson (D-Colo.) introduced his multiple ownership bill to permit any entity to own either 5 vhf or 10 uhf stations -- or various combinations of the two (such as 3 vhf & 4 uhf, 2 vhf & 6 uhf) -- and to encourage present multiple owners to swap their vhf stations for uhf on 2-for-1 basis (Vol. 10:10).

* * * *

The 2 uhf stations which decided to call it quits provide study in contrasts. WIFE, Dayton (Ch. 22) was losing money in substantial amounts, had no major network affiliation in a 2-vhf market where only about 10% of receivers are equipped to pick up uhf. KRTV, Little Rock (Ch. 17), CBS-affiliated and a reputed money-maker, in a city with close to 100% uhf conversion, feared the market couldn't support 3 stations (2 new vhf), so decided to quit while it was ahead.

WIFE started operation last Oct., competing with pre-freeze vhf WLWD (NBC) & WHIO-TV (CBS-ABC). A "supplementary" ABC & DuMont affiliate, it found itself unable to get good network shows, even when it offered to carry them free. It had an impressive studio building, 12-kw transmitter, with investment of \$600,000-\$700,000. It lost \$30,000-\$50,000 a month, for a total operating loss of more than \$160,000.

It's due to leave the air March 13, but principal owners Ronald B. Woodyard and Loren M. Berry asked Commission to let it retain CP until expiration date Aug. 4 to permit it to seek more finances and "see what will be done by the Govt. to help uhf stations." Woodyard, who is also principal owner of profitable radio WONE in Dayton, says he's retaining physical equipment and property and hopes "to be back in the TV business in Dayton in the near future."

KRTV was Little Rock's only TV when it went on air last April. Its first competitor was Pine Bluff's KATV (Ch. 7), which began telecasting in Dec. from site 25 mi. from Little Rock. Another vhf, KARK-TV (Ch. 4), is due to begin in Little Rock next month with NBC affiliation -- and KRTV feared it would be unable to renew its CBS contract. To compete with 2 vhf stations, KRTV management decided it needed 12-kw transmitter -- which would cost \$4000 a month to pay off.

Opportunity to sell its physical facilities to KATV for \$400,000 was important factor in KRTV's decision to surrender CP -- though a spokesman said action was dictated by "poor prospects for the economic future." Pine Bluff station will use KRTV facilities for its Little Rock studios, plans to retain some of KRTV staff. CP will be surrendered and telecasting discontinued March 31. KRTV's principal owners, Kenyon Brown & John H. Rowley, also own vhf KWFT-TV & KWFT, Wichita Falls, Tex., and Brown has additional interest in vhf KMBY-TV, & KMBY, Monterey, Cal. and 2 other AMs.

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How many other stations are at the crossroads? It's difficult to estimate. We know of perhaps a dozen which could swing either way. Three other uhf stations have gone off air: WROV-TV, Roanoke, began Feb. 15, 1953, quit July 17; WBES-TV, Buffalo, Sept. 5-Dec. 18, 1953; KCTY, Kansas City, June 6, 1953-Feb. 28, 1954. Oklahoma City's KMPT, still on air, is in receivership (Vol. 10:9).

But it's not only the uhf stations which have had post-freeze troubles. One of the 2 Lincoln (Neb.) vhf outlets bought at distress prices by Fetzer Bcstg. Co. (Vol. 9:30; 10:9) goes off air March 13. John Fetzer continues to operate KOLN-TV (Ch. 12) while closing down KFOR-TV (Ch. 10). After FCC approval of KFOR-TV sale, he plans to shift KOLN-TV to Ch. 10. Vhf KFXD-TV, Nampa, Ida., also foundered shortly after going on air (Vol. 9:39), and although its CP has been bought by new owners, it's still off air. Vhf KONA, Honolulu, went off air last March due to financial troubles (Vol. 9:11,23), resumed operation in June with new owners.

* * * *

We do not subscribe to the view that uhf itself carries the seeds of failure. There are many uhf stations now operating profitably, as secure in their markets as any vhf outlets. We have been accused of beating the drums for uhf as often as we have been accused of selling uhf short. But we'll continue to report facts, and call the shots as we see them. In this light, what is uhf's biggest problem?

Uhf's technical difficulties -- and they're due principally to its newness -- don't constitute uhf's most important problem, they merely contribute to it. We have said before that the program's the thing -- and that still holds. Conversion problems can be licked only with good shows.

But there's no question now that the public will convert if conversion is the only way they can get top programs of the leading networks. If they can get these shows easily on vhf, the uhf audience buildup is extremely slow.

The strictly technical problems fade to insignificance beside the simple fact that it takes top-notch network programming to build an audience. We won't say that there can't be exceptions to this rule -- and we know of several stations making progress by concentrating on sports, good local programming, etc.

The pre-freeze pioneers went through years of red ink that makes current uhf losses look like peanuts. But vast majority of post-freeze grantees can't stand big losses, and a number of them are known to be desperately seeking more capital to continue operation. The big question for many: Go in deeper or quit now at a loss?

* * * *

What can be done to encourage uhf? FCC's proposal to permit ownership of 5 vhf and 2 uhf has support of uhf operators, who believe it would give networks and other multiple owners bigger stake in uhf success. On other hand, some uhf stations are alarmed about FCC's 5-kw "power floor" plan. It would force them to spend extra money they can ill afford for more elaborate equipment, they say.

FCC's new proposal (Notice 54-327, Doc. 10952) would apply initially to stations not yet on air, eventually to many stations now operating. However, chances of final adoption are slim. Comments on proposal are due April 16.

Sen. Johnson's multiple ownership bill (S-3095), which he first proposed last week during Senate communications subcommittee session with FCC (Vol. 10:10), would permit any vhf operator to swap his vhf grant for 2 uhfs -- one of which must be in the area formerly served by his vhf -- within 5 years after bill becomes law. The Senator told us last week he has little hopes for adoption of his bill, but hopes it will stimulate open discussion of multiple ownership proposals and of uhf problems.

Disturbed about reports from some uhf grantees -- particularly the failure of WIFE -- Sen. Bricker (R-O.), chairman of Senate Commerce Committee, this week asked FCC if legislation is needed to cope with uhf situation. Spokesman for the Senator says he has "the suspicion that there's not enough authority in the Commission to deal with it, and the Senator has some ideas of his own."

You can expect plenty of open discussion, and large number of proposals -- but no panaceas -- when Senate communications subcommittee begins its hearings on uhf problems late this month or early next month.

COLD ECONOMICS OF THE STATION OUTLOOK: We doubt whether as many as 100 new TV stations will take to the air this year -- a far cry from the 231 of 1953. Therefore, we're inclined to go along with Richard P. Doherty's prediction that by late 1955 there will be approximately 500 TV stations in operation.

The land-rush has subsided, and now they're coming one by one -- nothing like the one-a-day of latter 1953. In 11 weeks thus far this year, for example, only 19 new starters have been reported -- bringing current total to 372. About 200 CPs are outstanding, possibly half of which won't ever be built; less than 300 applications are pending, most of which will be dismissed or denied after hearings.

And as against just 8 "economic mortalities" quitting air since freeze ended (see p. 2), with 2 back on roster, many more are now freely predicted for this year.

* * * *

Dick Doherty's calculations are highly respected in the industry. Recently resigned as NARTB employer-employee relations director, now a management consultant in Washington, he's the man who warned last winter against the hell-for-breakfast pace of TV expansion (Vol. 9:43). We then quoted him as stating:

"There will be no jackpot for many new stations during 1954. The year ahead will be one of overexpanded activity, during which new operations will tend to expand at a relatively faster rate than total TV revenue will rise. In all probability, at least 30% of the new stations will lose money during the next 12-15 months, and such red ink operations will include vhf as well as uhf, some of them network affiliates."

Now he forecasts that, even with 500 stations on the air toward the end of 1955, only 150 will be "blue chip" operations, or huge money makers; about 200 more will be "good, sound investments if well conceived and well managed"; and some 150 will be marginal or loss operations.

For the near-term, he foresees 34-40% of all 1954 stations losing money and says that during the next 15-18 months "the going will be difficult for one out of 3 to one out of 4 stations."

Why? Lumping in shaky uhf operations with ill-conceived vhf, he cites these factors: excess manpower, poor scheduling of manpower, bad union contracts, over-expanded capital investments, inadequate financing, lack of sound cost control, excessive operating costs, inadequate charges to sponsors for services and facilities.

* * * *

Here's an "economic profile" of a TV station, as Doherty notes some typical characteristics from a wide cross section of stations he has visited or surveyed:

(1) Average station employs staff of 55-65, some 40% technical, about one-third programming. Payrolls average close to \$5000 per employe per year for established stations, \$4500 for newcomers, accounting (exclusive of talent costs) for 41% of total operating costs. Locally originated film programs occupy 27-30% of average network station's schedule, about 60% of non-network stations, absorbing some 10% of annual operating costs in the case of affiliated stations.

(2) Stations may estimate composite revenue potential (for all stations in a TV market) at about \$10.25 per set, the average tending to increase with advent of

2nd, 3rd or 4th stations. About two-thirds of revenues derive from national & local spot, one-fourth from network payments, remainder from production and other services. Total annual vhf revenues run at better than 100% of total capital investment, uhf average running appreciably lower.

(3) Fixed capital is being depreciated, on an overall basis, over a 6-year period, or at composite rate of about 16%, with this depreciation item varying from 9-15% of total operating costs.

(4) The typical station, within the category of profitable stations, earns between 27-30% profit before taxes on its total station revenue.

VERMONT'S FIRST CP AND OTHER GRANTS: Producing 3 CPs and 2 initial decisions this week, FCC included grant in Vermont -- heretofore only state without either CPs or stations on air. The week's grants:

Montpelier, Vt., WCAX (Burlington), Ch. 3; Grand Forks, N.D., KNOX, Ch. 10; Green Bay, Wis., Valley Telecasting Co., Ch. 5. Initial decisions prepared way for CPs for WLEX, Lexington, Ky. (Ch. 18) and KREM, Spokane, Wash. (Ch. 2).

Montpelier CP was result of final decision coming after competing Colonial TV Inc. showed what FCC called "almost incredible lack of diligence" in preparing its case -- failing to make obvious amendments in time, etc.

Initial decision for Ch. 18 in Lexington is particularly interesting because WLAP-TV, Ch. 27 grantee in Lexington, not only has quit building (Vol. 10:8) but just this week asked for reallocation to put Ch. 4 in nearby Richmond. WLAP-TV says zone lines should be changed to put northern Kentucky in Zone I, permitting the vhf assignment, for which it would apply, dropping uhf CP.

* * * *

FCC repeated its opinion that no difference in high and low uhf channels should be recognized for allocation purposes. Considering Sarkes Tarzian proposals for quasi-satellites around Bloomington, Ind. (Vol. 10:7), Commission turned down extensive reallocation to put low-end channels in Anderson and Logansport. It did, however, propose to add Ch. 21 to Huntington, Ind., which has no channel now.

In other allocations actions, the FCC started rule-making to reserve Ch. 5, Weston, W.Va., for educational use and to substitute Ch. 53 for Ch. 23 in Fitzgerald, Ga. All these proposals are subject to comment in support and opposition.

In celebrated site-move case of WORD-TV, Spartanburg, S.C., uhf stations WAIM-TV, Anderson, S.C. and WGVL, Greenville, have appealed to courts in effort to stop WORD-TV from moving to temporary site nearer to them (Vol. 10:10).

NETWORKS AND AT&T PLAN COLOR EXPANSION: AT&T and networks are about to cut loose and extend color service to more stations in more cities. Phone company and RCA-NBC apparently have caught their second wind after the frantic preparations for coast-to-coast colorcast of Tournament of Roses parade Jan. 1 (Vol. 10:2). CBS is also ordering more color-equipped routes for its affiliates.

Next expansion is divided roughly into two parts. One is addition of cities and stations along the major "backbone" coast-to-coast route. Other is the equipping of more major "legs". Here are targets for the two categories, as ordered from AT&T by networks, for guaranteed "100%" color signal:

(1) For "backbone" fill-ins: NBC-TV -- Johnstown, March 13; Fresno, April 1; San Diego, Oct. 1. CBS-TV -- Salt Lake City, April 2; Denver, June 1; Cincinnati, Aug. 1; Hannibal, Mo., Oct. 1.

(2) For additional legs: April 15, Providence & Boston; May 1 (possibly June), southwest from Kansas City to Galveston; "June", Dallas to San Antonio; June 15, upstate New York to Buffalo; Dec. 1 (though possibly July), Sacramento-Seattle.

Intermediate stations along these newly equipped legs generally will be able to get service if networks order it. Presumably, intermediate color-served cities will include all major TV cities. For example, it's expected color will be available by June 15 to stations in these cities on New York-Buffalo leg: Schenectady, Utica, Syracuse, Rochester. There's doubt Binghamton will get color same time as others, because of special technical microwave problems for its branch.

Cities served by coaxial, such as Amarillo, still have indefinite targets because special frequency conversion equipment is needed.

Programs to be fed this expanded color network will continue to be varied, again including remotes as NBC's mobile unit goes back into service. Present plans for remotes, though always subject to change, include: Gillette fights, March 26; Home program from Washington, with fashions and cherry blossoms (blossoms depending on weather), April 1 or 2; Today show, also from Washington, April 5; National Open Golf Tournament, from Baltusrol Country Club, near Summit, N.J., June 17-19.

Rest of NBC's color schedule, through April: Name That Tune March 15, 8-8:30; On Your Account March 19, 4:40-5; Three Steps to Heaven March 22-23, 10:45-11 a.m.; American Inventory March 28, 2-2:30; Eddie Fisher March 31, 7:30-7:45; Paul Winchell April 4, 7-7:30; Youth Wants to Know April 11, 1-1:30; Easter Parade and Frontiers of Faith April 18; Kraft Theatre April 21, 9-10; American Forum of the Air April 25, 2:30-3. CBS still has only its 5:30-6 Friday show.

47 STATES NOW HAVE STATIONS, TOTAL 372: New Hampshire got its first TV outlet this week, leaving Vermont only state without one -- but Ch. 3 grant went to that state's capital Montpelier this week (see p. 4). Altogether, 3 more stations can be added to log of stations on the air. After subtracting the ones in Dayton, O. & Lincoln, Neb. quitting as of March 13 (see p. 1), that makes 372 in all, 128 uhf. Latest starters:

WMUR-TV, Manchester, N.H. (Ch. 9), state's first outlet but located only 48 mi. from Boston, got under way March 5 and plans regular programming March 28 as ABC affiliate, with some programs from DuMont. It uses 10-kw RCA transmitter and former FM tower atop 1500-ft. Mt. Uncanoonuc. Owner is ex-Gov. Francis P. Murphy; gen. mgr., Harvey Carter; sales mgr., Gordon Moore; chief engineer, Vincent Chandler. Base hour rate is \$250. Rep is Weed.

WINK-TV, Fort Myers, Fla. (Ch. 11) on March 6 brought first local service to state's southwest coastal area, 91 mi. from St. Petersburg, more than 100 mi. from Miami. It goes commercial Feb. 18, ABC affiliated, non-interconnected. It uses 2-kw RCA transmitter, is owned by Cleveland Yellow Cab Co. group (Daniel Sherby, pres.). A.J. Bauer is gen. & sales mgr.; Bob Bachman, technical director; Frank Nodine, program mgr.; James Lacy, chief engineer. Base rate is \$150. Rep is Weed.

WAPA-TV, San Juan (Ch. 4), second station in Puerto Rico (WKAQ-TV on Ch. 2 started last month) reported excellent results of first tests March 6; using an RCA transmitter with temporary 160-ft. antenna atop downtown radio building where owner Jose Ramon Quinones, sugar cane grower, who built radio WAPA in 1947, had provided for expansion into TV. Charles E. Bell, ex-WBTV, Charlotte, is gen. mgr.; Howard Hayes, operation mgr.; Morgan Craig, technical director. It's NBC & DuMont affiliate, non-interconnected. Base rate is \$225. Rep is Quinones-owned Caribbean Networks Inc.

NETWORKS WON praise for refusing to bow this week to Sen. McCarthy's demand for time to answer Adlai Stevenson's March 6 TV-radio address—in contrast to the censure heaped upon them when they gave the Senator time to answer ex-President Truman's speech on the Harry Dexter White case. It was front-page news most of week, with editorial opinion markedly favoring the network stand.

After McCarthy blasted CBS & NBC as "dishonest and unmoral," even turning his back on their cameramen and radio reporters, President Eisenhower told news conference he thought networks had discharged their responsibility in letting Republican Party choose who was to reply to Stevenson (Vice President Nixon on CBS-TV & radio, NBC radio—same hookups Stevenson had).

Even FCC Comr. Robert E. Lee, close friend of McCarthy, agreed that the networks' decision "seems like a square deal to me." The Senator said his attorneys were preparing petition asking FCC to change its rules to allow free TV or radio time for a reply by any person who is attacked on free time—but by week's end it hadn't been filed, and consensus is that it wouldn't have the proverbial chinaman's chance.

Edward R. Murrow's treatment of the McCarthy issue on his March 9 *See It Now* (CBS-TV) won special laudation from influential newspapers and from an overwhelming majority of viewers who phoned and wired CBS. *New York Times* called it "crusading journalism of high responsibility and genuine courage."

Editorializing on both Murrow's telecast and the CBS-NBC stand on McCarthy's demand, *Herald Tribune* stated: "Like the free press, the free broadcasters met a controversial subject with a frank and responsible approach. . . . By refusing to be bullied, the broadcasters will assure their own future and help to guarantee America's."

Fact that Murrow is on CBS board of directors lent added importance to his and his network's boldness in facing up to the Wisconsin Senator. And the Cohn-Schine disclosures that followed, understandable to everyone identified with the uniform of the military services, indicated that McCarthy isn't likely to be the industry's—and the country's—"headache boy" much longer.

"Senator McCarthy threatens to boycott NBC and CBS. That is what you call a station break."—Dan Kidney, in Scripps-Howard Newspapers.

Personal Notes: Martin Silver, ex-Federal and ex-mgr., WTVU, Scranton, joins Tel Instrument Co., Carlstadt, N. J. as mgr. of newly formed broadcast equipment div., offering full line of studio color equipment (already a CBS supplier); Lawrence C. Freeman to handle sales, service & engineering contacts in mid-Atlantic & New England states . . . Ken R. Dyke, ex-NBC v.p., now Young & Rubicam public relations v.p., named director of agency's U. S. branch office operations . . . Edouard P. Genock, ex-*March of Time*, appointed head of TV production, Eastman Kodak Co. . . . Wm. F. McCrystall, ex-KNBH, Hollywood, appointed sales mgr., KOA-TV, Denver . . . Frank Burke, editor, *Radio-Television Daily*, elected v.p. & director of Radio Daily Corp., headed by Jack Alicoate . . . Walter L. Dennis, ex-WILS, Lansing, Mich., named gen. mgr. of upcoming WJNO-TV, West Palm Beach, Fla. (Ch. 5); Walter Brown, ex-RCA-NBC, named chief engineer . . . Richard W. Hubbell resigns as mgr. of WGLV, Easton, Pa., and its AM counterpart WEEZ; Nelson S. Rounsley, business mgr., takes charge . . . Wm. Ashworth, merchandising director of WSPD-TV, Toledo, appointed sales mgr. . . . Ben Baylor has resigned as gen. mgr. of KEDD, Wichita; he's onetime commercial mgr. of WMAL-TV, Washington . . . Irwin Rosten resigns as DuMont Network mgr. of news & public affairs . . . Wm. Crawford, ex-sales mgr. of WOR, named sales director of WATV, Newark, succeeding Murray Grabhorn, resigned . . . Frank N. Jones promoted to sales mgr., WBNS-TV, Columbus . . . Barnaby Prescott Smith, ex-DuMont, heads new TV-radio dept. of Harper Assoc., 350 Fifth Ave., N. Y., personnel consultants . . . Jack Gilbert promoted from program mgr. to asst. station mgr., KHOL-TV, Kearney, Neb. . . . Ralph H. Davidson, ex-KSL-TV, Salt Lake City, named sales mgr., Larry Stevens promoted to local sales mgr., KGMB-TV, Honolulu . . . Jacob Evans, NBC-TV adv. & promotion director, takes on same duties for radio . . . H. Roy Marks appointed Boston mgr. of CBS-TV Film Sales . . . David Beblin, ex-KGO-TV, joins Avery-Knodel San Francisco staff as asst. to mgr. David H. Sandeberg in charge of TV sales . . . J. R. W. Graham shifted from radio to asst. director of CBLT, Toronto . . . Frank Coffin, ex-KGW, promoted to local sales mgr., KOIN-TV, Portland, Ore. . . . Paul Mensing promoted to NBC spot sales div. mgr., Detroit; Wm. Fromm named TV promotion supervisor . . . Phil Dean, ex-WNBT publicity director, partner in new public relations firm, Dean & Schultz Inc., 28 W. 44th St., N. Y. . . . Al King, ex-sales v.p., KSTM-TV, St. Louis, opens own adv. agency at 7818 Forsyth Blvd., Clayton, Mo. . . . Louis B. Ames resigns as program mgr., WPIX, N. Y.

Lieut. Col. Wm. B. Campbell, Signal Corps, has been chosen as engineering asst. by FCC Comr. Robert E. Lee. Campbell previously had been mentioned as candidate for FCC commissionership or secretary. He's 54, served in World War I & II, worked for RCA Communications, Press Wireless, operated electronics schools in New York.

Mrs. Clifford J. Durr, wife of the ex-FCC commissioner, now working in his law office in Montgomery, Ala., has been subpoenaed to appear before Sen. Jenner's Internal Security Subcommittee in New Orleans March 16, in connection with probe into Southern Conference Educational Fund. She was once on its board.

Wm. L. McLean Jr., 58, v.p. & treas. of *Philadelphia Bulletin* and treas. of its WCAU Inc., died March 10 after being stricken with cerebral hemorrhage. He was a brother of Robert McLean, pres. of The Bulletin Co. and pres. of AP.

Harry LaMertha, 72, for 31 years radio editor of *St. Louis Globe-Democrat* until retirement in 1951, died of cancer March 10.

Network Accounts: NBC-TV's trilogy of participating sponsorship programs moved step closer this week with disclosure that *Tonight* undoubtedly would go on air this fall, 11:20 p.m.-12:50 a.m., joining *Today* (7-9 a.m.) and *Home* (11 a.m.-noon). Pres. Pat Weaver is pushing *Tonight*, starring Steve Allen in format similar to *Today*, with same enthusiasm he gave to highly-successful *Today* (Vol. 10:3) and *Home*, which went on air March 1 amid \$1,000,000 promotion. Each program would utilize "magazine concept" of selling, in which sponsor buys participation, like an insert in magazine, leaving program content entirely to network . . . Reminiscent of Ford Motor Co.'s highly-praised *American Road* last June (Vol. 9:25), General Foods will spend more than \$300,000 on special 25th anniversary program on combined CBS-TV & NBC-TV Sun. March 28, 8-9:30 p.m., directed by Richard Rodgers & Oscar Hammerstein and featuring musical highlights of their Broadway productions during last 11 years . . . Yardley & Co. Ltd. (soap, shaving lotion) buys Tue. 1:30-1:45 p.m. segment of *Garry Moore Show* on CBS-TV starting April 6, thru N. W. Ayer & Son . . . Parker Pen Co. to be alt.-week sponsor, with Singer Sewing Machines, of *Four Star Playhouse* on CBS-TV starting April 8, Thu. 8:30-9 p.m., thru J. Walter Thompson . . . Minute Maid Corp. (frozen orange juice) to sponsor 5:30-6 p.m. segment of *Super Circus* on ABC-TV starting June 6, Sun. 5-6 p.m., thru Ted Bates & Co. . . . Sid Caesar's new show in fall tentatively scheduled Mon. 8-9 p.m. on NBC-TV, format and sponsor still undecided.

Broadcaster Edward Lamb, operator of TV station WICU, Erie, Pa., and several AMs, also applicant for TV in several cities, this week was finally told by FCC that it looks as if a hearing will be necessary to determine whether he falsely stated he never was a Communist or had Communist affiliations. Commission said it has information before it alleging that Lamb was a party member, particularly in 1944-48. Lamb's counsel J. Howard McGrath, ex-U. S. attorney general, said he's gratified FCC has finally called a hearing and "appropriate steps will be taken" to assure that Lamb "will be in a position to know the identity of his accusers and thus be prepared to expose their falsities and motives." Similar charges against Lamb in past have been rejected by Commission. Current campaign to bring Lamb to hearing was led by Comr. Doerfer.

Charges of bias, levied against FCC counsel David Kraushaar by Mansfield Journal Co., which is competing for Mansfield's Ch. 36 with Fergum Theatres, were dismissed by FCC as "sham and false." Said Commission: "This is an unfortunate diversion when there is more to be gained in getting on to the basic business of providing service to Mansfield than in dissipating energies on impulsive charges born of the heat of hearing."

CBS's Ed Murrow will get his 6th honorary degree in June—from Hamilton College—in recognition of "the intelligence, honesty and clarity" of his broadcasts. He already has such degrees from U of No. Carolina, Temple U, Washington State College, Rollins College, Muhlenberg College.

Roy J. Turner, 12½% owner of KWTU, Oklahoma City, has announced he will oppose Sen. Robt. S. Kerr for Democratic nomination. Both are ex-governors of Okla., both millionaire oilmen.

CBS-TV president J. L. Van Volkenburg's recent commencement address at his alma mater, U of Minnesota, has been reprinted by the network in booklet form; it's titled "Television as an Extension School of Democracy."

Telecasting Notes: Mutual Broadcasting System's chairman-pres. Thomas F. O'Neil seized occasion of interview with *Advertising Age's* Maurine Christopher to nail recurring rumors network is in trouble, a whispering campaign which writer says reached crescendo a few months ago when network tried unsuccessfully to sell affiliates on a time barter arrangement. Far from being in trouble, Mutual never had it so good, said O'Neil, pointing to 1953 sales of \$23,000,000, up 10% from 1952, and to growing list of top-hole sponsors. He said he still thinks the plan to give affiliates "upgraded" shows to sell locally in exchange for carrying a specified number of network programs was a good one—but he won't try to revive it . . . General Teleradio, like Mutual a subsidiary of General Tire, already has 3 TV stations (WOR-TV, WNAC-TV, KHJ-TV), has closed deal to buy WHBQ-TV, Memphis (Vol. 10:5), owns 55% of upcoming uhf WGHT, Hartford. But it has no plans to become 5th TV network, said O'Neil; instead, it's going to concentrate on syndication of live & film shows . . . Bank of America v.p. Francis Herwood has leased 4-year rights to 30 big-name feature films, on which it had foreclosed, to General Teleradio for sum reported in excess of \$1,000,000; they're 1946-49 vintage, cost bank \$17,000,000, are called "dynamite for TV" . . . WOR-TV claims it carries more second-run films than any other station in country; they pay off, says film chief Mel Fenster, for "after all, you don't expect theater audiences to catch films the first time around" . . . ABC film v.p. George Shupert, incidentally, this week released study of TV re-runs titled *Lightning Strikes Twice* . . . TV is no danger to movies, said Eric Johnston, MPAA pres. to *Brazil Herald* interviewer while at Sao Paulo film festival last month; rather, "it is stimulating us to improve the techniques and there is every likelihood that movies and TV finally will unite, although that may be a marriage not necessarily inspired by love" . . . Television Age for March surveys trend in station rates, notes they've jumped 400% in last few years but are now leveling off, yet says about 38% of then-counted 365 stations plan rate boosts this

year with 14% "undecided"; same issue carries extremely valuable tabulation of women's programs on several hundred stations, with titles, conductors, times, spot rates . . . TV station rates range all the way from \$90 to \$4800 per hour, some 60% falling in \$90-\$300 range; one-time spot rates run \$20 to \$1075 . . . You can't compare ratings of TV against radio, says ABC in new study of daytime radio, *Millions of Numbers*, just released; ABC has also released brochure on TV, *a New Super Sales Force for Super Markets* . . . Duluth's year-old uhf WFTV, though it lost NBC & CBS shows to area's 2 new vhf outlets (Vol. 10:9), has gone into new Television Center at 230 E. Superior St., affiliated with ABC & DuMont; mgr. James Cole reports "local business is steadily increasing" . . . Fabulous giveaway: WTTV, Bloomington, Ind., has sent electric blankets to timebuyers and friends as "a warm, friendly" reminder that the "Electronic Blanket of the Hoosier Heartland" has changed to Ch. 4 with 1000-ft. tower and 100-kw power . . . Snowbound Cleveland got 24-hour service from WNBK & WTAM, reporting on weather roads, school closing, factory shutdowns, etc. during 5 days last week that city was digging out from under 22 in. . . . N. Y. Mayor Wagner going on TV, rotating among 5 local stations, with Sun. 2:30-3 p.m. *Mayor's Conference* along format of *Meet the Press*; city-owned radio WNYC will also carry off tape . . . Century Theatre, 7th Ave. off Central Park, N. Y., leased for 5 years from April 1 by NBC to replace soon-to-be-vacated Center and International theatres . . . Burton Rascoe, noted author, starting newspaper column titled *TV First-Nighter*, syndicated by Classic Features, 434 Broadway, N. Y. . . . WJPB-TV, Fairmont, W. Va. (Ch. 35), due on air any day, switches rep to Gill-Perna . . . Mary Margaret McBride, 20 years on radio as of May 3, quits 6-a-week chore on ABC May 15 for long vacation, hopes to return in fall for once weekly TV and/or radio show . . . American Character Doll Co. establishes \$2000 annual fellowship at Columbia U Teachers College in honor of Dr. Frances Horwich—"Miss Frances" of NBC-TV's *Ding Dong School*.

EVIDENCE that TV and newspapers are essentially complementary, not competitive, is fact that in 1953, when 231 new stations went on air, daily newspaper circulation soared to record 54,472,286 and number of nation's dailies dropped only one, to total of 1785, according to new 1954 *Editor & Publisher Yearbook*.

Significant exception, however, was New York City, where only morning *Times* and evening *Post* showed circulation increases in 1953. All other papers showed enough decline to bring over-all circulation figure below 1952. New York daily newspapers dropped more than 500,000 in circulation over 5 years (thru 1952), with Sunday circulation off 1,500,000.

Asked why by New York U journalism students in series of interviews, circulation executives gave TV as chief reason. Other factors: higher price of papers, more non-English speaking residents, higher subway & railroad fares, population shift to suburbs.

Actual declines from their peaks (between 1946-50) to Sept. 1952 are reported in Dec. NYU *News Workshop* as follows, on basis of ABC figures: *News*, daily (Mon.-thru-Fri.) down 222,613, Sunday down 769,383; *Mirror*, 178,243 & 696,385; *Herald Tribune*, 26,960 & 141,456; *Journal-American*, 71,477 & 298,964; *World-Telegram & Sun*, 55,451 (no Sunday paper); *Times*, 34,915 and gain of 93,973 Sundays. Only *Post* showed daily rise, up 135,600.

Charles Streehan, *Mirror*, said TV has cut into circulation because people can fill their time more easily with it. A. D. Wallace, *World-Telegram & Sun*, stressed effects of TV on duplication sales and Charles Hoffmann, *Times*, said TV particularly hurt first editions of morning

newspapers. B. G. Cameron, *Herald Tribune*, said TV's impact usually was reduced after first year.

New N. W. Ayer & Sons *Directory of Newspapers & Periodicals* shows U. S. English-language dailies hit new record combined daily circulation of 54,048,953, more than 300,000 over 1952's previous record.

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TV-radio's emergence as a prime news medium is at least partly due to newspapers' preoccupation with providing "entertainment" for their readers. So said *New York Times* Sunday editor Lester Markel following March 8 White House visit. He said President agreed with him that the American people should be better informed on public affairs. Markel added that because "too many newspapers have turned to entertainment, many people have turned to other sources for their news." As example, he said more and more people in metropolitan areas are depending on NBC-TV's *Today* for their morning news. He cited survey which showed about one-half of the American people now get their news from TV-radio.

Editors of the 19 Scripps-Howard newspapers, meeting in Cincinnati, saw TV as a challenge but not a threat. *Memphis Commercial Appeal* editor Robert F. Paine Jr., who headed TV committee at 3-day seminar, made this report March 10: "TV is a challenge to newspapers for their readers' time, but they can meet the challenge by continuing to give readers what TV cannot. TV's necessarily brief news coverage should only stimulate newspapers to do a better, more complete job, particularly in the local field. . . ."

Station Accounts: With baseball season only month away, major league sponsorships line up this way: Baltimore, National Bohemian Beer, thru McCann-Erickson, on WMAR-TV & WAAM; Boston, Atlantic Refining Co., thru N. W. Ayer & Son, and Chesterfields & Narragansett Beer, both thru Cunningham & Walsh, WBZ-TV & WNAC-TV; Brooklyn, Schaefer Beer & Lucky Strikes, both thru BBDO, WOR-TV; Chicago Cubs and White Sox, Hamm's Beer thru Campbell-Mithun & Chesterfields, WGN-TV; Cleveland, Carling's Beer thru Benton & Bowles and Lang, Fisher & Stashower, WXEL; Detroit, Goebel Brewing Co. thru Brooke, Smith, French & Dorrance, and Speedway Petroleum Co., thru W. B. Doner Co., WWJ-TV and uhf WTAC-TV, Flint; Milwaukee, Miller's High Life Beer thru Mathisson & Assoc., WTMJ-TV; New York Giants, Chesterfields, WPIX; New York Yankees, Ballantine Beer, WPIX; Philadelphia Athletics & Phillies, Valley Forge Beer, thru Ward Wheelock, Atlantic Refining Co. & Chesterfields, on WCAU-TV, WFIL-TV & WPTZ; Pittsburgh, Atlantic Refining Co., uhf WENS; St. Louis, Budweiser Beer, thru D'Arcy Adv., uhf WTVI; Washington, National Bohemian Beer, WTTG. Cincinnati TV plans haven't been disclosed yet . . . National Retail Hardware Assn., representing 23,000 hardware stores, sending out promotion kits for local TV-radio use during April 16-24 IRHA Hardware Week (Independent Retail Hardwaremen of America) . . . Castro Decorators Inc. has arranged to purchase first station breaks in color to be sold by WNBT to promote its Castro convertible couches, thru Newton Adv., N. Y. . . . Among other advertisers reported using or preparing to use TV: Sifo Co., St. Paul, Minn. (toys), thru Harper Co., St. Paul; American Airlines, thru Ruthrauff & Ryan, N. Y.; B. T. Babbitt Co., New York (Glim detergent), thru Harry B. Cohen, N. Y.; Rad Products Inc. (bleach, cleaner & furniture polish), thru Duane Jones Co., N. Y.; Ashland Oil & Refining Co., Ashland, Ky. (Ashland gasoline with Ignition Control Additive), thru Byer & Bowman, Columbus, O.; Ohio Bell Telephone Co., thru McCann-Erickson, Cleveland; American Cone & Pretzel Co., St. Louis (Rold Gold pretzels), thru Granville Rutledge Adv. Agency, St. Louis; Bostwick Laboratories Inc., Bridgeport, Conn. (Pet-Kleen aerosol bomb), direct; Jackson Vitrified China Co., Pelham Manor, N. Y., thru Wexton Co., N. Y.; Fulham Bros. Inc., Boston (4-Fishermen Golden-Fried Fishsticks & Scallops), thru Stackton-West-Burkhart, Cincinnati, & Burns W. Lee Assoc., Los Angeles; Waxed Paper Merchandising Council, thru Ruthrauff & Ryan, N. Y.; Republic Steel Kitchens, thru Mel drum & Fewsmith, Cleveland.

March Reader's Digest article by Herbert Corey titled "TV and a Revolution," excerpted from *The Freeman*, offers startling "news" that TV is changing political habits and outlooks, purports to quote ex-FCC chairman Paul A. Walker as saying that "in another year there will be 2000 TV stations with perhaps 100,000,000 viewers." Mr. Walker doesn't recollect making any such statement, though he may have done so around time he lifted the freeze in spring of 1952 (less than 2 years ago). He now agrees with us that as many as 500 by end of this year will be surprising indeed.

Shull Bensall, Los Angeles investor, has bought Consolidated TV Sales (Dwight Whiting, gen. mgr.) from Norman Chandler (*Los Angeles Times*-KTTV) and Austin Sherman; has also acquired added features from George Bagnall & Assoc., which will act as its distributor. Sherman has ended his association with Jerry Fairbanks Inc., whose past telefilms are now owned by Bonsall, and Fairbanks Productions of California is now sole owner of its Sunset Blvd. studios.

GENERAL ELECTRIC reports it has shipped 32 uhf transmitters of 12-kw power since Jan. 1953, when it began deliveries of units using the 15-kw klystrons developed for it by Varian Associates. San Carlos, Cal. Though uhf shipments of all manufacturers have dwindled to a trickle, Gates Radio reported this week it will show its 1-kw uhf transmitter for first time at IRE convention in New York, March 22-25, and RCA reported first 1-kw shipment of year to date—to upcoming KUDO, Corpus Christi, Tex. (Ch. 22).

Only new vhf order reported this week was by GE from WDBO-TV, Orlando, Fla. (Ch. 6); it ordered 35-kw transmitter and 6-bay antenna, which are due for delivery in about a month.

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

KALB-TV, Alexandria, La. (Ch. 5), with 5-kw GE transmitter ordered for delivery later this month and 500-ft. Phillips tower due to be completed by latter July, plans tests in Aug. or later and commercial programming in Sept. or Oct., according to pres. W. H. Allen. Weed will be rep. Ownership interlocks with KPLC-TV, Lake Charles (Ch. 7), which has July 1 target.

KPLC-TV, Lake Charles, La. (Ch. 7), remodeling newly-acquired building at 320 Division St. into studio-transmitterhouse, has ordered 5-kw GE transmitter for delivery later this month, hopes to get going by July 1, according to gen. mgr. Dave Wilson. Rep will be Weed.

WCHS-TV, Charleston, W. Va. (Ch. 8) has ordered RCA equipment for June 1 delivery, began construction March 15, plans July 1 tests and July 15 programming, reports pres. Lewis C. Tierney. It will affiliate with CBS & DuMont. Base hour rate to be \$550. Rep will be Branham.

WKBT, La Crosse, Wis. (Ch. 8), with 10-kw RCA transmitter on hand and 500-ft. Stainless tower scheduled to be up by April 20, plans tests June 21, programming in July, according to pres.-gen. mgr. Howard Dahl. *La Crosse Tribune* is selling its radio WKTY to Herbert H. Lee (KDHI, Faribault, Minn.) in order to exercise option to buy 41% of WKBT. Raymer will be rep. WTLB (Ch. 38), other La Crosse grantee, hasn't set target date.

KQED, San Francisco (Ch. 9, educational), now hopes to begin tests by March 20 from atop Mark Hopkins Hotel using converted KPIX transmitter, reports gen. mgr. James Day. Larry M. Reed, ex-chief engineer of experimental KM2XCW, named KQED chief engineer. Drive for 6800 dues-paying members at \$10-a-year in bay area began March 10 in San Mateo-Burlingame when Dr. A. John Bartky, chairman of Governor's Citizens Advisory Committee on Educational Television, keynoted "sign for 9" kickoff rally in Burlingame Recreation Center.

WALB-TV, Albany, Ga. (Ch. 10), with 10-kw Standard Electronics transmitter being shipped soon, now hopes to get going by April 1, according to chief engineer John L. Rivard. It's owned by *Albany Herald*. Rep will be Burn-Smith.

KBMT, Beaumont, Tex. (Ch. 31), now installing its GE transmitter, has 440-ft. Andrews tower scheduled for completion by April and has set April 15 as "rough target date," writes new v.p.-gen. mgr. Jack Rossiter, ex-WJTV, Jackson, Miss. Application just filed with FCC proposes transfer for \$5000 of the half interest in KBMT now held by J. A. Newborn Jr. & Jack S. Josey (25% each). After transfer, equal owners will be Randolph C. Reed, who will be new pres., and N. D. Williams, continuing as secy., with Rossiter holding option to buy 25% in equal amounts from two principals. Headley-Reed will be rep.

RCA COLOR RECEIVER PRODUCTION PLANS: "Some one has to step out in front and take the risk. And there's always some one in the crowd who cries 'you can't do that.' But when you're out in front, no one can kick any dirt in your face."

With his typical pithy language, RCA pres. Frank Folsom epitomizes company's attitude on its decision to plunge into production of 15-in. color sets -- in face of indications from many manufacturers that they're waiting for larger sizes, lower prices and more color programming (Vol. 10:10). Folsom's comment came after his March 11 announcement that RCA:

(1) Would begin commercial color set production within 10 days -- 3 months ahead of previously announced target -- and has set price at \$1000.

(2) Has reached 2000-per-month rate of tri-color tube production -- this also is several months ahead of its earlier predictions.

(3) Would disclose its color production methods to all set-making licensees at March 26 session in Bloomington, Ind. receiver plant (Vol. 10:10).

Set to be produced is model CT-100, open-face console with 36 tubes including kinescope. Folsom stated that "several hundred" pilot sets have been built at Bloomington. He also stressed that service for the sets will be available, though price of service policy wasn't indicated.

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Folsom feels situation today parallels that of 1947. "Then," he said, "the rest of the industry wasn't interested in television until we showed them what we were doing at Camden. Now, business has been good in black-&-white for the last couple months and they're saying 'We don't need color.' I think this attitude will change when they see there's some business to be done in color."

Asked about worries that 19-in. will quickly obsolete the 15-in., Folsom snorted: "Is last year's Cadillac obsolete?"

RCA thus commits itself to the 15-in. shadow-mask tube while many other manufacturers are still debating whether it's best to start with larger tube or with different type of tube.

One thing is sure: When color "breaks" -- in the sense that color sets are produced in substantial quantities and public buys them -- there's going to be a mighty scramble to produce. One company, incidentally, which got off to slow start in black-&-white but aims to get in on ground floor of color, is Westinghouse. For its attitudes and preparations, see p. 10.

AS TRADE SETTLES DOWN, MORE CASUALTIES: Current business recession, which some see as merely a slight slipdown from 1953 boom, has TV-radio-electronics manufacturers moving cautiously, producing at decelerated pace, selling reasonably well but at close-cropped profit margins.

There are many who regard this as a period of readjustment which will bring an inevitable squeeze on more companies. In wake of Muntz and Tele King bankruptcy proceedings (Vol. 7,10), it's freely predicted more "financial embarrassments" may soon come to light by way of bankruptcy proceedings, assignments or settlements -- possibly even a wave of mergers of smaller firms not likely to be precluded by any adverse Dept. of Justice interpretation of the anti-trust laws.

With the first 1954 quarter not yet ended, we've already seen Muntz (with its affiliated Tele-Vogue), Tele King, Shaw and Radar Electronics Inc. (once called Video Corp. of America) in bankruptcy court, to say nothing of CR tubemaker Fidelity Tube Co. and its radio-making Jewel & Gem affiliates.

Are more failures in the offing? We can't say -- but won't be surprised, though we've heard the same talk ever since the big fellows began their competitive

price forays after the great 1950 boom and the severe "inventory recession" of the spring of 1951. National Credit Office reports that since 1946 start of TV, exactly 168 firms related to electronic production of one kind or other have been involved in financial troubles, 47 of them identified as makers of TV and/or radio receivers.

Very few distributors have gone bust, though many have faded out of TV -- but TV-radio-appliance retail failures totaled 348 in 1953, reports Dun & Bradstreet, as against 210 in 1952, or 116 out of every 10,000 concerns vs. 76 the year before. That doesn't include changes in ownership or voluntary liquidations without loss to creditors. Small wonder creditors of retail establishments are unusually wary, as are creditors of the manufacturers since Muntz's troubles became known.

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Our own records show that last year the "economic casualties" among manufacturers were Jackson Industries and its affiliated National Electronics Mfg. Co., Gotham Television (name changed from Harold Shevers Inc.), Transvision Inc., Regal Electronics, Video Products Corp., Television Equipment Corp., and tubemaker Zetka. In 1952, Tele-tone, Starrett, Monarch and U.S. Television Mfg. Co. went under, also communications maker Link Radio; in 1951, Freed, Richmond, Vidcraft and Commander; in 1950, Trans-Vue, Remington, Nielsen, Televista and Electronic Corp. of America.

Few electronics manufacturers unrelated to TV receivers have gone into bankruptcy; for the most part, those that got into trouble were simply absorbed by the bigger companies, some of them newcomers to electronics, or else merely switched to other production, or simply faded quietly out of business.

Note: Only top-echelon manufacturer of TVs on bankruptcy lists, Tele-tone (Vol. 8:5) was ranked 9th in production in 1950 (175,000 units valued at \$21,875,000) by Television Shares Management Co. (Vol. 6:8) but wasn't on first-10 list in 1951.

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TV production totaled 113,026 week ended March 5, compared to 105,721 units preceding week and 110,544 week ended Feb. 19. It compared with 166,235 in corresponding week of 1953 and brought production for first 9 weeks of 1954 to 1,030,000 vs. 1,616,066 same 1953 period. Radio output March 5 week was 188,526, compared to 192,949 week before. Nine-week production was 1,800,000 vs. 2,600,000 year ago.

Retail TV sales in January set record for that month, as expected, totaling 731,917, or about 75% more than Jan. production of 420,571. Furthermore, they were only 5.5% below normally peak Dec. sales of 774,856 and well above the 640,073 sold at retail in Jan. 1953. Retail radio sales in Jan. totaled 306,407, excluding auto sets, way down from the 1,456,008 sold in Dec. and 414,721 in Jan. 1953.

SHOOTING HIGH in color, whereas it admittedly lagged in black-&-white, giant Westinghouse confidently expects to keep pace with industry's Big 3 in production and sales of TV receivers. "We're all starting even in color," said TV-radio mgr. T. J. Newcomb this week after conducting us on tour of Metuchen, N. J. production line, "and Westinghouse is going to be the TV leader, for once."

Spurred by pres. Gwylm Price's avowed intention of lifting company's TV position to a level comparable with its high stature in appliances, Westinghouse subordinates are going all-out to prove they can grab an early lead in color and stay in forefront. Newcomb asserts Westinghouse, one of first to start color production line and put sets on retail market, "has the capacity to be a leader in production and we can expand our facilities further to equal the capacity of any manufacturer."

Why, we asked, is Westinghouse concentrating so much time, energy and money on sets with 15-in. tube, when so few other manufacturers besides RCA seem to be going ahead on that size?

"We want to be identified in the public mind with color," answered Newcomb. "We're prepared to spend a lot of money on advertising to make sure the consumer knows we're making a color set, which can be bought for \$1295. Of course, we don't expect to sell many of these sets to the public. Our experience with New York stores

shows they won't buy them and we're not disappointed in that. But the more stores they're in, the more people will know about Westinghouse sets. Furthermore, we hope to use this period to learn how to merchandise color. I'm not convinced any manufacturer knows that yet. Maybe it's costing us too much to learn, but we think it'll pay off eventually."

Westinghouse produced 200 color sets through Feb.—and Newcomb says each costs about \$3000 to produce. Current daily production varies, ranging up to 22. In addition to its own, Westinghouse uses RCA, GE & Sylvania tubes. All sets produced have been sold to distributors, who report strong demand from dealers seeking traffic-builders.

Color production line has 115 operating positions, of which only 34 are now manned. The 34 employes will be used as cadre to train other workers in color. So complicated is color circuitry that twice as many wiring errors are made along line as on black-&-white. Consequently, it takes 16½ hours to assemble and test color set vs. 5½ hours for black-&-white. Labor costs are 3 times as great.

Bendix Radio buys 25-acre tract across highway from main plant at Towson, Md., near Baltimore, for expanded manufacturing facilities.

Topics & Trends of TV Trade: "Fighting chance," is how RETMA spokesman describes odds on getting excise tax relief for TV-radio-appliance manufacturers (Vol. 10:10). Pres. Glen McDaniel made spirited plea for lowering 10% tax in conference this week with Senate Finance Chairman Millikin (R-Colo.), will testify before full committee March 15.

McDaniel sharply criticized House action this week in passing Reed bill (HR-8224) calling for reductions on score of items with excise taxes over 10% but ignoring TV-radio-appliances. "It is inconceivable that Congress would, in the first excise tax reduction program in 20 years, deliberately discriminate against the consumers of household articles indispensable to the health and welfare of every American family," he said.

He will tell Senate committee that House has provided for immediate or future tax reductions on items providing 90% of revenue from excise taxes, whereas household items on which tax was not reduced provide only 4% of excise tax payments and could be cut with substantially less loss of revenue to Govt. He'll also show that reduction of excise taxes on household articles will bring lower prices to consumer and increase employment.

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TV set sales by Canadian factories totaled 34,890 in Jan., at average price of \$367, compared to production of 43,835, reports Canadian RTMA. Projected production estimate is that 121,266 more sets will be turned out next 3 months. Inventory was 77,778 at end of Jan., compared to 68,833 at start of month. Quebec led in sales with 13,288; Toronto second, 8437; other Ontario, 3502; Ottawa & eastern Ontario, 2961; British Columbia, 2775; Hamilton-Niagara, 1930; Windsor, 1607; Prairies, 176; Maritime Provinces, 214.

Picture tube sales in Jan. totaled 557,681 valued at \$12,173,923, down from 644,287 at \$14,801,856 in Dec. and 988,316 at \$23,892,982 in Jan. 1953, reports RETMA. Some 76% were 19-in. and larger. Receiving tube sales totaled 22,133,347 valued at \$16,412,505, compared with 23,404,026 at \$17,832,387 in Dec. and 37,343,081 at \$25,688,914 in Jan. 1953. Of sales, 13,542,667 went for new sets, 7,158,537 renewal, 1,062,917 export, 369,226 govt.

Growth of discount houses and how they operate is told in 2 articles in March 8-9 *Wall Street Journal* based on 13-city survey. They show how they "combine austerity and psychology to cut prices and get mass sales" chiefly through savings on deliveries, sales help and merchandising frills. One Houston executive comments: "It's getting to the point where you're considered a fool if you buy anything at the regular retail prices."

Junking left-wing union, 20,000 GE production workers at Schenectady voted to sever connections with independent United Electrical, Radio & Machine Workers (UE) and affiliate with CIO's International Union of Electrical Workers (IUE). Former union was expelled from CIO after being consistently characterized as under left-wing domination.

Philco entered commercial air-conditioning field this week, disclosing plans to produce 2-ton air-cooled and 3 & 5-ton water-cooled units at new Connerville, Ind. plant. Prices were not disclosed. Philco also announced it would continue to purchase room air conditioners from York.

Commerce Dept. schedules TV-radio-electronics trade conference April 6, to which top manufacturing and trade assn. executives have been invited. Secy. Weeks will address conference, one of series with leading industries.

Magnavox donates about \$1500 worth of TV-radio equipment to Purdue's Ft. Wayne Center for use in its technical courses, directed by Dr. R. M. Bateman.

Muntz TV, ordered reorganized last week after filing of petition under Chapter X of Bankruptcy Act by 3 creditors with claims totaling more than \$475,000 (Vol. 10:10), this week asked court permission to file \$10,000,000 counter-suit against American Television pres. U. A. Sanabria, his attorney I. Harvey Levinson and ex-Muntz engineering v.p. Raymond Olson. Pres. Earl Muntz charged trio, all Muntz stockholders, with "false and malicious" statements concerning his solvency, said they were conspiring to acquire Muntz firm through bankruptcy or forced sale. Chicago Federal Judge Knoch set hearing April 9 on increasingly acrimonious case. Muntz meanwhile halted TV production and shut down all retail stores except those in Chicago, Detroit, Cleveland & St. Louis. In other bankruptcy developments: (1) Tele King, which filed Chapter XI petition month ago (Vol. 10:7), was permitted to continue until March 24, when schedules will be filed. (2) Shaw Television Corp., Brooklyn, offered creditors 50% in installments, was allowed to remain in business. (3) Assets of bankrupt Fidelity Tube Corp., Jewel Radio & Gem Radio, all of 900 Passaic Ave., E. Newark, and owned by Don J. Ferraro, were sold for \$370,060.

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Distributor Notes: RCA appoints new EDCO Distributing Co., 2930 Butler Ave., Fresno, Cal. (Edward Sarnoff, pres.), replacing Leo J. Meyberg Co., which continues as San Francisco distributor . . . Stewart-Warner appoints Tee-Vee Supply Co., 3211 Washington St., Boston (Herbert Gamer, pres.) and Radio Supply Co., 26 Cross St., Auburn, Me. (Carleton Coffing, pres.) . . . Bendix Radio appoints Standard Electric Supply Co., Milwaukee (Leonard H. Siegel, v.p.) . . . RCA Victor Distributing Corp., Grand Rapids, appoints Walter F. Philipp sales mgr. . . Canadian Admiral Sales Ltd. appoints Kenneth Branch as mgr. of Vancouver branch . . . Schoellkopf Co., Dallas (CBS-Columbia) announces resignation of v.p. James Booth, now with Zero Plate Co. (refrigeration fixtures) . . . State Distributing Co., Milwaukee (Emerson) announces retirement of sales mgr. Bell Becker . . . Kinney & Faust, Fresno (Hoffman Radio) announces resignation of sales mgr. Frank Fern . . . DuMont appoints Allen Distributing Inc., Providence, headed by Albert C. Allen, ex-DuMont central regional mgr.

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Remember those Nujol-filled magnifiers that were offered in the long-ago days of 10 & 12-in. "supersizes" in order to magnify TV images? Well, here's one to beat them all—and it could come only from Hollywood. Columnist John Crosby relates, "At Pickfair, Miss [Mary] Pickford and her husband, Buddy Rogers, watch TV on a custom-built set with a 30-in. screen which, when pulled out, becomes 40-in. Between the tube and the screen, there is a compartment containing 5 gallons of oil. This gives a third dimensional effect. The set is so good, Miss Pickford claims, that movies made 25 years ago look brand new. . . ."

RCA offering for sale its 200,000-sq. ft. cabinet plant in Pulaski, Va., once employing 800, closed last 2 years, price undisclosed. And, having farmed out some of 45rpm phono production to V-M and others, RCA is now making them at its Cambridge, Mass. and Canonsburg, Pa. plants.

GE consolidates receiving tube production at Tell City, Ind. plant next week, closing down tube mount assembly plant at Huntingburg, Ky. and transferring some 450 employees.

Ziff-Davis Pub. Co., Chicago, has purchased *Communication Engineering Magazine* from Milton B. Sleeper, will merge it with *Radio & Television News* beginning with April issue.

Trade Personals: Perry F. Hadlock, pres. of RCA Victor Radio S.A., Rio de Janeiro, Brazil, has fully recovered from critical throat operation and is back at his job full-time . . . Seymour Mintz, new pres. of CBS-Columbia Inc., elected a v.p. & director of parent CBS . . . V. M. Lucas, mgr. of GE electronics sales to govt., appointed marketing mgr. of heavy military electronic equipment dept.; Lee K. Alexander named marketing mgr. of light equipment, both headquartering at Syracuse . . . Regis R. Forbes, ex-purchasing agent of parent company's TV-radio div., named mgr. of Sylvania Electric (Canada) Ltd. TV plant at Dunnville, Ont., due for completion about Aug. 1 . . . Ernest Kohler Jr., ex-Washington representative of Hallcrafters, ex-sales mgr. of Raytheon tube div., has established own TV manufacturing rep firm, Ernie Kohler & Associates, 8905 Lake Ave., Cleveland . . . Edward Jahns promoted to production of v.p. of Wilcox-Gay Recordio plants, Charlotte, Mich. (Majestic TV); Wayne Cole promoted to controller, Orville Gans named Michigan rep for all Wilcox-Gay products . . . Charles R. Pincsak named controller, Raytheon TV-radio div., Chicago, succeeding Charles Brown . . . Wm. E. Stohldrier, personnel mgr., named director of public relations, Federal Telecommunication Labs . . . Wallace Johnston, ex-pres. NARDA and chairman of its manufacturers relations committee, elected pres., Memphis Rotary Club . . . Glenn Pippert, ex-CBS-Columbia, named Zenith Radio south central regional mgr., succeeding Robert I. MacClellan, resigned . . . Edward Kennedy, ex-Admiral Milwaukee factory branch, named Magnavox district sales mgr., Milwaukee . . . H. A. Browe, ex-Motorola, named Sylvania midwest district sales mgr., succeeding Tom Ryan, now regional sales mgr. . . Ralph A. Henderson promoted to southwest sales mgr., magnetic recording tape & electrical products, Minnesota Mining & Mfg. Co., headquartering in Dallas; Dr. Ambrose F. Schmelzle promoted to supervisor, tape backing research . . . Campbell Rutledge Jr. succeeds George H. L. Norman, resigned, as general sales mgr., Corning Glass Works new products div. . . Charles A. Hansen, ex-Jensen sales mgr. & past chairman of Electronic Parts & Equipment Mfrs. Assn., named distributor mgr., Gramer Transformer Corp., Chicago . . . D. W. Smith named pres. and engineering-sales director, Kearfott Co. Inc., Clifton, N. J., subsidiary of General Precision Instrument Corp. . . . Warren M. Stuart promoted to sales development mgr., Belden Mfg. Co., Chicago . . . Murray Epstein, ex-Kaye-Halbert, named director of purchasing & production control, Berlant Assoc., Los Angeles (tape recorders) . . . Al E. Danielson, ex-Admiral, named gen. mgr. of Pioneer Electronics Corp., Los Angeles (tubes) . . . Webster E. Barth resigns as gen. sales mgr., La Pointe Electronics Inc.

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Dr. Frederick W. Brown, technical director of China Lake Naval Ordnance Test Station, Cal., named director of National Bureau of Standards Boulder, Colo. lab, which will include Bureau's entire radio division, moving from Washington, as well as NBS-AEC Cryogenics Engineering Laboratory (refrigeration).

George A. Landry, Western Electric v.p. in charge of purchasing & traffic div., named Asst. Director of Defense Mobilization, responsible for evaluating industry's war-time mobilization potential.

Herman Lubet, Fada Radio adv. & export mgr. for many years, died March 6 at White Plains, N. Y. Hospital following heart attack.

Walter R. Jones, 51, professor of electrical engineering at Cornell U, onetime Sylvania scientist, died March 8 in Ithaca, N. Y.

Licensed TV sets in Britain totaled 2,956,846 as of Dec. 31, 1953, increase of 110,619 in Dec.

Electronics Reports: Two new transistor developments, making possible transistors with "complete stability" and transistors capable of operating effectively at high temperatures, were announced and demonstrated by James J. Sutherland, gen. mgr. of Sylvania's electronics div. to group of military officials in Washington March 10.

Sutherland said stability was achieved through use of "stabilized germanium" which prevents characteristics of transistor from changing and decreasing its efficiency or making it inoperative. Stabilized germanium is immune to effects of moisture and deterioration through aging, he said, overcoming "the greatest single obstacle to widespread use of transistors." Sylvania plans to begin quantity production of stabilized germanium transistors later this year.

Sylvania also is applying principles of germanium stabilization to its crystal diodes, and claims new process will "lock in permanently the characteristics that initially are built into diodes."

Company also disclosed development of germanium-silicon alloys which permit high-temperature operation of transistors. One such alloy, Southerland said, permits effective transistor action up to about 350°, as opposed to 212° limit of efficient operation of germanium transistor. He said Sylvania engineers are now testing laboratory-produced transistors containing various percentage mixes of germanium and silicon.

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Another use for transistors: Ampro Corp. announces motion picture projector incorporating transistor for sound amplification, eliminating separate bulky power transformer. New projector, priced at \$725, is primarily designed to play back film with magnetic sound tracks. Announced recently by Army Signal Corps was dynamic microphone with transistor amplifier built into handle, which "shows promise of eliminating the hissing and rattling noises which many times have seriously disrupted radio communications" from combat vehicles.

First all-transistor telephone system—without a single vacuum tube—is being operated experimentally at Americus, Ga., 135 mi. south of Atlanta, by Bell Labs. It uses 300 transistors, Bell Labs says, and plant is one-tenth size that would be required if tubes were used. Transistors are operated from dry batteries, eliminating need for power plant.

Self-propelled undersea TV camera system, successfully used at depths up to 100 ft., is described in new report from radio & electrical engineering div. of National Research Council of Canada. Available from Library of Congress, Publication Board Project, Washington, as Commerce Dept. technical report PB 112610, the 12-pp. report is \$1.75 in microfilm, \$2.50 photostat.

Burroughs Corp. last week began occupying new \$3,000,000 electronics research laboratory in Paoli, Pa. The 105,000-sq. ft. center by June 1 will be fully occupied by 350 engineering and office workers, now headquartering in Philadelphia.

DuMont's first 2-way mobile equipment is for 25-54 mc band, with 35 watts output for 25-45 mc and 30 watts for 45-54 mc. Equipment for 150-160 mc and 450-470 mc bands is under development.

New compact vidicon camera for industrial and broadcast use has been introduced by Kay-Lab (Kalbfell Laboratories Inc.), 1090 Morena Blvd., San Diego, Cal.

GE heavy military electronics equipment dept. to construct 2 new buildings in Syracuse, adding 100,000-sq. ft. for office and shop activities.

Annual International Sight & Sound Exposition scheduled at Chicago's Palmer House Sept. 30-Oct. 2.

Financial & Trade Notes: Motorola 1953 sales set all-time record of \$217,964,074, gain of 29% over \$168,734,653 in 1952 and considerably ahead of previous high of \$177,104,669 in 1950. Net earnings were \$7,076,335 (\$3.66 a share), slightly higher than the \$7,012,700 (\$3.62) reported in 1952, but well under 1950's record \$13,130,246 (\$6.78). At year's end, consolidated working capital stood at \$38,222,001, increase of \$214,754, and shareholders' equity increased \$4,173,639 to \$45,929,419.

Pres. Paul Galvin, in annual report, characterized 1953 as year of preparation—acquisition of new facilities, and engineering development in fields of color TV, plated circuitry and transistors. While fourth quarter's sales fell below expectations "due in part to the general slackening of demand for consumer durables and in part to publicity given color TV," he predicted 1954 would be second best sales year in history. He forecast sales of 100,000 color sets by industry in 1954; said volume production awaits satisfactory large-size picture tube which may appear in 1954; added, "and color TV may, sometime in 1955, begin to constitute a significant portion of our sales." Motorola has not yet attempted to press for production and sales of color sets, he said.

Motorola's civilian and military electronics and communications sales set new records in 1953, "and contracts in hand indicate that these records may again be exceeded in 1954," said Galvin.

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Among officers' and directors' stock transactions reported by SEC for Jan.: Robert L. Huffines Jr. bought 1000 AB-PT, holds 1000; Sterling B. Withington bought 500 Avco, holds 2000; Charles A. Dilley bought 100 Clevite (Dec.), holds 960; O. P. Gokay bought 100 Clevite, holds 1000; Sydney L. Hall bought 200 Clevite, holds 200; Stanley F. Patten bought 100 DuMont, holds 400; Irving G. Rosenberg sold 100 DuMont (Dec.), holds none; R. T. Capodanno bought 500 Emerson Radio, holds 550; Walter E. Green bought 100 General Precision Equipment common, 595 pfd., holds 635 common, 595 pfd.; R. N. Harder bought 525 General Precision pfd., holds 525; Philip F. LaFollette bought 100 Hazeltine, holds 2000; Ruby M. Ballard sold 600 Muntz TV, holds none; Thomas E. Courtney sold 5000 Muntz TV, held 30,000 as of Jan. 13; Edwin D. Foster bought 100 RCA (Dec.), holds 300; Harry C. Hagerty bought 100 RCA, holds 100; Mildred McAfee Horton bought 100 RCA (Aug.), holds 200; Ivan A. Getting bought 200 Raytheon, holds 200. Note: In our listing of Dec. stock transactions (Vol. 10:9), we erred in reporting sale of 3000 shares by Dr. Allen B. DuMont. The item should have read that Dr. DuMont purchased 500 in Nov., gifted 3000 in Dec. to school and charitable institutions, holds 42,900.

Wilcox-Gay (Majestic) reports record 1953 sales of \$17,747,842, net profit of \$201,515 (7¢ a share), compared to preceding year's \$17,641,548 and \$330,110 (10¢). Chairman Leonard Ashbach predicted new sales record for 1954 due to company's recent entry into air conditioner and major appliance field.

Muter Co. declares 2% stock dividend in lieu of usual cash dividend, pres. Leslie F. Muter reporting it's to conserve funds for possible purchase of another firm in electronics field, unnamed but now in hands of creditors' committee.

Westinghouse, in recognition of its 7500 stockholders who live in California, holds annual meeting April 7 in Sunnyvale, Cal., 40 mi. south of San Francisco, first time annual session has been held in west.

Electronic Associates Inc., Long Branch, N. J., reports 1953 profit of \$130,700 (\$1.18 on 110,667 shares) compared with \$96,800 (98¢ on 98,937 shares) for 1952.

Storer Broadcasting Co.'s first report since adding some 1500 shareholders by placing 200,000 shares on public sale last year (Vol. 9:45,47) shows 1953 net profit of \$1,985,677 after provision for normal and excess profits taxes. After preferred dividends of \$101,032, earnings on common amounted to \$1.70 per share. Federal income taxes for 1953 were estimated at \$3,947,675 (\$3.57 per common share), of which \$983,000 (89¢) was excess profits tax. Five radio properties (out of 7 owned) for which comparable data is available for 1952 gained 3½%; 4 TV stations (out of 5 owned) increased 43.4%. Company also owns 46½% of voting stock of Standard Tube Co., Detroit manufacturer of electric welded steel tubing; owns outright the *Miami Beach Sun*, evening and Sunday newspaper; owns 95% of CMTV, Havana, Cuba (Ch. 11). Total assets are given as \$17,446,318 as of Dec. 31, 1953, including \$4,912,405 earned surplus after payments of preferred and \$310,000 in common stock dividends. Current liabilities were \$5,623,351, total long-term debt \$4,014,405.

Tight safeguards against "American-style" TV have been written into British Govt.'s bill to establish commercial TV. The measure, published March 5, would establish Independent TV Authority (ITA) as competitor of non-commercial BBC, and provides that programs and commercials shall be "predominantly British in style, of high quality and well balanced in subject matter." Other provisions of proposed law: (1) Commercials would be allowed only at beginning and end of programs or in "natural breaks." (2) ITA would own transmitting facilities and operate on subsidy of up to \$2,100,000 from license fees paid by TV set owners to support sustaining programs. (3) Commercial programs would be put together by contractors, who must be British subjects and must not be "advertising agents." (4) ITA would not be permitted to buy sole TV rights to "public ceremonies, public spectacles and important sporting events"; BBC must have equal access. (5) Three commercial stations would be permitted to go on air by mid-1955—in London, Manchester and Birmingham. (6) Postmaster General would have virtually absolute authority over programs, facilities and number of stations.

NLRB decision affirming musicians' rights to ad lib on radio programs without coming under jurisdiction of other talent unions was hailed this week by AFM's Jimmy Petrillo as a major victory in his union's running battle with AFTRA. The NLRB ruling involved AFTRA petition to certify bargaining unit at Westinghouse's KEX, Portland, Ore. including all employes appearing regularly before microphone. Board ruled that 2 musician employes didn't necessarily belong in the AFTRA unit, since their speaking duties were incidental to their employment as musicians.

Schine Chain Theatres, 55% owners of grant for WPTR-TV, Albany, N. Y. (Ch. 23) and 50% of CP for WRNY-TV, Rochester (Ch. 27), were targets of criminal and civil contempt actions filed by Justice Dept. in Buffalo district court this week. Organization is charged with failure to comply with terms of 1949 anti-trust decree—involving sale of theatres, bookings, etc. Chances are FCC will withhold any action on Schine, as a grantee, pending outcome of Justice Dept. proceedings.

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Dividends: American Broadcasting-Paramount, 25¢ payable April 24 to stockholders of record March 26; IT&T, 25¢ April 15 to holders March 19; General Instrument, 25¢ April 15 to holders April 2; Canadian Westinghouse, 50¢ April 1 to holders March 15; National Co., 10¢ March 30 to holders March 25; Muter Co., 2% stock div., March 31 to holders March 15.

Offers to buy Tulsa's KOTV (Ch. 6) are under consideration, reports March 9 *Tulsa Tribune* whose Washington correspondent states that John Hay Whitney & Co., New York, is considering one proposition and that actor Bob Hope, part owner of Denver's KOA-TV, is reported to have offered \$2,600,000 but that co-owner Helen Maria Alvarez has said she would not sell for less than \$4,000,000. "A prominent Oklahoman," who asked not to be identified, also is quoted as saying Mrs. Alvarez had offered him the station. Wrede Petersmeyer, of the Whitney firm, which is associated with Jerrold in several community antenna enterprises, told the newspaper KOTV is "one of the many propositions" before the company. Mrs. Alvarez, who founded the station in 1949 and later acquired half interest when it was reorganized and 50% sold to Hollywood oil millionaire Jack Wrather, is on a European vacation and could not be reached for comment. Mr. Wrather, however, informed his Washington counsel station is not for sale—though he said offers have been received, as in the case of most profitable TV stations. Mrs. Alvarez and Mr. Wrather also own KGMB-TV & KGMB, San Diego, which they purchased last year (Vol. 9:5,13), and are known to have been seeking to buy other TV properties. At recent FCC hearing on Corpus Christi Ch. 10 Mrs. Alvarez testified she would move to that city if her group won grant.

Details of Time Inc.'s purchase of 4½-month-old KLZ-TV (Ch. 7), along with pioneer KLZ (5-kw on 560 kc), as first hinted last week (Vol. 10:10), were released this week by principals. Big publishing house is buying all outstanding stock at \$240 a share, making total commitment approximately \$3,500,000. Time Inc. acquires net current assets and assumes certain long-term obligations. It has asked pres. & gen. mgr. Hugh B. Terry, who sells his 16% stock, to stay on—and he's expected to do so after a vacation to convalesce from recent serious illness. Other stockholders who will sell, subject to FCC approval: Harry E. Huffman, chairman, 13.33%; J. Elroy McCaw & Theodore R. Gamble, 20.36% each; Frank H. Ricketson Jr., 13.57%; and 38 others, none owning more than 1.5%. It's Time Inc.'s 3rd TV-AM purchase; other 2 (KOB-TV & KOB, Albuquerque, Wayne Coy, gen. mgr. & 50% owner; KDYL-TV & KDYL, Salt Lake City, G. Bennett Larson, gen. mgr. & 20% owner) are NBC affiliates while KLZ-TV & KLZ are CBS. Ex-FCC Chairman Coy, also TV-radio consultant to Time Inc., acted in the Denver deal along with Wes Pullen, of the Time Inc. business staff.

Two new TV applications this week, and week's 3 grants and 4 applications dismissed or denied, brought total pending at week's end to 279, of which 49 are for uhf stations. Applications were for Parma, Mich., Ch. 10, by group owning WKHM, Jackson, WKMH, Dearborn, and WKMF, Flint; for Gastonia, N. C., Ch. 48, by Air Pix Corp., Lowell, N. C., headed by yarn manufacturer Coit M. Robinson and free-lance announcer W. C. Bivens. [For further details about these applications, see *TV Addenda 18-J* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* with Addenda to date.]

Senate passed and sent to White House March 12 three FCC-requested amendments to Communications Act: HR-4557, abolishing necessity for govt., amateur & mobile stations to get CPs; HR-4558, giving Commission 30 days instead of 15 to act on protests; HR-4559, reclassifying first-offense violations of Communications Act as misdemeanor rather than felony. All had previously been passed by House.

NARTB Code Review Board (John E. Fetzer, WKZO-TV, Kalamazoo, chairman) holds quarterly meeting at NARTB headquarters, March 29-30.

Long-discussed Westinghouse deal to acquire KPIX, San Francisco (Ch. 5), first revealed as a 49% sale (Vol. 9:45), is nearing closing stage, should be finalized shortly, will be an outright sale of all stockholdings of approximately \$6,000,000. Primarily, it will be a tax-free exchange of stock, most of the equities in KPIX being swapped for Westinghouse stock. Contract is still being worked on by the attorneys—James Lawrence Fly for the KPIX group and Westinghouse counsel John Steen—and it's planned to make contract retroactive to last Jan. 1, subject to FCC approval. Sellers are Associated Broadcasters Inc. (Wesley Dumm), 71%; Philip G. Lasky, gen. mgr., 14%; R. C. D. Bell, 10%; Franklin Dumm, 3%; George Hughes, 2%.

General Teleradio Inc.'s purchase of WHBQ-TV, Memphis (Ch. 13), along with WHBQ (5-kw day, 1-kw night on 560 kc, MBS), has been finalized essentially as first reported (Vol. 10:5) and transfer papers will be filed in about a week. Cash payment to seller Harding College will be \$600,000, remainder (\$1,900,000) to be paid over 10 years by way of leaseholds with options to pay up. General Teleradio, to comply with 7-limit AM rule, has agreed to dispose of its KGB, San Diego (1-kw on 1360 kc, MBS) to gen. mgr. Marion R. Harris, in partnership with Don Lee Network v.p. Willet Brown's young son, who has just been inducted in the Army. Terms of sale haven't yet been released.

Senate hearing on FCC filing fees (Vol. 10:5, 7-8) will take at least 2 days—March 16 & 17—because of the number of witnesses asking to appear. Communications subcommittee headed by Sen. Potter (R-Mich.) actually will be airing S-2926 by Sen. Johnson (D-Colo.) to substitute "nominal" fees for FCC's proposed schedule—but some witnesses, such as NARTB, are expected to attack whole principle of fees, nominal or not. In addition to FCC & NARTB, these witnesses have asked to be heard: Assn. of ICC Practitioners, American Merchant Marine Institute, Conference on Maritime Labor & Management, Pacific Steamship Assn., communications attorney Carl Shipley, Lake Carriers Assn., Royal Call Co. of Cleveland.

Continuing his TV-radio "anti-monopoly" crusade, Sen. Kilgore (D-W. Va.) this week wrote Attorney General Brownell, asking whether present anti-trust legislation is adequate to prosecute any corporations which have monopoly over TV-radio communications, and requesting him to recommend new legislation, if necessary. Last week he asked Sen. Bricker (R-O.) and Sen. Langer (R-N. D.), chairmen of Commerce and Judiciary Committees, to investigate (Vol. 10:10). This week Langer replied that his monopoly subcommittee will look into matter, and Bricker said he had turned Kilgore's request over to Sen. Potter (R-Mich.), chairman of communications subcommittee.

Reminding stations about new color transmission standards, FCC has notified them that excessive out-of-channel radiation will be produced unless proper modifications are made when transmitting programs originating in color. If modifications aren't made, Commission said, station should remove chrominance components from color signal received from network. (For full text of FCC's technical standards for color, see *Television Digest* Dec. 17 reprint of Final Color Report.)

N. Y. Supreme Court denied WOR-TV & WOR temporary injunction to ban picketing by 40 fired union musicians March 11 (Vol. 10:10), and AFM Local 802 said picketing would be resumed.

Next interconnections scheduled by AT&T: KMMT, Austin, Minn. & WSJV, Elkhart, Ind., March 15; KHQA, Hannibal, Mo., March 20; WSLI-TV, Jackson, Miss., March 21.

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

Television Digest

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ADDS TV TO AM-FM PLANT FOR \$118,005: "We made it!" We're on the air with a capital outlay of only \$118,005 -- the lowest, I think, of any TV station in history." Thus, exultantly, J. Patrick Beacom phoned us to report that his WJPB-TV, Fairmont, W.Va. (Ch. 35) had begun test patterns this week. It goes commercial March 28, with shows from all the networks via own one-hop relay from Pittsburgh, 95 mi. distant.

Prudent equipment buying and integrated TV-radio operation is the answer to the problem of smalltown TV, said this 46-year-old ex-GI who also owns 250-watt AM WVWV, Fairmont; WBUT, Butler, Pa.; WETZ, Martinsville, W.Va.; and WJPB-FM, also in Fairmont. Combined TV-radio staff in Fairmont (1950 pop. 29,346) totals only 22. The \$150 TV card rate also offers special inducements to radio sponsors.

Pat Beacom, who has sat in both houses of the State Legislature, started out with no added investment in real estate, having planned radio building for ultimate TV expansion. He bought Continental uhf transmitter for \$46,500; RCA slotted antenna with lines, \$18,000; General Radio monitor, \$5000; GPL vidicon chain (first of kind) with GPL projector and remote camera, plus relay equipment, etc., costing remainder.

Station will start in operating black, says Beacom, already has a nice list of national accounts. He's particularly proud that he has proved it wasn't just "big Irish talk" when he asserted last year (Vol. 9:50) that he would get north central W.Va.'s first TV station on air within shooting distance of \$117,565 budget. He did it, all right -- put out first signals on St. Patrick's Day, at that!

Note: Rogan Jones reported he spent only \$82,000 on KVOS-TV, Bellingham, Wash. (Ch. 12), this figure covering home-built transmitter and other equipment without camera chain (Vol. 9:21). He also publishes \$90 Class A rate, lowest of record.

3 NEW TV CITIES AS 5 START, ONE QUILTS: Five more stations took to the air this week -- including one vhf educational and 2 uhf -- and another uhf is going off. Total on air thus is brought to 376, of which 129 are uhf. Three cities get stations for first time: Great Falls, Mont.; Fairmont, W.Va.; Elkhart, Ind. The other 2 went into Pittsburgh (educational) and Jackson, Miss.

Latest economic casualty is WOSH-TV, Oshkosh, Wis. (Ch. 48), which notified FCC it's quitting March 22. Like other 5 uhf which have given up (Vol. 10:11), it attributed financial troubles to difficulty in getting top network programming, says it lost about \$150,000 since debut last June. It's owned by AM broadcasters mgr. Wm. F. Johns Jr. & Wm. F. Johns Sr. It had uhf competition from WNAM-TV in nearby Neenah (Ch. 42), vhf from CBS-affiliated WBAY-TV, Green Bay (Ch. 2), about 30 mi. away. WMBV-TV, Marinette (Ch. 11) is due on the air this summer, NBC affiliated, its transmitter midway between Marinette and Green Bay. This week's new starters:

WQED, Pittsburgh (Ch. 13), first vhf "competitor" to DuMont's WDTV for audience in that 1-vhf, 2-uhf station metropolis, began regular test patterns March 19 and will be formally inaugurated April 1 as the 4th educational non-commercial station actually on the air. Its 5-kw DuMont transmitter & RCA antenna are installed

at Westinghouse's KDKA-FM tower on Herron Hill overlooking Pitt Stadium; studios at 4337 Fifth Ave. are in building donated to U of Pittsburgh by Pittsburgh Plate Glass Co. It's community project, launched with \$350,000 in grants from Arbuckle-Jamison Foundation, Ford Foundation and A.W. Mellon Trust. Operating funds come from voluntary 30¢-per-student contributions in schools in the 10-county area around city and from \$2 subscriptions to monthly WQED Program Previews, as well as gifts. Pittsburgh Plate Glass v.p. & gen. counsel Leland Hazard, prime mover in project, heads impressive group of civil and business leaders guiding WQED. William A. Wood, ex-CBS-TV Washington director of public affairs, is gen. mgr.; Edward P. Wegener, ex-WOI-TV, Iowa State College, program mgr.; Edward Horstman, ex-ABC Chicago, chief engineer.

KFBB-TV, Great Falls, Mont. (Ch. 5) opened up new market when it aired first test patterns March 19, being located 117 mi. from Butte, 178 mi. from Billings, only other cities in state with TV. Programming starts March 21, 4½ hours per day, as CBS non-interconnected affiliate. Station uses 5-kw DuMont transmitter, 400-ft. tower on Glacier Park Highway. Joseph P. Wilkins is pres.-gen. mgr., owning 50.4%; Fairmont Corp., Anaconda Mining Co. subsidiary, which also publishes chain of newspapers in state, owns 30.5%. Base hour rate is \$150. Rep is Weed.

WJPB-TV, Fairmont, W.Va. (Ch. 35) began testing March 17, goes commercial with service from all networks via own relay from Pittsburgh March 28, reports good signal over 30-mi. radius, which includes Morgantown (19 mi. away) and takes in some 280,000 people. This is the station whose owner J. Patrick Beacom aimed to put on air at half the usually accepted "irreducible minimum" cost of \$250,000 -- and did (see p. 1). Robt. Drummond is gen. mgr.; Jas. Pridemore, TV director; Robt. Frazier, program mgr.; Richard McBride, chief engineer. Base rate is \$150. Rep is Gill-Perna.

WSJV, Elkhart, Ind. (Ch. 52), just east of South Bend and second uhf in area, began testing March 15, limited commercial operation March 20. Owned by the Elkhart Truth, daily newspaper, it has 1-kw RCA transmitter with antenna atop WTRC's radio tower only 14 mi. from South Bend. John F. Dille Jr. is pres. & gen. mgr.; John J. Keenan, commercial mgr.; Edwin J. Lasko, ex-WBKZ-TV, Kalamazoo, program mgr.; Lester W. Zellmer, chief engineer. Basic network affiliation is ABC, with some NBC & DuMont programs. Base hour rate is \$250. Rep is H-R Television.

WSLI-TV, Jackson, Miss. (Ch. 12) put on first test patterns March 15, interconnects with ABC March 27. It uses 20-kw GE transmitter with 12-bay antenna on an Andrews tower. Owned by Standard Life Bcstg. Co., it's second vhf in city owned by an insurance firm (Lamar Life's WLBT, Ch. 3, NBC, having started last Dec. 20) to compete with newspaper-owned uhf WJTV (Ch. 25, CBS-DuMont) which began Jan. 20, 1953. L.M. Sepaugh is gen. mgr.; Owens Alexander, TV mgr.; Evan Hughes, commercial mgr.; C.A. Perkins, chief engineer. Base hour rate is \$200. Rep is Weed.

2 CPs—VHF's IN SPOKANE AND EL PASO: Unusual grant this week, of the 2 issued, was one for Ch. 13 to KELP, El Paso, which thus gets channel relinquished last Dec. 23 by KEPO. Apparently, KELP is more hopeful of making out despite existence of two other stations in town -- KROD-TV (Ch. 4) and KTSM-TV (Ch. 9). KELP is owned by McLendon family, once operators of now-defunct Liberty network. They also hold CP for KLIF-TV, Dallas (Ch. 29), are buying CP for KTIG, Corpus Christi (Ch. 43).

Other CP this week was to Louis Wasmer (KREM), Spokane (Ch. 2). There was also an initial decision favoring Ch. 18 grant to WFLB, Fayetteville, N.C., after competitor Ralph E. Hess amended to Ch. 54.

Another FCC action had novel aspect -- final decision denying application for Ch. 30, San Bernardino, Cal., on grounds applicant is too weak financially and technically. Denied was Orange Belt Telecasters, the group of youngsters who proposed to build station for \$25,984 (Vol. 9:38). Commission acted on its own, denying the grant despite favorable report by examiner and FCC Broadcast Bureau.

Readying for CP on Ch. 10, Wichita, are KAKE and Mid-Continent TV. Former had been favored in initial decision, but the 2 have agreed to form new corporation 50% owned by each and have asked for CP, now that contest is dissolved.

FCC continues to keep after old grantees who haven't built, meanwhile, to make sure they have good reasons. This week, for example, it informed 2 more that

it can't give them more time to build without better explanations; letters went to WSGN-TV, Birmingham, Ala. (Ch. 42) and WCBF-TV, Rochester, N.Y. (Ch. 15).

There have been 58 CPs turned in since freeze, 47 of them uhf. Quite a few more "on the FCC hook" are now making up their minds.

* * * *

FCC finalized a flock of allocations changes this week, making assignments read as follows: Munford, Ala., *7; Crossville, Tenn., *77; Lexington, Tenn., *11; Sneedville, Tenn., *2; University, Ala., *74; Tupelo, Miss., 9, 38; Cookeville, Tenn., 24, *69; Jackson, Tenn., 7, 16. In another action FCC proposed that Ch. 35, occupied by WTRI, Schenectady, be assigned to Albany-Schenectady-Troy rather than to Schenectady alone. WROW-TV, Albany (Ch. 41) is opposing the change.

Another step in long wrangle between Providence grantees WPRO-TV (Ch. 12) and WNET (Ch. 16) came this week with FCC's dismissal of WPRO-TV's protest against grant of STA to WNET permitting it to start operations, due momentarily.

TV COMPETITION--THE SOUTH AMERICAN WAY: Just as the German Volkswagon is cutting deeply into U.S. domination of automotive business of South America, so the Dutch company Philips -- and, to a lesser extent, Siemens and Telefunken of Germany -- are giving our American TV-radio-electronics manufacturers and importers an increasingly tough run for their money down there.

Visiting with one U.S. brand-name distributor while on tour there recently, we asked him to name his competitors -- expecting to hear usual American names because so many are so prominently advertised. His grim-humored reply spoke volumes:

"Well, there's Philips, and then there's Philips, and of course Philips." A General Motors man who was present piped up, "Oh yes, and don't forget Philips of Eindhoven, Holland!" I observed that my distributor friend, who also handles many other lines of appliances and machinery, had a large Siemens all-wave table radio in his own parlor. "We handle some Siemens items, too," he said, as if such overlapping representation was perfectly natural, "and I must say that Telefunken is getting to be quite a competitor also."

* * * *

Restrictions on importations of TV chassis, tubes and parts by way of license quotas, dollar exchange controls, tariffs put TV definitely in the luxury category in the soft currency countries of South America -- and most of them are very soft! To a lesser extent, domestic-built radios feel the same pressures in importing certain components, notably tubes. But the radio business is well-established, with plenty of broadcasting stations (including many shortwavers beaming into the hinterland) owned by plenty of politically important people.

A sizeable radio manufacturing industry has grown up, domestic and foreign-owned, especially in Brazil where some 600,000 sets are produced annually with all tubes imported from U.S., Holland, Denmark (including estimated 2,000,000 replacements per year). There's also a flourishing radio production in Argentina and Chile.

Brazilian radio plants have assembled some TV sets, would make a lot more if dollar exchange were procurable at more reasonable rates. Most prominent U.S. plants are GE, RCA, Philco, Standard Electric (IT&T). Most important foreign -- Philips. Most prominent domestic -- Invictus, Semp, Florida, Assumpcao. All told, they've turned out an estimated 30,000 TVs in last 2 years, importing some 30,000 additional chassis, importing all picture tubes, making own cabinets. The rest have been imported in job lots under license, or singly by individuals.

Everybody foresees great prospects for TV trade, once more stations go on the air and once govt. controls are relaxed and the industry can become more self-sufficient. Tubes are a highly competitive item, with Philips moving in heavily on CR picture tubes. There have been announcements that both Philips and RCA are going to set up tube plants, a project Sylvania also surveyed but is said to have shelved.

The Brazilian military, very important politically, are particularly favorably disposed to the encouragement of a TV industry that can provide a ready source of radar and other electronic gear, as it does in the U.S. That's one of the most

promising aspects of the industry's future in that country, where 3 stations are already operating in Sao Paulo, one in Rio de Janeiro, others projected (see p. 5).

Argentina has only Radio Belgrano's LR3-TV in Buenos Aires, hopes for more but has such tight economic controls under Peron that profits can't be taken out and there's little to persuade U.S. capital to expand present operations.

* * * *

Despite the stiffest kind of competition from overseas competitors and local assemblers, able to produce more cheaply and uninhibited by cartel restraints, TV sets of all kinds come very high. In Brazil, for example, a 17-in. table model will cost anywhere from \$360 (made by enterprising local Invictus firm for its own label and for Sears Roebuck private label) to \$700. Some of the in-betweens are outdated U.S. brands, many of them obviously dumped but commanding the high prices because of American brand prestige. Same and even better 17-in. now cost under \$200 here.

There are some 19-in. and a few 21-in., the latter much "too new" and costly to be a big factor on the market. Consoles with 17-in. are commonplace at \$1000, often are luxury items at \$1500 and \$2000 with the popular 3-speed phono and growing emphasis on hi-fi. The phonograph record business is booming, prices of records being comparable to those in U.S. since all pressing is done locally.

Up to 50,000 TV receivers are claimed for booming Sao Paulo, the telecasters claiming perhaps 25,000 more in fast-spreading environs of that fabulous metropolis. Between 25,000 & 35,000 are claimed for one-station Rio, about the same number for Buenos Aires. Some admen think the count is too high, especially since station card rates compare with those in U.S. cities with TV sets-in-use running into 6 figures.

Chile and Peru, the only other countries we visited, have no TV stations as yet, awaiting govt. sanctions of applications by private enterprisers (mostly, as in U.S., radio and newspaper folk) which are confidently expected soon. Only other city in South America having TV stations is Caracas, Venezuela, with 3 (one govt.-owned) but we didn't stop there long enough to conduct any kind of inquiry.

Political favoritism and endless bureaucracy are generally accepted as integral phases of frustratingly slow and casual Latin business & regulatory methods -- with a decided predilection for govt. operation of at least some TV stations, as is the case in radio. Anybody wanting to make a quick buck had better stay away, though dealers aren't above doing so with their 50%-and-higher margins of profit and an unregulated installment buying system that permits 1% per month on unpaid balances.

* * * *

North America's booming TV industry is eyed enviously, respected enormously -- so much so, indeed, that there's scant chance of the adoption of any other than U.S. transmission standards in most places. Temporarily, the Rio station is operating on European 625 lines, 25 frames, but it's committed to go to U.S. 525-30 once a second station starts, expected soon. Govt.-owned but privately operated Buenos Aires station, built by IT&T, is on European standards, too -- but no others.

Mainly, what makes the TV trade outlook in South America different from ours is the absence, outside the very big cities, of a dominant middle class as we know it here. Thus the scope of buying power is restricted not only by price but by numbers of people. Mass production is a long way off unless the Govt. decides that TV is an essential. Today it's looked upon as an even greater luxury than automobiles.

More stations are coming, but network prospects are nil (except for one projected linking of Rio & Sao Paulo). The impulse to rush into the business of telecasting isn't overwhelming, with equipment from the U.S. costing double or more what a North American might pay. European competitors, none too popular yet, must charge nearly as much. Always the hard-bargaining Latin buyers will hold out to companies like DuMont, GE, RCA & Standard Electric proposals to swap for TV-radio advertising time, sometimes even for newspaper & magazine space.

There are quite a few eager applicants, particularly among the prosperous Brazilian broadcasters (see p. 5); and the first grants are said to be very near in Chile and Peru. Outlook in the Argentine is vague; it's a dictatorship, and there never is any question who really runs press, radio and TV.

There's also -- in Rio, Sao Paulo and Buenos Aires -- the matter of 50-cycle current and annoying power surges. They're no problem in sets made specially for the markets. But old sets predominate, and the unsteady images they show don't induce many non-set owners, however wealthy, to rush out and buy. There are many club but few bar installations to help popularize TV, as in its inceptive days in the U.S.

We'll have more to report on the telecasting phases later. Curiosity about TV is enormous, and the American visitor is plied with questions -- not only by gaping TV-radio reporters (real go-getting newshounds) but by radio station owners, publishers and even the English-speaking executives of U.S. branches.

They're especially curious about color, of all things. In Peru the President is even quoted as having said he'd like to see TV start there with color. With its strong economic position, Peru's TV might very well begin that way.

The barrier of language kept us from learning what the average man thinks about TV. But there was one universal and unmistakeable sign of intense interest: the same open-mouthed kids gawking at it wonderingly in the appliance shop windows.

* * * *

Note: Bogota, capital of Colombia, soon gets its first TV station as result of a \$300,000 contract awarded Siemens & Halske, Germany, for transmitter & antenna and DuMont for mobile, camera, film & associated equipment. Their bids for a govt.-owned station won out over those of RCA, Standard Electric, Philips, Telefunken, Pye, and others. Plan calls for operation by June 13, first anniversary of President-Gen. Gustavo Rojas Pinillas' accession. Unstated number of receivers soon will be ordered through the Govt.'s Dept. of Supply.

Best deal ever turned over in our memory of TV trade: When Standard Electric in 1951 sold Argentina's Belgrano completely installed Federal station for \$600,000, 1000 Capehart-Farnsworth receivers were included in the package. All but half dozen or so were 17-in. sets, salable on retail market for \$500 or more each -- enough to fetch back to the Govt., owner of physical equipment of the station, most if not all of purchase price. The several 21-in. combination consoles included went into the presidential palaces and, along with some of the 17-in. sets, into hospital and orphanage projects enjoying the patronage of the late Eva Peron.

RADIO TELEVISAO TUPI (Ch. 6), the GE-installed TV station with transmitter atop famed Sugar Loaf Mt. at entrance to Rio de Janeiro harbor, is due soon to lose its monopoly of the Brazilian capital's TV audience.

Radio Record TV, which operates Ch. 7 station in Sao Paulo, expects to get a grant in Rio in a matter of weeks, has elaborate plans to compete with the existing Rio station which is owned by fiery Brazilian publisher Senator Assis Chateaubriand (25 newspapers, 20 radio stations, 5 magazines, 2 TV stations).

Radio Record TV already has on hand GE equipment, including mobile unit, has contracted to link Rio and Sao Paulo outlets via its own 8-hop microwave system costing \$1,000,000 and usable also for private intercity telephony and telegraphy.

A \$4,000,000 concern, Radio Record is headed by broadcaster J. B. Amoral, with onetime GE engineer Charles G. Lacombe as technical chief. Its \$900,000 Sao Paulo station PRB9-TV, which started last Sept., is slowly but surely beginning to pay off--with \$20,000 per month gross income first 4 months on air. A second station in Rio, in the usual trade tradition, means bettering the area's TV receiver population (see story, p. 4) by double or more, so is eagerly and heartily awaited by the trade.

Brazil has only 4 stations, 3 in Sao Paulo, but that's more than any other South American country. Besides the 2 aforementioned, there are PRF3-TV, Radio Difusora de Sao Paulo (Ch. 3, due to shift to Ch. 4), an RCA installation, also owned by Senator Chateaubriand; and Televisao Paulista (Ch. 5), DuMont-Federal equipped, owned by a stock company headed by Dr. Ortiz Monteiro, tobacco planter and radio parts manufacturer, who is

also a Representative in Brazil's national Congress.

But the Govt. has allocated 6 more channels to Rio, 4 more to Sao Paulo--all granted but no one save Radio Record as yet making any great effort to build, due to prohibitive costs of U. S. equipment under Brazil's rigidly controlled dollar exchange. One of the Rio CPs presumably is being relinquished to Radio Record.

All of the CP holders are radio broadcasters. Three of those in Rio are governmental, and considerable opposition has developed to appropriating for their construction. They are: Radio PRE-8 (Ch. 4), granted Radio Nacional, big govt.-owned broadcaster and a tough commercial competitor in the AM field; PRA-9 (Ch. 7), to be operated by same mgr., Victor Costa; PRA-2 (Ch. 11), granted to Ministry of Education & Health. The other Rio grantees: Radio PRD-5, Radio Roquete Pinto (Ch. 2); Radio PRD-8, Societe Radio Emissoras Continental (Ch. 9); Radio PRH-8, Radio Maua (Ch. 13).

The 4 CP holders in boomtown Sao Paulo (one new building every 50 minutes of 1953, population already close to Rio's 3,000,000): Radio PRA-6, Fundacao Caspar Libero (Ch. 2); Radio PRE-4, owned by multimillionaire pharmaceutical family Fontoura (Ch. 11); Radio PRG-9, Excelsior (Ch. 9); Radio PRH-9, owned by Ademar de Barros, ex-governor of the State of Sao Paulo and avowed candidate for president of Brazil.

Only one more CP is outstanding--though an all-vhf allocation plan has been promulgated designating channels, along U. S. lines, to every population center in the country. It is held by PRH-6, Belo Horizonte (Ch. 4), also owned by Sen. Chateaubriand, who in addition plans stations in Recife and Porto Alegre.

Personal Notes: Sidney M. Kaye, attorney and a founder of BMI, becomes its chairman April 1, succeeding Justin Miller, retiring chairman of NARTB . . . W. Robert Rich promoted to program mgr. of WPIX, N. Y., succeeding Louis B. Ames, resigned . . . Patrick J. Goode, pres. of WNHC-TV & WNHC, New Haven, winner of annual friendship award of Ancient Order of Hibernians . . . Leslie H. Peard Jr., mgr. of WBAL-TV & WBAL, elected v.p. . . . Gene Grant, operator of own radio rep firm in San Francisco last 10 years, named sales mgr., KBID-TV, Fresno; Robert C. Merrifield, ex-KVVG-TV, Tulare (formerly KCOK-TV), named news editor . . . Richard W. Hubbell, recently in charge of WGLV, Easton, Pa., now with DuMont Network sales force . . . John C. Pomeroy appointed gen. mgr., WILS-TV & WILS, Lansing, Mich., replacing W. A. Pomeroy, withdrawing from active participation; David Froh heads commercial & production depts., John A. Maters program development mgr., Mrs. Howard Miller controller . . . Joseph J. Bernard, ex-national sales mgr. for Rowley-Brown Bestg. Co., named TV mgr. of Niagara Frontier Amusement Corp., which has been awarded initial decision for Ch. 2 in Buffalo; Karl B. Hoffman, ex-WGR, is engineering mgr. . . . Harmon O. Nelson, ex-KNBH, Los Angeles, named TV-radio operations mgr., Stromberger, LaVene, McKenzie, L. A. . . . W. O. Edholm, ex-KFMB-TV & KFMB, San Diego, named commercial mgr., KJEO, Fresno, Cal. . . . Bernard T. Wilson, ex-pres.-gen. mgr. of WTVI, Belleville-St. Louis, named sales mgr. of KSTM-TV, St. Louis. . . . Richard Wehrheim promoted to NBC Chicago supervisor of TV-radio technical maintenance . . . James Byrd named chief engineer of KUHT, Houston educational outlet, replacing W. T. Davis, resigned . . . Walter A. Lawrence joins Fuller & Smith & Ross on Westinghouse account, in

charge of all eastern divs., including TV-radio . . . Charles M. Amory quits as Pacific Coast v.p., Pathe Lab, to head Minot TV Inc., own new TV picture distributing firm . . . George H. Gribbin, Young & Rubicam v.p. in charge of TV-radio commercials, appointed copy director for all media . . . Kenneth E. Chernin, ex-U. S. Chamber of Commerce, joins N. Y. office of AAAA on TV-radio production . . . Winfield Holden, TV-radio supervisor of J. Walter Thompson Co., Detroit, elected pres., Detroit Television Council . . . Victor Seydel, TV-radio chief, promoted to v.p., Anderson & Cairns Inc., N. Y. . . . Roy A. Meredith named TV-radio director, Grant Adv., N. Y. . . . Walter Tibbals, BBDO Hollywood TV production director, elected v.p. . . . Frederick M. Ford, TV-radio director, promoted to v.p., Ingalls-Miniter Co., N. Y. . . . L. B. Lindquist, TV-radio director, promoted to v.p., Ketchum, McLeod & Grove.

Newly elected NARTB radio board members, announced March 19 to assume office May 28: James H. Moore, WSLS, Roanoke, succeeding Harold Essex, WSJS, Winston-Salem; Robert McConnell, WISH, Indianapolis, succeeding Stanley Pratt, Sault Ste. Marie, Mich.; K. S. Gordon, KDTH, Dubuque, Ia., succeeding E. K. Hartenbower, KCMO, Kansas City; Walter E. Wagstaff, KIDO, Boise, succeeding Wm. C. Grove, KFBC, Cheyenne; Martin Campbell, WFAA, Dallas, succeeding Paul W. Morency, WTIC, Hartford; J. Frank Jarman, WDNC, Durham, succeeding A. D. Willard Jr., WGAC, Augusta; Lester L. Gould, WJNC, Jacksonville, N. C., succeeding late Lee W. Jacobs, KBKR, Baker, Ore.; H. Quenton Cox, KGW-FM, Portland, succeeding Michael Hanna, WHCU-TV, Ithaca. Re-elected: E. R. Vadeboncoeur, WSYR, Syracuse; Henry B. Clay, KWKH, Shreveport; Albert D. Johnson, KOY, Phoenix.

Telecasting Notes: TV's traditional appetite for good feature films may not be all it's cracked up to be, hints March 20 *Billboard* in article noting that while 3 new packages totaling 52 feature films soon will be on market, stations fear "economic recession" may dictate against profitably investing in the new films when they "have pretty much learned to get along with the feature films that have so far been available." The new feature packages soon to come on market: General Teleradio's 4-year lease of 30 titles from Bank of America (Vol. 10:11); 10 Eagle Lion pictures being sold by Chesapeake Industries (now reported choosing between two \$300,000 bids); 12 *Sherlock Holmes* films made by Universal in the 1940's, reportedly acquired by Motion Pictures for TV Inc. . . . Hollywood will turn out 6000 hours of TV film in 1954, as against 500 hours of theatrical pictures the major producers used to complete yearly in movies' heyday, writes Stanley Frazen in March issue of *The Cinameditor*, published by American Cinema Editors . . . Industrial films are being groomed for TV in a big way, reports March 17 *Variety* which says "dozen or more of the nation's biggest industrial firms have begun gearing their institutional films for TV as carefully laid out sustaining fare." Hundreds of others are remaking or editing their pictures for TV—particularly for new stations eager for the free programming. *Variety* says estimates of worth of industrial properties now available to TV run \$40,000,000-\$550,000,000 . . . RKO-Pathe moving into TV film field as producer of commercials and industrial documentaries for TV, mostly in color . . . Walter E. Heller & Co., Chicago, prominent in independent film financing, reported by *Film Daily* as backing TPA's *Ellery Queen* series for TV, now has \$3,000,000 revolving fund for both films and TV. Trade paper says, "This brightens the horizon considerably for TV as well as screen producers since the Chemical Bank & Trust Co., of N. Y., long a holdout in TV, let

down the bars recently" . . . Bankers Trust Co., N. Y., has also bankrolled some TV production . . . Paramount reported planning to test films produced for TV as short-subjects in theatres with release of 6 Scotland Yard films made by Paramount in Britain when company was in TV film business; the films were never shown on TV, but reception of theatrical experiment may determine whether TV films owned by other movie makers will find their way into theatres . . . Top-rated *I Love Lucy* may join re-run parade; Desi Arnaz, who just reached agreement with CBS-TV for 2-year contract extension, says he's now discussing Sunday afternoon re-runs aimed particularly at children who have to miss Mon. 9-9:30 show . . . TV film re-runs mean more money for actors, but nobody's sure just how much more. Screen Actors Guild's contract provides for payments for 3rd & 4th runs of films made since March 1, 1952—and so far they've received \$19,546 for 361 actors in 81 films, some \$16,000 of it since Feb. 1 . . . Academy Awards telecast March 25 will use 16 cameras, NBC-TV says—8 at Hollywood Pantages theatre, 4 at NBC's Burbank studios for Oldsmobile commercials, 4 in N. Y. Center theatre to pick up any winners there; TV crew members at Pantages have been ordered to wear tuxedos . . . Add hazards of tall towers: New 1000-ft. tower for WFBM-TV, Indianapolis, being opposed in lawsuit by group of property owners, charging zoning commission with illegal grant of permission . . . More rate increases: WKRC-TV, Cincinnati, April 1 raises Class A hour from \$850 to \$1000, special Class AA-min. rate from \$140 to \$165; KRLD-TV, Dallas, base hour from \$750 to \$850, min. \$150 to \$175; WTVP, Decatur, Ill., hour from \$200 to \$250 . . . Correction: WMBR-TV, Jacksonville, 1-min. rate for 8-10 p.m. raised from \$110 to \$150 and for other Class A time from \$110 to \$120, not from \$80 rate reported in Vol. 10:10 . . . WPIX cuts discounts from 50% to 40% on buy of \$1000 a week worth of spots or partic.

Network Accounts: Critics aren't scoffing now at network daytime efforts, such as NBC-TV's 11 a.m.-noon *Home* show—especially after observing astounding popularity and commercial success of Dave Garroway's 7-9 a.m., *Today*, now in 50 cities, which is going to West Coast via kine starting Sept. 20. This week's debut of CBS-TV's 7-9 a.m. *Morning Show*, with Walter Cronkite as m.c., elicited no skepticism this time at all from *Herald Tribune Syndicate's* John Crosby, though he called its imitation of many features of *Today* "the sincerest form of flattery." *New York Times'* Jack Gould took much the same tack, predicting probable commercial success but warning that format so similar to *Today* may put it in rut . . . Two more sponsors bought partic. in *Morning Show*—Continental Motors, using network for first time, thru Cummings & Hopkins, Detroit; Kiplinger's Washington Newsletter, thru Albert Frank-Guenther Law . . . Light's Diamond Jubilee Committee, representing nation's electric industry, to sponsor mammoth 2-hour TV documentary Sun. Oct. 24 "to interpret the spirit and meaning of American life, past and future" in observance of 75th anniversary of Edison's invention of incandescent lamp. It's likely all 4 networks will carry program, to be produced by David Selznick, though only NBC & CBS have announced it as yet . . . Avco Mfg. Corp. (Crosley-Bendix) becomes first sponsor to extend contract on NBC-TV's *Home*, buying partic. for 39 weeks in addition to 13 it now buys, thru Benton & Bowles; Necchi Sewing Machine Co. buys 13 partic. on *Home*, starting first week in April, thru Cecil & Presbrey; Peerless Electric Inc. (Broil-Quik kitchen equipment), 4 partic. week of April 23, thru Zlowe Co., N. Y. . . General Foods (Log Cabin syrup) buys 21 partic. on NBC-TV's *Today*, thru Benton & Bowles; Noxzema, 13, thru David J. Mahoney Inc.; Washington State Apple Adv. Commission, 8, thru Pacific National Adv., Seattle; Wm. Cooper & Nephews Inc., Chicago (Stay-o-Way insecticide), 7, thru Phil Gordon Inc., Chicago; Kiplinger's *Changing Times Magazine*, 1, thru Albert Frank-Guenther Law Inc.; Tri State Plastic Moulding Co., Chicago, 1, thru Ovesey, Berlow & Straus, N. Y. . . Curads (plastic bandages) buys Fri. 2:45-3 p.m. portion of *Art Linkletter's House Party* on CBS-TV starting April 30, Mon.-thru-Fri. 2:30-3 p.m., thru Leo Burnett . . . Philco, radio sponsor of *Don McNeill's Breakfast Club* for 8 years, makes it first simulcast on ABC starting March 29, Mon.-thru-Fri. 9-10 a.m., thru Hutchins Adv. . . Chesterfields extends sponsorship of *Spike Jones Show* thru May 8 on NBC-TV, Sat. 8-8:30 p.m., thru Cunningham & Walsh . . . Robert Sherwood's plays are expected to be presented every 4th Mon. on NBC-TV 8-9:30 p.m., starting in fall, with *Sid Caesar* (8-9) and *The Medic* (9-9:30) taking up segment other 3 weeks; *Big Story* will move from 9 to 9:30 and new *Campbell Soup* show will be placed 10-10:30.

Stuart Peabody, asst. v.p. of Borden Co., this week succeeded Philip L. Graham, publisher of *Washington Post* (which this week bought *Washington Times-Herald* from Col. Robert R. McCormick) as pres. of the Advertising Council. John C. Sterling, publisher of *This Week*, was elected a vice chairman; Louis N. Brockway, Young & Rubicam v.p., and Leo Burnett, Chicago agency head, were reelected vice chairmen. NBC's Pat Weaver and MBS's Tom O'Neil represent TV & radio, respectively.

First annual Lee deForest award for "most consistent TV and radio programming in the public interest" was presented by National Assn. for Better Radio & TV in Los Angeles March 9 to Hallmark Cards Inc.'s pres. Joyce C. Hill, of Kansas City, in recognition of *Hallmark Hall of Fame's* presentations of *Hamlet*, *Amahl & The Night Visitors*, etc.

Station Accounts: Hallmark's success on TV evidently has impressed Munson Inc., whose 9 N. Y.-N. J. plants turn out 2,000,000 greeting cards a day. Never before an advertiser, except on subway cards, 50-year-old firm has set up a \$1,350,000 ad budget (\$1,100,000 for printed media, \$250,000 for TV spots) to be administered by sales v.p. Don Pruess, ex-International Latex and Eversharp. Agency is newly formed Alden Co., N. Y. . . Talon Inc. (zippers), collaborating with Trouser Institute of America and National Committee for the Promotion of Slacks, supplying retailers with TV-radio kits for campaign starting April 28 to promote sales of odd trousers; McCann-Erickson is Talon agency . . . WCBS-TV's new 9-10 a.m. *George Skinner Show*, Mon.-thru-Fri. starting March 29, signs 5 sponsors using 16 partic.: Nestle's Instant Coffee, Thomas Protein Bread, Old Dutch Cleanser, Chef-Boy-Ar-Dee, Uncle Ben's Converted Rice . . . Robert Hall Clothes Inc., opening 15 new stores to build chain to 175, expands TV spot buying to 75 markets for pre-Easter season, thru Frank B. Sawdon Inc., N. Y. . . Monarch Wine Co. earmarks for TV-radio about 90% of \$2,000,000 budget to advertise Manischewitz kosher wines, thru Emil Mogul Co., N. Y. . . Ethyl Corp. buys Screen Gems' 15-min. *The Big Playback*, 26-week series, for placement in 55 markets starting in May, thru BBDO, N. Y. . . Among other advertisers reported using or preparing to use TV: Pro-Fresh Products Co., East Orange, N. J. (dry cleaner spray gun), thru Lewin, Williams & Saylor, N. Y.; A. Goodman & Sons, Long Island City, N. Y. (Goodman's matzohs), thru M. M. Winer Co., N. Y.; A. E. Staley Mfg. Co., Decatur, Ill. (Sta-Flo liquid starch), thru Ruthrauff & Ryan, Chicago; Lanolized Inc. (hosiery lanolizing process), thru Abner J. Gelula & Assoc., Philadelphia; Tennessee Coal & Iron Div., U. S. Steel Corp., Fairfield, Ala. (coal & iron products), thru BBDO, Pittsburgh; Harriet Hubbard Ayer Inc. (now owned by Nestle-LeMur Co.), thru Huber Hoge & Son, N. Y.

NEW TV-RADIO REP firm of Venard, Rintoul & McConnell Inc. begins operation March 22, taking over the offices and facilities of Venard Inc. which recently acquired part of the O. L. Taylor list after that firm had been acquired by Raymer (Vol. 9:48 & 10:2). Officers and stockholders of new firm, headquartering at 444 Madison Ave., N. Y., are Lloyd George Venard, pres.; Stephen R. Rintoul, v.p.; James B. McConnell, v.p.; Abner Lichtman, secy.-treas. Chicago mgr. continues to be Howard B. Meyers, with Duncan Scott as San Francisco & Los Angeles rep.

All members of firm are veterans of broadcasting and rep fields—Venard onetime head of Taylor company; Rintoul originator of first transcription library service while with World in 1930, later with Katz, then a station owner, recently mgr. of Schine theatres' 50-kw WPTR, Albany; McConnell a 20-year NBC executive who organized and directed its Spot Sales Div. and resigned in 1952 to become Blair v.p.; Lichtman a former partner in big Ungerleider stock brokerage firm, still a stockholder in Edward Petry & Co.

Venard list being taken over embraces 24 radio stations and these 7 TVs: WFIE, Evansville, Ind.; WITV, Ft. Lauderdale, Fla.; WILS-TV, Lansing, Mich.; WKLO-TV, Louisville; KMID-TV, Midland, Tex.; KTXL-TV, San Angelo, Tex.; KCMC-TV, Texarkana, Tex. Also on list are CP holders WJTN-TV, Jamestown, N. Y.; WERE-TV, Cleveland, O.; KTRE-TV, Lufkin, Tex.

Ralph C. Wentworth, 63, pioneer radio announcer and singer, with BMI since 1943, died March 18 while visiting his brother-in-law, Dr. B. C. Chapin, in Broadalbin, N. Y.

FIRST RCA 12.5-kw uhf transmitter (Vol. 10:4, 7) is slated to go to WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), which went on air with RCA 1-kw transmitter Jan. 1, 1953, and has long-standing order for high-power transmitter. RCA this week officially announced the new tetrode-powered transmitter, and said first delivery is scheduled for May. Also this week, RCA revised power curve for new transmitter as result of tests which showed it gives higher power on some channels than originally anticipated.

GE shipped 12-kw transmitter March 16 to WSEE, Erie, Pa. (Ch. 35), due on air in April (Vol. 10:9). On May 17, it shipped 12-bay antenna to Crosley's WLWA, Atlanta (Ch. 11), and this week it reported that WTVJ, Miami (Ch. 4) was testing new 35-kw GE amplifier into dummy load with expectation of having 6-bay antenna up within a few more weeks.

RCA shipped 25-kw transmitter March 15 to CKLW-TV, Windsor, Ont. (Ch. 9), across river from Detroit, due on air in July. On March 17, RCA shipped 1-kw to WBOC-TV, Salisbury, Md. (Ch. 16), due in April.

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

KRGV-TV, Weslaco, Tex. (Ch. 5), delayed when antenna fell (Vol. 10:2), now is raising GE replacement atop 700-ft. Phillips tower, plans to be operating by March 25 using 5-kw GE transmitter, reports TV director Millman Rochester. Owner O. L. Taylor, who sold rep firm bearing name to Raymer Co., also is applicant for Ch. 3 in Wichita. KRGV-TV will be NBC & DuMont affiliate with \$200 base rate. Rep will be Raymer.

WMBV-TV, Marinette, Wis. (Ch. 11), call letters changed from WMGB-TV, has 10-kw RCA transmitter ordered for March delivery, hopes for July 14 test patterns, programming by Aug. 1, reports gen. mgr. Joseph D. Mackin. Transmitter house is scheduled to be ready by May, installation of transmitter and of RCA 12-bay antenna atop 740-ft. Stainless tower scheduled for late June or early July. It will be NBC affiliate for Marinette-Green Bay, plans to get 25-kw RCA transmitter later. George W. Clark will be rep.

KNOX-TV, Grand Forks, N. D. (Ch. 10), granted March 10, reports its TV plans are still in formative stage. First it will finish building new 5-kw AM on 1310 kc, replacing its 250-watter on 1400 kc, according to gen. mgr. Elmer Hanson.

"Glad to have you here" said General Electric's pre-freeze WRGB to its 2 new uhf competitors—Albany's WROW-TV & Schenectady's WTRI—in full-page ads in *Schenectady Gazette* and *Albany Times-Union*. Ads were headlined: "Memo to the new uhf stations—WRGB welcomes you; you mean competition . . . and that's the way we like it." Text of ad read in part: "Your arrival on the TV scene means the existence of an American essential—competition. It means American free enterprise has been given its rein, and that is what we have been looking forward to. Your efforts in competition with our own will result in a finer product for the consumer. As it always has, competition will mean increased benefits for the people who sit at home—the people who are essential to all of us in TV. We have always believed that our audience should have the opportunity for selection. You have brought the luxury of choice . . ."

Assn. of TV Program Managers being organized by Victor F. Campbell, program director of WBAL-TV, Baltimore, to promote exchange of ideas and programs.

WTRF-TV, Wheeling, W. Va. (Ch. 7) is scheduled to increase power next week from 100-kw to 316-kw ERP.

Houston Consolidated Television Co. (Ch. 13), formed after Feb. 23 grant was made contingent upon merger of 4 competing applicants, now is deciding on equipment, expects to have tower over 1000-ft. high, according to newly elected pres. John T. Jones Jr., nephew of Jesse Jones and pres. of *Houston Chronicle* (KTRH). Other board members: Wright Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KTHT; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Washington attorney Frank Wozencraft, onetime "boy mayor of Houston," is asst. secy.

KETC, St. Louis (Ch. 9, educational) expects to have all RCA transmitter equipment delivered by end of March, according to gen. mgr. Richard J. Goggin. It now has tentative June target because move of Ideco tower from main campus to site between St. Louis U High and Oakland Stadium won't be completed until late May.

WTHT, Wilmington, N. C. (Ch. 3), has ordered 5-kw RCA transmitter, will place its RCA tower atop downtown Trust Bldg., to be renamed TV Bldg., plans test patterns about June 1, reports 25% owner Milton Hammer, who also produces TV show titled *Washington Spotlight*. Rep not yet chosen.

WDBO-TV, Orlando, Fla. (Ch. 6), now plans May 5 test patterns, May 15 commercial debut, reports pres-gen. mgr. Harold P. Danforth. Its 500-ft. Stainless tower is completed, GE antenna is scheduled for April 10 delivery, 35-kw GE transmitter is scheduled for late March-early April when transmitter house is expected to be ready. It's CBS primary interconnected, will also feed from other 3 networks. Base rate will be \$200. Rep will be Blair.

WBOC-TV, Salisbury, Md. (Ch. 16), now installing 1-kw RCA transmitter, expects to have 600-ft. Wind Turbine tower ready in 2 weeks, plans commercial debut April 15-30, reports v.p.-gen. mgr. Charles J. Truitt. Construction on its microwave tower at East New Market, Md. is scheduled for week of March 22. An ABC & DuMont affiliate, it will also carry televised Baltimore Orioles baseball games, plans daily 2 hours of own live studio programs. Base rate will be \$200. Burn-Smith will be rep.

WTLE, Evanston, Ill. (Ch. 32), delayed by protests on tower height, now awaits formal action by city council, hopes to be on air in about 12 months, reports Angus D. Pfaff, pres. & co-owner with Howard S. Martin, scientific glassware manufacturer. Equipment hasn't been ordered as yet, nor has rep been chosen.

Music Corp of America pres. Jules Stein has announced 5-year plan for distribution of 57% of his common stock to trusts set up for benefit of executives and employes and to 9 officers and directors, first time any MCA stock has left Stein family in its 30 years existence. Biggest of all talent agencies, MCA particularly rewards executives who have 17-27 year records, several starting as office boys. The 9 participants: Lawrence Barnett, Karl Kramer, Maurie Lipsey, Charles Miller, Michael Rockford, Herbert Rosenthal, Taft Schreiber, Lew Wasserman, David A. Werblin.

White collar TV owners polled by Northwestern National Life Insurance Co., Minneapolis, preferred variety shows & drama—by wide margin; they disliked westerns, wrestling & quiz shows most; favored Sun. day & night evening listening hours; listed *Toast of the Town*, *This Is Your Life*, *Bishop Sheen*, *Dragnet*, *I Love Lucy* as favorite programs, in that order.

Kagran Corp., 4 W. 58th St., New York, has issued its 1954 *Howdy Doody* merchandise catalog, picturizing and listing the various products and manufacturers licensed to use its title.

TV SALES STRONG, HIGHER PRICES TALKED: There's very likely to be some action soon -- surely there's been plenty of talk already -- about low TV prices, which are skimming the profit off the impressive TV sales volume thus far this year. Industry leaders are aware, of course, that higher prices mean risking a lot of sales in 17 & 21-in. tables, predominantly under \$200, which in Jan. accounted for nearly 50% of the 1,135,000 TVs sold at factory and distributor levels -- but they say that, demand being what it is, it's a risk they hope they can get away with.

Motorola's present inclination, for example, is to put higher price tags on new models to be introduced in June. Following up on San Diego speech month ago by Motorola exec. v.p. Robert Galvin, hinting at future price hikes (Vol. 10:9), sales v.p. Edward Taylor told us his company would like to raise prices sooner than June but sees no point in hiking lists during normally slow spring and summer.

Admiral and Philco spokesmen weren't willing to say yes or no as of now when asked about prospective price hikes. But they agreed they certainly would like to raise them and are studying market statistics closer than ever to determine if and when they can safely do it. RCA says only there's no present plan to raise them.

From our conversations with these and others, we'd guess it's quite possible all major set makers will announce higher prices at midyear conventions or marts.

Motorola's position is somewhat awkward on prices. Having several months ago advertised "shortest line with the longest discounts," company admittedly was most reluctant to cut lists (and discounts), did so only when forced by competition. Motorola's line now ranges from a 17-in. table at \$160 to a 21-in. console at \$300. Taylor said price hikes probably would be on all models, adding:

"We think the trade has taken a disastrous turn since December, when everyone started cutting prices senselessly. I think all of us underestimated and underplayed the market this year because of color. We see how little effect color in its present form is exerting, yet we're afraid to go after a little profit on monochrome."

Profit declines on record sales have been the general rule in the financial reports of TV-radio-electronics manufacturers for 1953. And March 19 Wall Street Journal, summarizing reports of some 750 manufacturers in 1953 and their estimates of first quarter this year, notes that great corporate profits boom of early 1950s is leveling off. Included in summary were reports of 4 TV-radio makers listing 1953 earnings of \$63,437,000, up 19.5% over the \$53,092,000 earned by same firms in 1952.

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Nobody knows whether there's more trouble ahead -- but the Federal Reserve Board's annual survey of consumer finances released this week reported "considerably fewer" consumers planned to buy TV sets this year than in 1953 but held out hope that sales of all durables, including TV, would pick up in last half of year. Other features of report, published in March Federal Reserve Bulletin:

Prices will be important factor in consumer durables buying, with customers expecting prices to remain stable or decline during year; consumers were "less confident" about their personal finances this year; about 7.8% planned to buy new autos this year (vs. 9% year ago); about 6.8% planned to buy "non-farm" homes (vs. 8.8%).

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TV production totaled 118,484 week ended March 12, highest since week before last Xmas, compared with 113,026 preceding week and 105,721 week ended Feb. 26. It compared with 167,279 in corresponding week of 1953 and brought production for first 10 weeks of 1954 to 1,120,000, compared to 1,783,345 for same period last year.

Radio production totaled 181,710 March 12 week, down from 188,526 week ended March 5 and 192,949 week before. Output in corresponding week of 1953 was 306,683. Ten-week production total this year stood at about 1,980,000 vs. 2,900,000 in 1953.

Topics & Trends of TV Trade: Credit Senator Ed Johnson (D-Colo.) with a valiant, even though unsuccessful, attempt to eliminate 10% excise tax on color receivers in closed session of Senate Finance Committee which on March 19 approved \$1 billion excise tax reduction on long list of items—but not including TV, either color or black-&-white.

Vote against eliminating tax on color sets, as urged by RETMA pres. Glen McDaniel (Vol. 10:10-11), was said to be 8-5. In keeping with custom at executive sessions, committee sources refused to identify individual Senators' votes. RETMA strategy now is to urge Senate to amend bill on floor when it comes up next week, probably Tues., March 22, but hopes for this are virtually nil. Because he is a member of committee, Johnson — an early protagonist of color-in-a-hurry—said he would not lead floor fight for amendment and described chance for revision as "zero."

Though he lost his "case," Attorney McDaniel won praise from industry observers for getting TV-radio categorized with home appliances as products "essential to the home" and deserving of tax relief.

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Muntz TV creditors committee voted this week to try to keep company in business pending reorganization after filing of petition under Chapter X of Bankruptcy Act (Vol. 10:10-11). Harold S. Lansing, co-counsel of 7-man creditors committee, said production would be resumed at Chicago plant within several weeks. Also, Muntz will franchise distributors to handle TVs, rather than sell directly via own retail outlets. Servicing will be handled by independent agencies under contracts with court trustees. Adding to Muntz' woes, Govt. filed tax lien of \$593,938 representing withholding taxes in 1953 and unspecified excise taxes.

Germany's big Telefunken, though it's staying out of U. S. TV market for present, has placed 3 radio models in hands of U. S. distributors through American Elite Inc., N. Y. exclusive U. S. agent (Michael V. Mendel, pres.). Mendel tells us U. S. TV market is too competitive for Telefunken but added "in 3 or 4 years the situation may be different." Radio models are Orchestra, AM-FM short wave table, 3 speakers, retailing at \$250; Jubilate, AM-FM 5-tube table, \$100; Bajazzo, AM-FM portable, 10 lbs., using American batteries, \$125. In addition, Mendel said, Telefunken plans to introduce phono unit in 6 months.

Details of color set leasing plan (Vol. 10:10), as released by Emerson this week: (1) \$200 first month, \$75 monthly thereafter. (2) No extra charge for servicing. (3) Customer to lease set for as many months as he chooses. (4) Sets to be leased to dealers who will sub-lease them to customers. (5) System to start in New York, Philadelphia, Chicago, Los Angeles, expand later. (6) Deliveries to start first week of April. Emerson has stated it won't start selling color sets until they're larger and cheaper, and amount of programming increases.

TV shipments to dealers totaled 612,622 in Jan., when production was 420,571, according to RETMA's state-by-state and county-by-county report released this week and available from RETMA on request. Total includes 1248 sets shipped to Hawaii and 256 to Alaska. It compared with 660,515 TVs shipped in Dec. and 695,087 in Jan. 1953. New York led, with 50,173; Pennsylvania second, 41,402; Illinois third, 40,977. Wyoming trailed with 721.

New vhf-uhf tuning device, priced approximately one-third less than previous model, will be put into production about April 1 by General Instrument Corp., Elizabeth, N. J. Using 13-position vhf turret tuner coupled to continuous uhf tuner, it is designed so vhf unit can be installed separately, and uhf section added in the field "at a cost no higher than 2 channel strips."

Trade Personals: Virgil M. Graham, Sylvania director of technical relations since 1946, resigns to take charge of RETMA engineering dept., 500 Fifth Ave., New York, retaining title of associate director which he held on part-time basis; he succeeds Ralph R. Batcher, who resigned after 4 years as chief engineer . . . Antony Wright, ex-Capehart-Farnsworth consumer products v.p., named CBS-Columbia v.p. & engineering director under new pres. Seymour Mintz; Merle Wick, CBS comptroller, named CBS-Columbia financial administrator . . . James H. Carmine, Philco exec. v.p., elected commodore of Anglers Club, Key Largo, Fla. . . Henry Bowes named Philco TV-radio sales promotion mgr.; Edward M. Bland appointed adv. mgr., succeeding Morgan A. Greenwood, now corporate adv. mgr. . . Chester F. Gilbert, mgr. of Westinghouse retail finance div. since 1945, elected v.p. & gen. mgr. of new Westinghouse Credit Corp. formed recently to aid dealer financing (Vol. 10:9) . . . Laurence W. Scott named adv. mgr. of Westinghouse consumer products, succeeding Robert M. Fichter, now refrigeration specialties sales mgr. . . Charles F. Stromeyer, CBS-Hytron pres., elected a v.p. & director of parent CBS . . . Inwood Smith appointed sales v.p., RCA Estate Appliance Corp., Hamilton, O. . . Clarence Felix, gen. mgr. of Crosley govt. products div., elected div. v.p. . . Benjamin J. Katz, ex-Jerrold Electronics, starts own adv. & public relations agency, 1512 Walnut St., Philadelphia . . . Sol Sanders, ex-Walker & Crenshaw, N. Y., named adv. & public relations director, Chromatic Television Labs (Paramount), handling Chromatron Lawrence color tube . . . Walter R. Wolfgram, ex-Standard Transformer Corp., appointed factory supt., Jensen Mfg. Co., Chicago, taking over from T. L. Pierce, now setting up new production facilities outside the state . . . Abraham Hyman named head of Brach TV antenna development section . . . Fred Miller, ex-Kaye-Halbert, named chief engineer, Caltech Electronics Corp., Culver City, Cal. (high-fidelity equipment); O. S. Gerstman named sales director, Joe K. Davis production director . . . Herman J. Schorle named works mgr. of Manchester, N. H. plant, Insuline Corp. of America . . . W. A. Galbreath, House of Television, elected pres., Houston Appliance Dealers Assn. . . Robert I. MacClellan named Zenith Pa.-W. Va. regional mgr. . . Ronald M. Robinson, v.p., appointed gen. mgr. Canadian GE electronics div., comprising TV-radio dept. and electronic equipment dept.

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Distributor Notes: Crosley-Bendix appoints newly-formed Delaware Valley Distributors Inc., 19th St. & Allegheny Ave., Philadelphia (Theodore H. Kapnek, pres.), replacing Judson C. Burns Inc. . . DuMont appoints American Distributing Corp., New Haven (Frank T. Barmore, pres.) . . . Sylvania appoints Commonwealth Sales Corp., Richmond (James T. Little, pres.) . . . Radio & Appliance Distributors Inc., E. Hartford (RCA) elects Irving Roth secy. and asst. to pres. Louis K. Roth . . . Sacramento Electronics Supply Co., Sacramento (Raytheon) appoints Craig Malcolm district mgr. . . Pacific Mercury Sales Corp., Fresno, names Austin W. Fazio as mgr., succeeding John B. Chadwell, now sales mgr. of Kinney & Faust, Fresno (Hoffman Radio).

New round of picture tube cuts seems pretty general, Sylvania this week following RCA and GE in lowering prices, with others expected to follow suit shortly. Sylvania cut was 10-15% across-the-board. RCA reductions ranged from \$3.15 to \$10.60 on 21 tube types. GE cut was 25% on replacement tubes.

Four new receiving tubes designed for color sets were announced by GE this week, production to start within 60 days. The new types: 2V2, filamentary diode; 5AU4, twin diode; 6AR8, double-anode sheet-beam deflection tube; 6BU5, low-current, high voltage beam pentode.

TINKERTOY, the revolutionary new automatic production method developed under govt. auspices (Vol. 9:38), is being pushed as a "natural" for cheaper and better TV manufacture by at least 2 companies—with announcement of a new tinkertoy especially developed for TV due at next week's IRE convention in New York.

"Project Tinkertoy," first released from security wraps last Sept., when Govt. showed fully operating pilot plant at Arlington, Va., uses as basic "building blocks" 3/8-in. square wafers, on which are printed such circuit components as resistors, capacitors, coils, etc. These are assembled in skyscraper fashion to form "modules" carrying elements for one or more electronic stages. They can be built, assembled and tested completely automatically—with the advantages of complete uniformity, economy, ease of replacement and production speed.

Govt. project, sponsored by Navy, Air Force and Bureau of Standards, in cooperation with Sanders Associates Inc., Nashua, N. H. research & development firm, and Willys Motors electronics div., was aimed at reliable automatic production of military mass electronic items. Sanders is adapting tinkertoy techniques to production of end items for military contracting firms.

Earlier this year, Sanders showed tinkertoy TV set, using 13 modular units (sets of wafers) on 3 plug-in printed circuit chassis, eliminating nearly 600 hand-soldering operations (Vol. 10:6). Now pres. R. C. Sanders Jr. says he will display next week a "more advanced form of tinkertoy, designed especially for TV." He says TV industry heretofore has shown strong interest in the new production method, and he feels it will adopt it in its new form—which hasn't yet been shown to anyone in the industry. He says his company may go into manufacture of tinkertoy modules and wafers.

Another company banking heavily on tinkertoy is big American Car & Foundry, now in process of setting up new subsidiary ACF Electronics in 32,000-sq. ft. former skating rink in Alexandria, Va. One of ACF's biggest assets is its manufacturing mgr., young Robert L. Henry, formerly of National Bureau of Standards, credited with being tinkertoy's principal developer.

Henry believes tinkertoy construction is ideal for TV, both color and black-&-white—and ACF plans to supply fabricated and tested subassemblies or groups of modules, such as IF & RF stages, deflection assemblies, etc. Company hasn't been soliciting customers or begun production yet, but Henry says it's had large number of inquiries from electronics manufacturers, including TV makers. ACF won't have display at IRE convention—but Sanders will, and Willys is also expected to show tinkertoy applications there.

Dollars-&-cents case for tinkertoy was presented this week when Bureau of Standards released summary of report by Mead Carney & Co., management consultants (630 Fifth Ave., N. Y.). Study of typical electronic sub-assembly — an IF amplifier — as built by conventional methods and by tinkertoy found that mechanized production cut manufacturing costs 44% below conventional method, and that even hand assembly of tinkertoy units cut costs 38.5%. Considering manufacturing costs only—but including overhead expenses such as tool & equipment costs—and assuming all tinkertoy and conventional components to be purchased items, the surveyors reached these results on basis of actual pilot operations:

The IF amplifier, constructed by Navy contractor, cost \$46.89 when built by conventional methods: materials \$35.85, direct labor \$5.60, manufacturing overhead \$5.44. When tinkertoy sections were assembled by hand, cost was \$28.82: materials \$20.56, labor \$5.99, overhead \$2.27. Using automatic assembly, total cost was \$26.25: materials \$20.56, labor \$2.83, overhead \$2.86.

"An investment of about \$665,000 is required to create a facility to produce 405 modules per hour by machines, whereas \$82,000 is needed to establish a hand process facility to produce 400 modules per hour," says report. "However, the difference in machine investment would be repaid from manufacturing cost savings within 17 months of operations at full capacity."

Report Vol. V of tinkertoy series, titled *Project Tinkertoy Manufacturing Cost Determination*, PB 111315, is available at \$4 from Office of Technical Services, Dept. of Commerce, Washington.

Color Trends & Briets: To ease cost and difficulties of color receiver servicing, RCA Service Co. has come up with a technique it believes will not only simplify servicing but will keep servicemen's purchase of color test instruments to a reasonable minimum.

During last week's demonstration to FCC representatives at WNBW, Washington, RCA Service officials stated that station need transmit only a thin sliver of yellow-green at extreme edge of picture, without interrupting black-&-white transmission, and servicemen would immediately know whether color receiver is properly adjusted. Therefore, whether color is being transmitted or not, servicemen would be able to get frequent color checks. RCA suggests that signal be transmitted briefly and periodically, perhaps at station breaks.

As demonstrated, signal was unobtrusive on color sets, practically invisible on black-&-white sets. The engineers said that test signal made it necessary for servicemen to buy only 2 test instruments—in addition to regular black-&-white equipment—to service any color receiver problem. They said that the 2 instruments, dot and bar generators, would probably cost no more together than a single good oscilloscope.

The cost to station, to originate the signal, was said to be minor—involving purchase of bar generator similar to that used by servicemen. Test signal is proposed only for stations, not for network use. It would also serve as reference point for color set owners for tuning.

No FCC approval is required by stations planning to

transmit signal, commissioners said. Attending demonstrations were Comrs. Hyde & Sterling, chief engineer Edward Allen, broadcast bureau chief Curtis Plummer. Showing was supervised by RCA Service Co. pres. E. C. Cahill and NBC engineering v.p. O. B. Hanson.

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The 3 vidicon color camera (called "3-V") has been picked by RCA over fast-pulldown and continuous motion projectors, with deliveries scheduled to start late this year. RCA had been experimenting with all 3 methods (Vol. 9:44), finally settled on vidicon technique for these reasons: (1) Can be used with standard black-&-white TV film projectors with minor modification of latter. (2) Uses either 16mm or 35mm film. (3) Permits use of single camera chain and new "optical multiplexer" with 3 signal sources—2 film projectors and a slide projector.

Using its color slide scanner 9:30-9:45 a.m. daily, WMAR-TV, Baltimore (CBS), has country's first regular news program in color. E. K. Jett, v.p., and TV director, says he has color film projector on order, expects 4 RCA color sets next month for demonstration in lobbies of old and new *Baltimore Sun* buildings. In addition, he says he's placed order with RCA for two "19-in.-to-21-in." color sets and asked for November delivery.

Raytheon will have 19-in. color tubes by summer, plans 21-in. rectangular tubes by late 1954 or early 1955, is now shipping small quantities of 15-in. tubes "to several set makers," said v.p. Norman B. Krim at March 19 press conference in N. Y.

Electronics Reports: When electronics executives meet with Commerce Secy. Weeks April 6 in Washington, they'll be asked to lend a top-notch official to serve without compensation as director of Business & Defense Services Agency's Electronics Div., headed by acting director Donald S. Parris. Principal items on agenda for meeting are addresses by Secy. Weeks & Asst. Secy. Lothair Teetor. Talks are also scheduled on BDSA, by administrator Charles F. Honeywell; on manufacturers' census, by Maxwell Conklin, Census Bureau; on defense materials system, by BDSA advisor Wm. C. Truppner; on industrial defense, by BDSA's W. E. Haines; on research & development, by Asst. Defense Secy. Donald Quarles; on tax program, by Treasury Undersecretary Marion B. Folsom—followed by discussion and recommendations of industry representatives.

Further conferences will be held from time to time, Commerce Dept. says, with other electronics industry leaders asked to attend. Invited to April 6 meeting by Secy. Weeks are: Ross Siragusa, Admiral; Dr. Allen B. DuMont; Dr. W. R. G. Baker, GE; H. Leslie Hoffman, Hoffman Radio; Wm. C. Jordon, Hughes Aircraft; Charles B. Thornton, Litton Industries; H. J. Hoffman, Machlett Laboratories; Frank Freimann, Magnavox; Robert W. Galvin, Motorola; Leslie F. Muter, Muter Co.; Joseph H. Gillies, Philco; A. D. Plamondon Jr., Plamondon Magnetics; Ralph T. Brengle, Potter & Brumfield; Russell E. Cramer Jr., Radio Condenser Co.; W. W. Watts, RCA; Glen McDaniel & James Secrest, RETMA; J. A. Milling, Howard W. Sams & Co.; W. M. Adams, Sprague Electric; Sidney R. Curtis, Stromberg-Carlson; Max F. Balcom, Sylvania; Robert S. Alexander, Wells-Gardner.

* * * *

Transistors are used in more than 90% of hearing aids being manufactured today—just one year since first commercial use of the transistor (Vol. 9:1-4). So said Raytheon v.p. Norman B. Krim in summing up first year's experience in production of transistors for commercial end-products, at New York press conference March 19. Highlights of his remarks:

Close to 200,000 of nation's hearing aid wearers, out of total of 1,250,000, have converted to transistorized aids, with saving of more than \$5,000,000 in battery replacement costs during year. Transistors have cut hearing aid operating costs from \$40-\$80 a year to as low as \$2-\$5. Savings to users will amount to nearly \$25,000,000 in 1955. As to reliability: More than one billion transistor operating hours have been passed, and rate of failure now runs approximately 1% yearly compared to about .5% for high-quality subminiature hearing aid tubes during their first year of service.

"But this performance took over 15 years to attain," said Mr. Krim. "The average transistor we are shipping in quantity today has one-third the noise level, more gain and far less cutoff current, compared to the product of a year ago," he said. He predicted small quantities of transistors will be incorporated into a few portable radios before end of 1955, and by 1958 in some TV sets. "In less than 10 years, nearly all radios and TV sets will include a few," he said. Raytheon will begin small commercial production of power output and radio frequency transistors this year.

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West Coast Electronic Mfrs. Assn., 1355 Market St., San Francisco, starts annual appeal to manufacturers for contributions to scholarship funds for prospective engineers. Paul Tartak, pres. of Tartak Electronics, Burbank, Cal., is chairman of scholarship fund, which last year provided \$6500, representing contributions from 56 electronics firms.

"He Makes Tinkering Pay" titles cover story in March 13 *Business Week* about Arthur A. Collins who "turned his amateur radio hobby into an \$80,000,000 manufacturing business"—Collins Radio Co., Cedar Rapids, Ia. Story details Collins' ingenious approach to electronics research, with emphasis on mechanical as well as electronic engineering. Company is now Cedar Rapids' largest employer, with 4800 in the home plant, another 1700 at branches in Dallas & Burbank. Twenty-one years after founding of Collins Radio, it builds about 75% of the radio and instrument landing equipment on commercial and executive planes, as well as high-powered commercial and military radio transmitters and ham radio equipment—latter described as "showcase of Collins quality."

Aerovox has opened 2 new plants in California—20,000-sq. ft. factory housing its Cinema Engineering Co. div. at 1100 Chestnut St., Burbank, and 51,000-sq. ft. plant for subsidiary Acme Electronics Inc. and Aerovox Pacific Coast div. at 2724 S. Peck Rd., Monrovia. The 2 plants currently have more than 400 employes, and eventually "the total will exceed that amount many times." James L. Fouch is Cinema Engineering gen. mgr., Hugh P. Moore pres. of Acme.

Spring Technical Meeting on propagation and related subjects will be held at National Bureau of Standards, Washington, May 3-6, under sponsorship of USA National Committee of International Scientific Radio Union and IRE professional group on antennas & propagation. Sessions will be held on radio measurement methods & standards, tropospheric radio propagation, ionospheric propagation, terrestrial radio noise, radio astronomy, electronics, radio waves & circuits including antennas.

Link Aviation Inc., Binghamton, N. Y., manufacturer of electronic flight simulators for military & civilian planes, will be acquired by General Precision Equipment Corp., New York holding company which owns General Precision Laboratory and other firms in motion picture and scientific instrument fields. Link will operate as GPE subsidiary under present management (Edwin A. Link, chairman).

Hunt Capacitors (Canada) Ltd. is new company formed at Ajax, Ont. by Canadian Marconi Co. and A. H. Hunt Ltd., British capacitor manufacturer. Canadian Marconi gen. mgr. J. J. Kingan is pres.; R. A. Grouse, formerly of A. H. Hunt Co. is chief engineer. Canadian Marconi tube & components div., Toronto, will market Hunt capacitors, with production slated to begin this quarter.

Symposium on Automatic Production of Electronic Equipment will be held April 19-20 at San Francisco's Fairmont Hotel, sponsored by Stanford Research Institute & U. S. Air Force. Keynote speaker will be Lt. Gen. Lawrence Craigie, Air Force deputy chief of staff in charge of development.

Continental Radio Corp., 1623 No. Wells St., Chicago, maker of table, clock & portable radios, has combined with Industrial Spring Corp., but continues under own name.

Bell Telephone transistor patents were made available this week, royalty-free, to makers of hearing aids.

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Christian E. Rogers Jr., communications attorney with Mechlin, Marshall & Smith, Washington, and Naval electronics specialist in World War II & Korean war with USNR rank of commander, has been named telecommunications specialist on staff of ODM by Wm. A. Porter, asst. ODM director for telecommunications.

R. M. Soria, American Phenolic Corp. research director, elected pres. of 1954 National Electronics Conference, scheduled Oct. 4-6 at Chicago's Sherman Hotel.

Financial & Trade Notes: Admiral reports record 1953 sales of \$250,931,605, exceeding by 31% the \$191,224,356 of 1952, and 9% above previous record of \$230,397,661 set in 1950. Net earnings were \$8,213,165 (\$3.48 a share), down from \$8,711,133 (\$3.69) in 1952 and from 1950's record \$18,767,554 (\$9.73).

Pres. Ross Siragusa, in annual report, attributed lower earnings to additional tooling and pre-production costs of several new major appliances, among other factors. New-station TV boom in first half of 1953, he said, gave way to second-half lag "as the result of the widespread publicity on color TV that led the public to believe that color TV receivers were just around the corner." As soon as public saw first 15-in. color sets, he added, black-&-white sales increased substantially,

He predicted 1954 industry-wide TV sales of 5,500,000-6,000,000 sets. "I doubt if the TV industry can produce more than 75,000 color sets this year because the delivery of 19-in. tubes will be delayed until fall," he said. "Admiral expects to make 10,000-15,000 of these sets."

Company invested more than \$5,500,000 in plant expansion and other capital expenditures during 1953, and export sales of all products were substantially higher than in any previous year, Siragusa said. Defense production also continued at high level.

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Zenith set new record of \$166,733,276 sales in 1953, up 21% from \$137,637,697 in 1952. Net profit declined to \$5,631,701 (\$11.44 a share) after \$576,656 loss caused by flash flood that damaged Zenith's Wincharger plant at Sioux City, Ia. last June, compared with profit of \$5,845,933 (\$11.87) in 1952. Net profit before flood loss was \$6,208,357 (\$12.61). Annual statement said Zenith enjoyed increase of 22% in TV unit sales to dealers last year, more than 2½ times the industry average, also reported increase in radio and govt. contract shipments. Company added \$3,325,219 to its physical facilities in 1953.

Raytheon reports net earnings of \$1,063,000 (46¢ a share) on sales of \$45,065,000 after provision of \$1,920,000 for taxes for quarter ended Feb. 28. This compares with \$1,355,000 (60¢) on sales of \$51,240,000 same 1953 quarter, but is improvement of 32¢ a share over preceding quarter. For 9 months, profit was \$2,703,000 (\$1.17) on sales of \$126,242,000 vs. \$3,267,000 (\$1.43) on \$130,027,000 in like period preceding year. Current backlog of govt. orders is \$174,000,000.

Oak Mfg. Co. reports 1953 sales of \$20,680,957 and net income of \$1,239,017 (\$2.36 per share) after tax provisions of \$2,290,000. This compares with \$15,925,959 sales, \$1,103,109 (\$2.10) net earnings, \$1,970,000 taxes in 1952. New year started off more slowly than in 1953, but belief is expressed year's volume will compare favorably with record 1953. Annual meeting will be on April 22.

Erie Resistor Corp., in preliminary report to stockholders, states that unaudited accounts indicate 1953 earnings of \$1,139,446 before taxes, \$580,390 after taxes, as against \$773,298 & \$450,333 preceding year.

Eitel-McCullough reports 1953 profit of \$596,871 (88¢ a share on 680,497 common shares outstanding) on sales of \$11,576,674, compared to earnings of \$613,094 (96¢ on 638,903 shares) on sales of \$10,203,302 in 1952.

National Co. reports 1953 sales of \$7,095,593, net income of \$228,218 (87¢ a share) after taxes of \$258,500; its 1952 sales were \$9,261,100, net income \$172,573 (64¢), taxes \$184,000.

Dividends: Motorola, 37½ payable April 15 to stockholders of record March 31; Packard-Bell, 25¢ April 26 to holders April 4; Trav-Ler Radio, 7½¢ March 29 to holders March 25; American Phenolic, 25¢ April 30 to holders April 16.

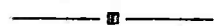
"Before too long, many radio and TV operations traditionally performed by hand will be entrusted to machines, thereby decreasing production costs." Thus Arvin pres. Glenn W. Thompson—predicting 1954 will be one of his company's best years as it expands product lines (adding 2-speed window fan, folding metal chaise lounge, hostess cart) and cuts production costs. Arvin's 1953 business of \$73,395,197 (\$2.53 per share net) derived 43% from automotive parts, 34% TV-radio, 10% electric housewares & car heaters, 9% metal furniture, 4% govt.

Expanded Canadian TV market, anticipating sale of 1,000,000 sets in 1954 and 1955, is foreseen by Stuart Finlayson, pres. of Canadian Marconi, which recently signed agreement to make and market Emerson TVs & radios in Dominion. Canadian sets-in-use totaled about 600,000 at end of 1953, his report to stockholders states, adding that 24 stations should be on air by end of 1954, as against 7 at start of year. Earnings in 1953 were \$1,349,243 (30¢ per share) vs. \$643,300 (14¢) in 1952.

Stromberg-Carlson on March 17 offered its common stockholders 72,025 new shares of \$50 per value 4½% convertible preferred stock at \$50 a share, one share being offered for each 7 of common now held. Underwriting is by syndicate of 10 houses headed by First Boston Corp. Money will be used to pay off \$1,100,000 of bank loans. New preferred is convertible into common at rate of 1.4 shares of common for each share of preferred, new shares subject to redemption at \$52 a share until March 31, 1958.

Clevite Corp. reports record 1953 sales of \$71,304,940, profits of \$3,478,611 (\$1.77 on 1,799,652 shares) compared with 1952 sales of \$54,103,077, profit of \$3,444,240 (\$1.97 on 1,599,652). A large automotive supplier, Clevite is also deeply in electronics now as result of acquisition of Brush Electronics Co. (crystals, magnetic recording heads, etc.) and Transistor Products Inc. Annual statement says non-automotive business amounted to 50% of sales in 1953, and electronics sales were "substantially higher than in 1952."

Collins Radio Co. reports for 6 months ended Jan. 31 sales of \$37,925,586, net income of \$1,476,406 (\$3.41 a share), compared with \$36,718,471 & \$893,198 (\$2.05) for same period preceding year. Backlog of orders was \$225,000,000 Jan. 31 vs. \$255,000,000 as of July 31, 1953.



New Sears, Roebuck catalog features 17-in. vhf-only black leatherette table model at \$140, labeled "not for fringe" reception. Other TVs listed: Tables, 17-in. maroon leatherette \$160; 17-in. mahogany \$190; 21-in. mahogany \$220. Consoles, 17-in. open-face mahogany \$200; 21-in. open-face mahogany leatherette \$200; 21-in. open-face mahogany \$230. All-channel sets in each model are \$30-\$40 extra.

Some 20 Italian TV set manufacturers and assemblers, along with radio, electronics and component makers, are listed in U. S. Commerce Dept. Office of International Trade list, *Radio & TV Equipment—Manufacturers, Italy* (\$1). Domestic TV set production in Italy is expected to reach 100,000-150,000 sets by end of 1954. List gives addresses of manufacturers, number of employes and estimated output of each, where available.

Motorola employes' savings & profit sharing fund reached all-time high of \$17,614,000 in 1953, some 6864 of company's 8500 employes voluntarily contributing \$1,033,000 during year, company contributing \$2,836,000 and fund's investments earning \$466,000. Motorola also gave awards totaling \$22,798 to 1100 employes whose constructive suggestions were put in practice during year.

Apace with booming record sales, hi-fi is going such great guns that *New York Times* will publish special section devoted to it, Sun., March 21.

Mrs. Virginia Durr, wife of ex-FCC commissioner (1941-48) Clifford R. Durr and sister of U. S. Supreme Court Justice Hugo Black, went through stormy sessions of Sen. Jenner's Internal Security Subcommittee at New Orleans March 19 when she was charged with having Communist ties at one time. She denied it vehemently and her husband, acting as counsel for ex-National Youth Administrator Aubrey Williams, threatened libel action when his name also was linked with Reds. Only Sen. Eastland (D-La.) was sitting when Paul Crouch, ex-Communist now with U. S. Immigration Service, testified that Mrs. Durr had persuaded Justice Black to address Southern Conference for Human Welfare in 1938; now the Southern Conference Educational Fund, it's under investigation by the committee. Mrs. Durr wasn't labeled an actual party member, but Crouch charged she had "plotted" with the party. She bitterly denied it, and issued this angry statement after the session: "I refuse to submit to the authority of this committee, and I stand in total and utter contempt of it." Well known for her "crusading" proclivities while in Washington, Mrs. Durr once before got some unpleasant publicity when she admitted contributing to party liner Vito Marcantonio's N. Y. campaign for reelection to Congress.

Phoenix's KOOL-TV & KOY-TV, sharing Ch. 10 since they began operating last Oct., will be consolidated under ownership of Maricopa Broadcasters Inc., controlled by cowboy actor Gene Autry and operators of KOOL-TV with radio KOOL. Subject to FCC approval, Autry firm proposes to buy out KOY-TV for \$400,000. Network is ABC-TV—KPHO-TV (Ch. 5) having CBS and KTYL-TV, Mesa-Phoenix (Ch. 12) having NBC & DuMont. Charles H. Garland, 5% owner, is gen. mgr. of KOOL-TV. Albert D. Johnson, 20% stockholder, is gen. mgr. of KOY-TV & KOY, presumably will continue with the radio station; other stockholders are John L. Hogg, Glenn Snyder, George R. Cook and John R. Williams, each 20%.

Objections of 5 uhf stations in Harrisburg and York, Pa. to power-height increase and site move of WGAL-TV, Lancaster (Vol. 10:9) were opposed by FCC's Broadcast Bureau this week. It pointed to "unusual belatedness" of petition, said stations must have been aware of WGAL-TV's application long before it was granted, stated that petitioners' "allegations of economic injury are simply assertions so highly speculative as to be clearly inadequate to give the petitioner standing to file the instant petition."

Air crash in which 28 were killed when American Airlines plane collided with 2 towers of radio WPTR, Albany, last Sept. 16 (Vol. 9:38) was attributed by CAB to pilot's error, in report filed March 19. "Under existing conditions, the pilot should have abandoned the approach to airport," board said. The 2 other 1953 crashes involving TV towers were also blamed on pilots by CAB (Vol. 9:49 & 10:4).

Application for 10-watt satellite on Ch. 13 to serve Elkins, W. Va., filed last year by Elkins TV Assn. (Vol. 9:24), was turned down this week by FCC, which said applicant didn't meet Commission rules for experimental stations, i.e., didn't propose any real scientific study. Group wanted to pick up and rebroadcast WDTV, Pittsburgh.

Interconnected this week to network circuits: KCEB, Tulsa, and KMMT-TV, Austin, Minn. Next on AT&T's schedule: KHQA, Hannibal, Mo., about March 20, and WSLI-TV, Jackson, Miss., March 27. Phone company plans to add third microwave channel to Norfolk, Va. area April 1.

NARTB's TV code was endorsed in resolution unanimously adopted March 17 by general board of National Council of Churches. Revised edition of code, as amended in Jan. (Vol. 10:4-5), was released this week and is available from NARTB, 1771 N St. NW, Washington.

Opposition to FCC filing fees was voiced by all 7 non-govt. witnesses appearing before Senate communications subcommittee March 16-17 in hearings on bill by Sen. Johnson (D-Colo.) to establish "nominal" fees in place of FCC's schedule (Vol. 10:5, 7-8 & full text in Special Report of Jan. 30, 1954). The witnesses—most of whom represented marine and other private carriers—also objected to Johnson's bill, most of them opposing whole fee principle. FCC Chairman Hyde told subcommittee its fee schedule is still only a proposal and was submitted pursuant to Congressional order. As to Johnson's bill, he urged that it be amended so that "the exact standard which Congress intends the Commission to follow in computing fees [is] fully and carefully spelled out." Sen. Johnson, present at hearing, inserted in record the previously expressed views of Comrs. Webster and Bartley, who oppose fees, and challenged FCC's authority to levy fees since such authority is not contained in Communications Act, but in appropriations bill. NARTB v.p. Ralph W. Hardy urged Congress to "clearly declare a policy which would forbid the FCC or any other agency [to] require the payment of license fees for broadcasting."

Competing with theatres for closed-circuit TV business meetings, Sheraton Hotel chain launched its TV hook-up March 16 with 6-city telecast in which Sheraton Corp. officials discussed offering of new bond issue from DuMont's New York studios. Hotels on circuit were in New York, Detroit, Chicago, Boston, Baltimore, Washington—first 5 having purchased RCA theatre-TV equipment. Chain says any of its 33 hotels in U. S. and Canada can be hooked up, some using portable projection TV equipment. Also participating in this week's show, and reportedly lined up for hotel-TV meetings of their own, were Ballantine Beer, Trans-World Airlines and Railway Express Co. More closed-circuit TV sales meetings have been held in first 3 months of 1954 than in all of 1953, principal ones being National Dairy Products Corp. in 15 cities, Ford 32 cities, Dodge 29, Pan American Airways 20—all in theatres.

Closed-circuit educational programs originating from WBNS-TV and beamed to ballroom of Columbus' Deshler-Hilton Hotel will be feature of annual Ohio State U Institute for Education by Radio-TV, April 7-10. Broadcasters and educators in hotel will be asked to criticize programs. Main speaker will be Theodore Streibert, chief of U. S. Information Administration, reviewing overseas libraries program. Among other educational TV developments: (1) Gov. Dewey's bill for operation of N. Y. State's 10 educational channels by non-profit corporations was amended to permit "controversial" programs, a change sought by N. Y. board of regents, which will have over-all policy supervision. (2) Ohio State U gets \$100,000 grant from Ford Foundation for proposed WOSU-TV (Ch. 34).

Big color "spectaculars," 90-min. big-name programs 8-9:30 Mon. and 9-10:30 Sat., are being blueprinted at NBC-TV for this fall. Aim is to start bi-weekly then go weekly with programs comparable to smash Ford 50th anniversary (Vol. 9:25). To build the shows, producer Leland Hayward is seeking to line up such names as David Selznick, Walt Disney, Joshua Logan, Cecil B. DeMille, Sam Goldwyn, Buddy Adler, Stanley Kramer, et al. Concept of the "spectacular" has been idea of pres. Pat Weaver for some time; he now envisions them as naturals for color.

Grantee WOPA-TV Inc., Chicago (Ch. 44), with same ownership as AM station WOPA, in suburban Oak Park, was denied use of call letters WOPA-TV this week, FCC refusing to waive policy requiring different call letters for different cities even though stations have same ownership.

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OF THE
VISUAL BROADCASTING
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ARTS AND INDUSTRY

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SENATORS PUT FCC FILING FEES ON ICE: FCC's proposal to levy fees of \$3 to \$1500 on those it regulates (Vol. 10:5) now appears to be dead -- or at least in a state of suspended animation for the next year or so -- as result of objections by everybody in general and Senate Commerce Committee in particular.

It was Congress, not FCC, which imposed filing fee idea in the first place -- as rider to appropriations bill, which established fee policy for govt. regulatory agencies. But this week, following Senate hearings in which all witnesses opposed principle (Vol. 10:12), Committee asked FCC to suspend rule-making until July 1955.

Committee unanimously passed resolution stating that the license fee proposal "raises basic questions with regard to the fundamental philosophy of regulation under the Communications Act, [and] any departure from the existing structure of licensing should be resolved specifically by the Congress after the conclusion of our present inquiry." At week's end, Commission hadn't acted, but it probably will bow formally to the Committee's request next week.

CONCEPTS OF COLOR GROWTH—RCA's PLANS: Skepticism about the eagerness and haste of the public in buying color TV receivers, clearly manifest in industry ranks despite the enormous publicity color has had, may be slowing down color's pace -- certainly is now causing soft-pedaling of some of the predictions for its immediate future.

Nevertheless, RCA this week reiterated its faith in color, invited its set-making licensees and competitors to share both initial expenses and ultimate profit as it laid before them its own color plans for 1954 -- covering production of sets and parts, equipping of stations, and programming via NBC-TV.

Many other set manufacturers, however, have been mighty dubious about going ahead with production now, principally because they believe 15-in. tube too small and price of receivers much too high. Nearly every one with research facilities is doing something, telling almost nothing, though many had tubes in various stages of development on display at IRE convention this week (see p. 14).

* * * *

More than 250 licensee representatives were at RCA's March 26 symposium at its big receiver plant in Bloomington, Ind., where the day before RCA officials had also briefed newsmen. To the licensees, as to newsmen, RCA stated own 1954 goal of 5000 sets with 15-in. tubes, 5000 with 19-in. -- and showed 15-in. in production.

But they made clear the very important fact that RCA won't build tubes and other special color components for other set makers until it gets firm orders for them. In this significant respect, RCA policy differs from that of 1947 when it began stockpiling black-&-white tubes in advance of orders.

Policy applies both to 15 & 19-in. Reason for it, said v.p. E.C. Anderson, in charge of licensing, is because of "the present cost of color tubes and the fact that additional types may become available."

With most other manufacturers backing off from 15-in., or not trying it at all, RCA thus showed it intends to give it at least a substantial try. Consumer products exec. v.p. Joseph Elliott said he's satisfied "quite a few" will be sold at \$1000. He likened the set to a Cadillac or Lincoln (though one competitor calls it a "Jaguar"). He said "orders for hundreds" have been received from all cities where color signals are available.

Whether RCA's example will persuade its tube customers to give the 15-in. a similar whirl, it's too early to say. It asked them to place orders for tubes and other components soon as possible, stating there's substantial lead time involved. Said tube div. marketing mgr. Douglas Y. Smith: "The minimum lead time we need for color kinescopes is 30 days and may run 90-120 days, depending on the magnitude and timing of demands. For receiving tubes, it's 30 days, may run to 90. For components, it's 30 to 60 days; for testing equipment, 90 days minimum up to 120-270 days."

Asking others to get into the swim, Elliott said the development of color as a national service is "too big for any one firm." After saying he expects RCA to build 10,000 sets this year, he estimated industry total at 100,000 -- of which he figures 70,000 will be sold this year. From then on, he foresaw this growth in sales: 350,000 in 1955; 1,780,000 in 1956; 3,000,000 in 1957; 5,000,000 in 1958.

The real "mass market" will come some 3-5 years from now, said Elliott, taking the now more conservative line of Chairman Sarnoff and President Folsom, who weren't present. By then, he said, a 19 or 21-in. color set will sell for \$500.

Fostering of color expansion is no simple trick, the speakers acknowledged. Said Anderson: "The introduction of color to the public is a different and more difficult problem than black-&-white TV. The public had only one choice in 1947. Now, they are able to choose between color and black-&-white." Very cheap black-&-white, he might have added -- so cheap now as to throw a new complexion on market.

* * * *

Though we attended the newsmen's session at Bloomington, we were barred from the licensee session Friday, our deadline day, so had time to get reaction from only one manufacturer who attended. He's a medium-sized producer, by no means tied to RCA apron strings, and his comments may be significant:

"I think it was a great promotion for color on the part of RCA. It was impressive, too, for we actually saw the sets in production -- very slow, actually only 10 to 15 per hour. They're trying for 40. I must say the line looked good, the method of production was very clean, and they showed how we can all do it and doubtless even improve upon it and bring down costs.

"But it's all up to the consumer, in the last analysis, just as the RCA people said. We must count on losses at the outset. The question is: How cheap can we make this set, so it can be sold at a reasonable price? And, will they buy?"

"Were you enough impressed to go back and start your own line?" we asked.

"I'll have to reserve comment on that -- but you can say for me that RCA's pitch was really terrific."

* * * *

There certainly are differences within the industry about when and how the new color art and industry will develop -- but the situation was oversimplified in Jack Gould's front-page New York Times article of March 22, which was the talk of the industry all this week. It spoke of sharp disagreements over when color should be introduced to the public, with RCA on one side and, ranged on the other, "virtually all the other set makers who do not believe that it is either technically or economically feasible to begin color for some time."

Fact is, as far as we can adduce at this time, there's no such unanimity or certainty of opinion among set makers yet, even though RCA alone so far has stated specific plans and production schedules. There's puzzlement, uncertainty, a waiting for "things to happen" -- presumably, now, for public reaction to marketing efforts of RCA and any others who undertake to make and sell sets.

(Westinghouse also has announced production line, has advertised sets avail-

able for immediate sale, but reportedly has sold very few as yet. Emerson leasing plan [Vol. 10:10,12] has apparently aroused very little trade enthusiasm.)

Other manufacturers aren't tooling up, Gould reported, contending that "public interest in color has subsided because of the high retail costs of initial sets -- more than \$1000 for 12-in. pictures -- and that the 'immediacy' of tinted TV can now be discounted." He went on to state that some have cancelled orders for various color parts, and that CBS has decided not to expand its color programs because an informal survey "showed the number of color TV sets in use this year would be far below many original enthusiastic estimates."

The Times reporter concluded, quite rightly: "At issue, basically, is a complex problem of a multi-million dollar business going through a transitional period. Involved are difficulties in the engineering laboratories, novel problems in merchandising and industry politics."

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It was apparent to us, in tour through the Bloomington plant, that RCA is seeking to give its model CT-100 color set the same reputation for solidity that its famous pioneering 630-TS 10-in. black-&-white set enjoyed.

Bloomington plant has 5 production lines, 3 of them on black-&-white sets, one on color, other unused at present. Plant mgr. Thomas A. Weeks said the color line is capable of producing 2000 sets monthly -- a rate which can be achieved in 6-8 weeks. He said color set has 1012 parts vs. 437 parts in 21-in. black-&-white and that complexity of production is about at 2½-to-1 ratio.

Plans for 19-in. were given as follows: Developmental samples of tubes available in April, commercial production of tubes during July, production of receivers "shortly thereafter." No indication of price of 19-in. tube or set or rate of their production was given -- except that they would "cost more". It was also stated that the focus-mask tube (Vol. 10:4) will be demonstrated next year.

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Color receiver service warranty conditions were disclosed for first time, with 3 kinds of contracts available at option of purchaser:

(1) "A" contract -- \$149.50 for guarantee on all parts, including the picture tube, for one year, plus unlimited service calls for one year.

(2) "B" contract -- \$99.50 for guarantee on all parts, including the picture tube, for one year, plus unlimited service calls for 90 days.

(3) "C" contract -- \$25 for installation and instructions. Service calls thereafter to run \$5.95 for first ½ hour, \$3.50 for each additional ½ hour.

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On the station side, engineering products v.p. T.A. Smith revealed that 35 stations are now equipped to rebroadcast network color, and "partial shipments" of color equipment have been made to 35 more.

Turning to network connections, Smith estimated that 75 cities would be color-connected by July 1, more than 140 cities by end of 1954 -- thus making it possible to put color signals in range of 75% of nation's homes.

Live cameras are now being shipped, he said (see p. 8), and some 25 stations are due to get new vidicon color film cameras this year (Vol. 10:12).

For NBC-TV's color programming plans, see below.

NBC-TV OUTLINES COLOR 'SPECTACULARS': What inducement will public have to buy those \$1000-up color sets? NBC-TV officials believe they have some powerful programming injections to whet viewers' appetites for color.

NBC color coordinator Barry Wood, addressing symposium of manufacturers at RCA Bloomington receiver plant March 26, stated that NBC would be providing at least 3 color shows weekly by end of year -- 2 from New York, one from Hollywood.

In addition to studio programs, he said, mobile units will originate such things as cherry blossoms from Washington, golf tournament from Baltusrol, N.J., Mardi Gras from New Orleans, fashion shows from Manhattan, rodeos from southwest.

Then he came to "Spectaculars in Color" (Vol. 10:12), details of which NBC pres. Pat Weaver gave to affiliates in closed-circuit telecast March 26.

Starting in October, Weaver said, these 90-min. fortnightly programs will be "peaks in the schedule...bringing back to TV the role of a conversation piece." They will have the "appeal of the 'hit' in show business," he said.

They're going to cover whole gamut of show business -- musical comedy, drama, circus, operetta, aquacade, ice show, etc. -- produced by such men as Walt Disney, David Selznick, Rodgers & Hammerstein, plus NBC's own producers.

Programs will be scheduled Sat. 9-10:30, Sun. 7:30-9, or Mon. 8-9:30. There will be 13 of these this fall, sponsor for which is to be announced soon. In addition, there will be an "occasional" program for which NBC will pre-empt time.

Emphasis will be on producers and writers, including the "creative brains" of Hollywood, rather than primarily on personality of stars.

If programs are all Weaver says they'll be, NBC can scarcely go wrong -- because programs will be seen on black-&-white, thanks to compatibility. As for cost, while RCA & NBC say they're prepared to spend many more millions to promote audience and color set sales, other telecasters and manufacturers seem inclined now to go more slowly, tread cautiously, look into expense factors more closely.

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Wood described NBC's color facilities as follows: Colonial Theatre, 4 color cameras and 35mm slide scanner; Studio 3H in Rockefeller Center, with 2 cameras and slide scanner; one mobile unit with 3 cameras and more under construction.

Another studio will be equipped in Brooklyn by fall, he said, as will one in Burbank, Cal. Chicago will have one a year later, then Cleveland and Washington.

Note: We watched Scholz-Andrews fight March 26, the first bout carried in color by NBC, found color added little to what was basically a good fight. We doubt whether color would help a poor match one iota. Washington Post sportswriter Herb Heft seems to share our views quite precisely. He wrote: "I'd say, on the basis of my first look, that the fight looked nice in technicolor. But I wouldn't put out the extra dough to see another one like it, good as it was. Maybe to see the Rose Bowl pageant or the Mardi Gras. But not for a fight."

5 MORE STATIONS START, ONE IN CANADA: Four new TV outlets went on air in that many U.S. cities this week, one more in Canada -- making 379 in this country (130 uhf), 9 in the Dominion. The U.S. count allows for one more uhf quitting as of March 31: KRTV, Little Rock (Ch. 17) where KARK-TV (Ch. 4) has just started testing. Week's starters bring first service into Eugene, Ore. and St. John, N.B., first local vhf into Little Rock, first uhf into Providence, third uhf into Madison. They are:

KARK-TV, Little Rock, Ark. (Ch. 4) started tests March 24, plans schedule of test patterns beginning April 1, day after Little Rock's KRTV (Ch. 17) is due to go off the air after selling its studios and other facilities to KATV (Ch. 7) in nearby Pine Bluff (Vol. 10:11). KARK-TV has 25-kw RCA transmitter, 340-ft. tower, plans later to build 1170-ft. tower and emit 100-kw. Chief owner is T.H. Barton (73%) with T.K. Barton (18.16%) as v.p.-gen. mgr.; Dale Hart, program mgr.; Champ Smith, chief engineer. Network is NBC, base hour rate is \$350. Rep is Petry.

WNET, Providence, R.I. (Ch. 16) began testing at 10 a.m., March 23, will go commercial soon after April 1, boasts Studio One as first network order from CBS. It is first local competitor for pre-freeze WJAR-TV (Ch. 10), is putting on big drive for uhf conversions. John Porterfield, v.p.-gen. mgr., ex-Raymer, reports excellent signals from initial tests of 1-kw RCA transmitter, 420-ft. Stainless tower. Plant includes 2 studios, one 30x80. Station got 2nd of new GPL vidicon camera chains. Harold C. Arcaro, attorney, is pres. of corporation having 1200 local stockholders. Chief engineer is Herbert F. Evans, ex-CBS. Base rate is \$200. Rep is Raymer.

KVAL-TV, Eugene, Ore. (Ch. 13) opened new market when it began test patterns March 22, for it's 103 mi. south of Portland, 120 mi. north of Medford. It's also 61 mi. from Salem, state capital, which has 2 CPs without announced target dates. KVAL-TV begins programming in mid-April or earlier as NBC interconnected. It has

10-kw RCA transmitter, 360-ft. Fisher tower with 40-ft. 6-bay antenna. Robert Booth and C.H. Fisher (KUGN) head group owning station. S.W. McCready is gen. mgr.; A.H. Barnard, chief engineer. Base hour rate is \$175. Rep is Hollingbery.

WHA-TV, Madison, Wis. (Ch. 21), for which Wisconsin U regents in 1952 allocated \$105,750 and which then got another \$100,000 grant from Ford Foundation, put out first test signals March 26 from 1-kw RCA transmitter and Gabriel antenna on WHA-FM tower. It begins program tests April 5, suspends for spring vacation April 19-24, then starts 2-3 hours of daily programming from May 3. Its 5th educational non-commercial outlet on air. Studios in Radio Hall of university's WHA ("oldest station in the nation") are equipped with 3 GPL camera chains, projector and kine recording equipment. Educational radio pioneer H.B. McCarty is executive director.

CHSJ-TV, St. John, New Brunswick (Ch. 4), first TV in the Maritimes and the easternmost in North America, began testing March 22 and 2 hours later went on program schedule with CBC and U.S. network kinescopes and films. It's Canada's 9th outlet, 4th privately-owned. It uses Canadian GE transmitter and 40-ft. Ajax tower on 1200-ft. Mt. Champlain, 18 mi. from city. Transmitter house was built under same sort of rugged conditions that faced CBUT, Vancouver, and in addition required 2½-mi. of new mountain road. Integrated with radio operation, its owned by group headed by Thomas A. Drummie, with George A. Cromwell as gen. mgr., Earl McCarron, program director. Base hour rate is \$165. Rep is All-Canada Television, none in U.S. yet.

FEW CPs, MULTIPLE & UHF HEARINGS SOON: FCC gave out 2 CPs this week, took one back from grantee who failed to build after prodding, got rather roughly handled itself when House Appropriations Committee cut its budget from \$7,664,400 to \$6,544,400.

The week's grants: Montgomery, Ala., WSFA, Ch. 12; Charleston, S.C., WUSN, Ch. 2. The CP revoked was for oilman Tom Potter's WTVT, Chattanooga (Ch. 43).

Though still leaning towards its multiple ownership proposal, which would permit owners of 5 vhf's to acquire 2 uhf's (Vol. 10:4,6), Commission has decided to withhold further action until Potter communications subcommittee of Senate holds hearings on uhf -- now scheduled April 27-29, with FCC providing first witnesses.

Sen. Johnson's multiple ownership bill (Vol. 10:11) will get airing at same time, since its stated purpose is to help uhf.

Uhf operators and grantees are expected to be out in full force to present their ideas. One operator, Leon Green, secy. of Houston's KNUZ-TV, is inviting all grantees to meetings in Washington April 25-26 to discuss proposals to put before subcommittee. Among his ideas is govt. loans to TV stations.

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The "protest" section of Communications Act brought its most unusual result to date this week when owners of Clarksburg, W.Va. newspapers Exponent and Telegram filed protest to Ch. 12 grant to WBLK-TV, alleging "economic injury." It's first time anyone not a TV or radio grantee or applicant has ever protested a grant.

Complaint states that grant of WBLK-TV increases "dominating position" of its owners -- Stubblefield family -- who control newspapers in 9 West Virginia cities plus 34% of WTRF-TV, Wheeling, plus AMs WBLK, Clarksburg and WPAR, Parkersburg. Owners of WBLK-TV replied that protest was "based upon a fear of competition" and that "the protestant sees TV, not as a force for public good, but as a threat to its long enjoyed monopoly in the newspaper field."

Commission hasn't indicated its decision yet, but it generally hasn't been too eager to grant protests and hold hearings on them.

Million-watt uhf station may be possible within a year, spokesmen for tubemaker Eitel-McCollough Inc. believe. At IRE engineering show this week the San Carlos (Cal.) manufacturer showed full-scale model of huge 50-60-kw klystron which will power tomorrow's maximum-power uhf outlets. An official of the company which supplies DuMont, Federal and others, said the new tube should be in production in about 6 months, or at least by end of year. Task of designing transmitter around the tube shouldn't

pose difficult problem, he added, because of its similarity to current 12-kw models. New and far bigger power supply will be largest obstacle. Rival klystron-maker, Varian Associates, Palo Alto, Cal.—which designed 12-kw tube now being made by GE—wouldn't be pinned down on plans for top-power uhf tubes. Pres. Russell Varian told us his plans are now uncertain, inasmuch as demand seems to have tapered off somewhat and it may not be feasible to go ahead now in view of uhf's economic situation.

Personal Notes: Frank Stanton, CBS pres., conferred with President Eisenhower at White House March 25, told reporters afterward he had nothing to say . . . Keith Kiggins, ex-ABC v.p. and onetime NBC director of station relations, who has been living in retirement in La Jolla, Cal., appointed administrative asst. to George B. Storer at new Storer headquarters in Miami Beach, Fla. . . . Chris Witting, Westinghouse Broadcasting Co. pres., named to 3-year term on board of Advertising Council . . . George Crothers, ex-director of CBS-TV religious broadcasts, named CBS-TV mgr. of public affairs broadcasts . . . Alfred DiGiovanni promoted to CBS-TV Spot Sales research mgr. . . . Francis V. Guidice promoted to program mgr., WTTG, Washington, and DuMont contact at White House and Capitol, succeeding Roger M. Coelos who becomes mgr. of KONA, Honolulu . . . James C. Cole resigns as gen. mgr. of WFTV, Duluth, his job being taken over temporarily by C. G. Alexander, gen. mgr. of Great Plains Television Properties Inc. (Scheftel-Burger) . . . Jim Moroney Jr., asst. treas., *Dallas News*, and asst. supervisor, WFAA-TV & WFAA, married to Helen Claire Wilhoit, known on WFAA as singing star Lynn Holt; George Stevens promoted to WFAA-TV local sales mgr. . . . Wes Izzard promoted to gen. mgr. of *Globe News*' KGNC-TV & AM, Amarillo, replacing Tom Krister, resigned; Aubrey Jackson, from its radio KEYS, Corpus Christi, to asst. commercial mgr.; Bud Thompson to TV station mgr. . . . Sid Tremble promoted from program director to commercial mgr. of KCMO-TV, Kansas City; Ken Heady, new program director . . . James Allen adds duties of publicity director for all 4 Crosley TV stations, plus WLW, to title of director of TV promotions . . . Harold S. Falter named gen. mgr. of Dallas branch, Forjoe rep firm . . . L. T. Steele, TV v.p., Benton & Bowles, elected to agency's board of directors . . . Robt. Marcato joins Kenyon & Eckhardt TV-radio dept. to work on RCA account.

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Millard M. Garrison, 49, partner of Page, Creutz, Garrison & Waldschmitt, Washington consulting engineers, died suddenly of heart attack March 25. He was born in Stanwood, Ia., attended Minneapolis schools, was graduated from U of Minnesota in 1930. During World War II, he was responsible for work on various kinds of Navy airborne identification radar and navigation beacon equipment, headed Bureau of Aeronautics radar section, attained rank of captain in reserves. He was Washington consultant since 1931, starting with Jansky & Bailey, forming partnership with Joseph Chambers (now head of Motorola labs in Phoenix) after war, maintaining own firm from 1950 until joining latest partnership in 1953. Surviving are widow and 2 sons, 13 & 10. Military funeral will be conducted 1 p.m. March 29 at Ft. Myer Chapel, Arlington, Va.

Junius P. Fishburn, 58, publisher of the *Roanoke* (Va.) *Times* and *World-News*, operating radio WDBJ, suffered a stroke during a Washington hearing March 24 before FCC examiner J. D. Bond. Rushed to a hospital, he died a few hours later. Hearing on competitive applications of WDBJ & WROV for Ch. 7 had been in progress, off and on, since last Sept. 25 and was indefinitely postponed.

E. Finlay MacDonald, operator of CJCH, Halifax, was elected pres. of Canadian Assn. of Radio & TV Broadcasters at this week's annual meeting in Quebec City, succeeding F. E. Elphicke, CKWX, Vancouver.

Harry C. Kopf, 51, v.p.-gen. mgr. of WNBQ & WMAQ, NBC's owned-&-operated stations in Chicago, died in Chicago of heart ailment March 26.

Forjoe & Co., station rep, moves April 5 to new offices at 580 Fifth Ave., N. Y.; phone, Judson 6-3100.

How one uhf telecaster is attacking problem of good converter installations: Walter Reade Theatres' WRTV, Asbury Park, N. J. (Ch. 58) promotes "WRTV Seal of Approval" which is awarded to dealers and servicemen making quality installations at realistic prices. Those earning seal get decal for store windows, mats of seal for mailings and newspaper ads, advertising in lists of approved dealers in 4 area newspapers for which WRTV foots bill, plugs on WRTV and in trailers shown in Walter Reade theatres. To get seal, dealers apply to station, which investigates, checks quality of several installations made by dealer, who must meet these criteria: (1) Conversions must be made with money-back guarantee for satisfactory reception of WRTV. (2) Proper types of antennas, lead-ins, converters, strips, etc. must be used. (3) Prices must not be "exorbitant." Station says it's not concerned with brand or make of equipment—only with quality—and as to price, it doesn't want seal to go to "some of the firms which are charging \$70, \$80 & \$90 for conversions that belong in the \$30, \$40 or \$50 class."

Gov. Dewey signed educational TV bill March 25, opening way for establishment of privately-owned non-profit stations to be operated under supervision of State Board of Regents (Vol. 10:6). Bill gives Regents authority to incorporate any group for operation of educational station, bars use of programs "for partisan or political purposes or to influence legislation." Non-profit groups have already been organized in New York, Buffalo, Albany-Schenectady-Troy. State is allocated 10 non-commercial channels, all uhf. Board of Regents itself holds 7 CPs (see *TV Factbook No. 18*), will turn them over to privately-owned groups as they are chartered. First to get charter (and CP) probably will be New York City's Metropolitan Educational TV Assn., which expects to be chartered at Regents' next meeting at end of April.

British commercial TV was approved by House of Commons March 26 on crucial second reading, 296-269, after acrimonious debate. Deputy Labor party leader Herbert M. Morrison pledged to make TV commercialism issue in next political campaign, said if his party came into power it would block the new broadcasting service—and Conservative asst. Postmaster General L. D. Gammans suggested Labor Party adopt this election slogan: "Vote labor and lose your second program." Actually, the TV bill is very mild one, setting up safeguards against over-commercialism and "over-Americanism," and giving Govt. same censorship power it has over BBC (Vol. 10:11).

J. Fred Muggs has asked CBS for equal TV time to "refute all gestures made by the chimpanzee who aped me" on Ed Murrow's *See It Now* March 23, according to UP dispatch. Chimpanzee Muggs, featured performer on NBC-TV's *Today*, has become symbol of evils of commercial TV to Britons. Murrow's show, devoted to the British TV dispute, used film featuring rival British chimp, "J. Fred Muggeridge," being exploited by British Laborites as weapon against commercial TV. Muggeridge is namesake of *Punch* editor Malcom Muggeridge, one of most persistent and outspoken advocates of commercial TV.

Barnard College's 4th annual Summer Institute of Radio & TV, jointly sponsored with NBC in N. Y., June 28-Aug. 6, will include new course in "Technical Operations Orientation" directed by RCA Institute Inc.'s Paul L. Gerhart.

Stock Shots to Order Inc., 500 Fifth Ave., N.Y., has been formed by R. A. Pheelan, ex-WOR-TV, and Edna Paul, ex-NBC, to supply TV producers with programs or commercial shots they can't get from stock film libraries.

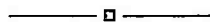
Arizona Gov. Howard Pyle still calls himself program director of KTAR, Phoenix, and intends to return to that station when he quits politics.

Station Accounts: Possible trend to foreign-language specialization in some markets, as has happened in radio, is seen in announcement that newly authorized KELP-TV, El Paso (Ch. 13), city's third, will concentrate on Spanish programs, and that new KBID-TV, Fresno (Ch. 53) has set aside 3½-hour block of time each week aimed at the Latin-American audience. Recently started KGBT-TV, Harlingen, Tex. (Ch. 4), in heart of Rio Grande Valley, has even appointed a Spanish language sales specialist, Richard T. O'Connell . . . *New Spanish Hour* on WOR-TV, N. Y., Mon. 10:30-11:30 p.m., bi-lingual variety show, already has 3 sponsors: Albert Ehlers (Cafe Caribe coffee), thru Quinn-Lowe Inc.; Gustone (vitamins), thru Reed Adv.; Manning's (used cars) . . . Indiana Telephone Co. sponsored 1954 state high school basketball finals at Indianapolis last week, with WFBM-TV feeding to 6 other stations in basketball-wild Indiana, 3 in Kentucky; phone company guaranteed \$10,000 gate, lost deficit of about \$2500 . . . Wilbur-Ellis Co. (Southern Star Bonito) buys N. Y. news segment of WCBS-TV's new *Morning Show*, 8:25-8:30 a.m., thru West-Marquis Inc., San Francisco . . . 7-Up plans ad budget of \$4,000,000 or more, mostly in TV, pres. H. C. Grigg told St. Louis distributors meeting this week; agency is J. Walter Thompson . . . National Electrical Mfrs. Assn., 155 E. 44th St., N. Y. (O. C. Small, mgr.) making available to membership 3 new sets of 60 & 20-sec. films promoting adequate wiring in the home . . . "How TV made Jim Moran Top Hudson Dealer in the U. S." titles significant case history on buildup of \$26,000,000 Chicago business, in March 22 *Sponsor Magazine* . . . Among other advertisers reported using or preparing

to use TV: Oral B Co., San Jose, Cal. (toothbrushes), thru Long Adv. Service, San Jose; Benadco, Oakland, Cal. (Oven-Off & Vaporette), thru Elliott Goetze & Boone, San Francisco; Stokermatic Co., Salt Lake City (stokers & heaters), thru Davis W. Evans & Assoc., Salt Lake City; Lock Vent Inc., Richmond, Va. (aluminum & plastic awnings), thru Advertising Assoc., Richmond; Frozen Food Factors Inc., Atlanta (frozen foods), thru Bearden-Thompson-Frankel, Atlanta; Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), thru Kenyon & Eckhardt, N. Y.; Armour & Co., Chicago (Suds detergent), thru John W. Shaw Adv., Chicago; Long Island Duck Growers Marketing Cooperatives, New York, thru Williams Inc., N. Y.; Northern Dyeing Corp., Washington, N. J. (Nortex fabric finish), thru Bachenheimer-Lewis Inc., N. Y.; Regent Canned Food Co., div. of Safeway Stores, Oakland, Cal. (Lelani pineapple & Nip & Tuck dog food), thru Dancer-Fitzgerald-Sample, San Francisco; Standard Milling Co., N. Y. (Hecker's & Ceresota flour), thru Jamian Adv. & Publicity Inc., N. Y.; Mitchell Mfg. Co., Chicago (air conditioners), direct; Miracloth Corp., Chicago (Miracloth for cleaning), thru C. Wendel Muench, Chicago; Louis L. Libby Food Products, Long Island City, N. Y. (Libby frozen foods), thru Hicks & Greist, N. Y.; Perf Inc., N. Y. (solid perfume & sachet), thru C. J. Herrick Assoc., N. Y.; D. E. Sanford Co., San Francisco (Descoware utensils), thru Neale Adv. Assoc., Los Angeles; Halter's Pretzels Inc., Canton, O. (Supreme & Ten-Tee pretzels & pretzel sticks), thru Ted Witter Ad. Agency, Canton, O.; Peoples Drug Stores Inc., Washington, D. C. (chain drug stores), thru Wm. D. Murdock Adv., Washington.

Network Accounts: Largest time sale in TV history is claim of CBS-TV sales v.p. Wm. H. Hylan, in signing up Procter & Gamble for 3 more daytime shows, totaling 6¼ hours weekly. Two of the shows are being taken away from NBC-TV as of July 5—*Welcome Travelers*, Mon.-thru-Fri., 1:30-2 p.m., thru Dancer-Fitzgerald-Sample, and *On Your Account*, Mon.-thru-Fri., 4:30-5 p.m., thru Benton & Bowles. Third show, unannounced, will occupy Mon.-thru-Fri. 1:15-1:30 p.m., also starting July 5. Since P&G already sponsors 3¾ hours of daytime on CBS-TV, its total is 10 hours per week on that network (reported billings: \$9,000,000), practically filling up its day periods and requiring realignments of most other daytime schedules . . . General Foods' 25th anniversary program, featuring Rogers & Hammerstein music with big lineup of name stars, Sun., March 28, 8-9:30 p.m., was to be carried by total of 235 stations on all 4 networks (including 6 of the 7 in N. Y.)—biggest commercial hookup in TV history and costing somewhere between \$500,000 & \$750,000. Agency is Young & Rubicam . . . Vitamin Corp. of America (Rybutol) sponsors *The Goldbergs* on 160 DuMont stations, assuming Bishop Sheen's Tue. 8-8:30 p.m. period for 13 weeks from April 13, undetermined time thereafter, thru BBDO; DuMont says station lineup is biggest in TV history, involves \$5,500,000 contract . . . General Time Corp., Westclox Div., buys 13 weeks of partic. in CBS-TV Pacific Network's *Panorama Pacific*, Mon.-thru-Fri. 7-9 a.m. PST, thru BBDO; State Farm Insurance Co. buys 26 weeks on same show, thru Needham, Louis & Brorby.

(*Danger*). One week one sponsor gets the "full treatment" with substantial mention of the other; next week, they shift—and rate-holding is same as standard practice in magazines whereby an advertiser buys a color page one week, a small black-&-white ad next week. Among clients ready to go major-minor, as listed by *Billboard*: Procter & Gamble, which it says "wants more TV"; Parliament, Schick, Block, Paper-Mate, Texaco, Brown & Williamson, Owens-Corning, Dow Chemical, Purex, Ronson.



What, indeed, hath TV wrought? "Displacement of the dining area of the living room and the one-a-tray meal eaten in silence before the TV set is bringing about a whole new concept of merchandising based on the snack," reports March 24 *New York Times*. Accordingly, 4 makers of snack items are getting together under the auspices of Ross-Roy Inc., N. Y. agency, to form "Snackmaster's Guild," pooling their resources for advertising, merchandising & promotion. They're Lummis & Co., Philadelphia (salted peanuts); Pretz-L Products Corp., Reading, Pa. (pretzel nuggets); Adams Corp., Beloit, Wis. (Adams Korn Kurls); Kink Kone Corp., N. Y. (Old London Cheese Sandwiches).

Skiatron Electronics & TV Corp. has signed agreement with Matthew Fox, owner of Motion Pictures for TV, giving him rights to its subscription TV development—including manufacture, operation, licensing and financing. Terms of agreement weren't disclosed. Fox has formed Skiatron TV Corp. as operating company, with Skiatron Electronic's Arthur Levey on board, says he'll file petition asking FCC to commercialize pay-as-you-see TV.

"Underground" TV station will be built by BCC beneath site of old Crystal Palace, replacing present Alexandra Palace operation. Scheduled for completion within 2 years, new station will be almost completely underground, with 640-ft. antenna tower the only important above-ground structure.

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Thirty-five advertisers, reports *Billboard*, are "chomping at the bit" to buy alternate-week shows employing the so-called major-minor plan whereby 2 sponsors get every-week coverage by buying a network time period and then alternating the commercial emphasis, viz., Philco-Goodyear on NBC-TV, U. S. Steel-Motorola on ABC-TV, and, mostly recently, Block Drug-Nash Motors on CBS-TV

Telecasting Notes: Farm TV audience gets analytical attention of March 27 *Tide*, which notes at least 60 stations now telecasting programs designed for farmers and concludes that "farm TV can, and perhaps should, be reckoned with now." It studies CBS's recent county-by-county figures on TV set ownership (full text published by *Television Digest*, Feb. 27) and notes national TV set saturation is 58%. Then it takes the 2359 farm counties as defined by J. Walter Thompson Co. (i.e., those with no city of 25,000 and where majority do not live in urban areas), and finds 617 with 40% or more TV saturation, 636 with 20-40% . . . Map shows farm counties with TV are generally closely grouped, usually circle an urban county; thus an advertiser using TV in these major cities has a good chance of reaching farmers: Atlanta, Baltimore, Birmingham, Dallas, Denver, Des Moines, Ft. Worth, Grand Rapids, Houston, Jacksonville, Kansas City, Lincoln, Louisville, Memphis, Minneapolis, Nashville, New Orleans, Oklahoma City, Omaha, Philadelphia, Salt Lake City, San Francisco, Tulsa. Article, with its state-by-state breakdown of farm saturation, is excellent ammunition for station sales force . . . Howard Hughes' acquisition of RKO for \$23,489,478 (at \$6 a share) leaves up in air again whether its backlog of 700 films, carried on books at \$1, will be made available to TV; trade reports have it that MPTV's Matty Fox once offered \$12,000,000 for them, DuMont \$8,000,000 . . . 5-year rights to 10 major feature films, including 1949 Technicolor production *Tulsa* (Susan Hayward & Robt. Preston), were sold this week for \$300,000 to Samba Pictures Inc. (Jerome Hyams, pres.) for TV distribution, which will be by Hygo films; others in package are *Big Cat*, *Black Book*, *Down Memory Lane*, *Lost Honeymoon*, *Mickey*, *Port of New York*, *Man from Texas*, *The Spiritualist*, *Trapped* . . . Empire State Bldg. proposes the 7 N. Y. stations occupying its 222-ft. tower

sign 15-year leases and pay annual rental of \$85,000 each, starting April 30, as against \$70,000 they now pay; they're balking, and dispute may go to arbitration . . . U. S. Senate now has new, bigger, more modern TV-radio studio for taping and filming; it's in Capitol, run by Mr. & Mrs. Robt. Coar . . . More rate increases: WBTV, Charlotte, N. C., raises Class A hour from \$750 to \$900, special Class AA min. rate from \$175 to \$225; KWTW, Oklahoma City, base hour from \$465 to \$600, min. \$93 to \$120; KOMO-TV, Seattle, hour from \$700 to \$800; KPRC-TV, Houston, hour from \$700 to \$770; WWLP, Springfield, Mass., hour from \$250 to \$300; WAFB-TV, Baton Rouge, hour from \$200 to \$250; CFPL-TV, London, Ont., hour from \$200 to \$275 . . . W. Va. Network "package" being formed by ABC-TV, comprising new WJPB-TV, Fairmont (Ch. 45); WKNA-TV, Clarksburg (Ch. 49); WTAP-TV, Parkersburg (Ch. 15) . . . KHJ-TV replaces KTTV April 1 as DuMont Los Angeles affiliate.

To WKY-TV, Oklahoma City, goes distinction of getting first commercial color camera shipped to station other than NBC and CBS New York key outlets. Camera was received March 21; rest of chain was due March 22, while second complete chain and a spare camera were to follow shortly. Mgr. P. A. Sugg said tests would begin in April and he hoped to have regular local live schedule before May 1. Station's order has been on file for 3 years. Other stations due to get cameras soon: WBAP-TV, Ft. Worth; WBEN-TV, Buffalo; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; KTLA, Los Angeles; WDSU-TV, New Orleans.

Big screen color: Skywriter Virgil E. Noble, of Venice, Cal., claims that after 12 years of experimenting he's prepared to sky-write in 4 colors—just as soon as he finds someone willing to pay for it.

DETAILS OF 2 TV TAPE recorders were revealed for first time at IRE convention this week, together with novel plan for putting color TV pictures on black-&-white film and technical reports on 2 color film scanners. Engineers for both RCA and Bing Crosby Enterprises Inc. (Los Angeles) said they expect to have color TV tape recorders ready for commercial production in about 2 years—each using a different engineering approach.

RCA Labs' Harry F. Olson gave engineers technical data on RCA's color tape recorder which was demonstrated at Princeton last Dec. (Vol. 9:49), then told newsmen that in the 3½ months since demonstration, RCA engineers "have brought the tape speed down materially and have been able to reduce the width." The recorder shown by RCA and described in this week's technical paper uses ½-in. magnetic tape running at 30 ft. per second, but RCA is aiming at ⅜-in. tape at 20-ft. per second.

Bing Crosby Enterprises' chief engineer J. T. Mullin described system first demonstrated in 1951 (Vol. 7:46). Although it has been used only for monochrome recording to date, he said color model will be demonstrated in 6 months. Black-&-white model uses ½-in. wide tape running at 100 in. per second, carries about 1.7-mc of information, but apparent definition was described as much better than 1.7 mc. Unlike RCA's 5-track color recording, BCE's system uses 10 tracks to carry black-&-white information, 2 more for sync information and sound, can carry color with addition of 2 more tracks. System is based on "time division multiplexing"—recording one track at a time for intervals of 10 microseconds each. Mullin said monochrome system is "already better than the average kine-scope recording," and that 16-minute program can be recorded on 17-in. reel.

When color is added, tape will probably be speeded up

to about 150 in. per second, he said, giving "more than 3-mc. definition," or about same as RCA's.

"Color film and tape aren't the only ways to store color TV images," said Iowa State College's Wm. L. Hughes in technical paper at the convention. For the small station, he believes it may be more feasible to use black-&-white film. Advantages over color film would be in cost of film itself, and in processing, which can be done at station just like any black-&-white film. Equipment cost would be less than tape, he said, and pictures could be taken with completely mechanical camera using no electronic gear. Playback would require electronic setup.

He described experimental work he's doing for Iowa State's WOI-TV with 35mm monochrome film which he said should give definition equivalent to 16mm color film. Film doesn't record 3 separate images simultaneously, instead uses switching system to provide brightness signal at 60-field rate and alternate pieces of color information at 30-field rate, giving color bandwidth of 1-1½ mc, which "meets NTSC standards." Using such a system, he said, small station can take "color" pictures or kine recordings and show them within an hour in color. He emphasizes he hasn't built complete equipment yet but said that its practicality has been proven.

Jesse H. Haines described DuMont's 16mm color film scanner as giving "better picture than the original 16mm print itself" through use of "electronic masking" which compensates electronically for deficiencies in color film. He said scanner's development is now complete and disproves theory that any color film smaller than 35mm is unsatisfactory. He added that DuMont will have 2 of the scanners in continuous operation at NARTB convention in Chicago week of May 23. Philco's color film scanner was described in paper by Joseph F. Fisher.

HARD-LUCK KRGV-TV, Weslaco, Tex. (Ch. 5), delayed when its antenna fell to the ground while being raised onto 700-ft. tower in Jan. (Vol. 10:5), suffered another delay this week when its antenna bent a 3-ft. bolted section as it banged against tower while being hoisted during a high wind. New section had to be rushed from GE factory in Syracuse, and owner O. L. Taylor now hopes to get Rio Grande city's first station on air in week or so.

GE this week shipped 5-kw transmitter to KGVO-TV, Missoula, Mont. (Ch. 13), with 12-bay antenna due to go out in May. It also reported order for 5-kw from new Montpelier, Vt. Ch. 3 grantee (WCAX, Burlington), for spring delivery along with 4-bay antenna. To existing WDSM-TV, Duluth, Minn. (Ch. 6), GE this week shipped 35-kw amplifier to replace 5-kw, and got order from KCMC-TV, Texarkana, Tex. (Ch. 6), for 35-kw amplifier for delivery as soon as FCC approves power boost. Also shipped were 12-bay antennas to ABC-TV's WXYZ-TV, Detroit; WBKB, Chicago; KGO-TV, San Francisco—all Ch. 7. Also shipped was 12-bay antenna to upcoming WGAN-TV, Portland, Me. (Ch. 13).

RCA reports shipping 1-kw transmitter this week to WCET, Cincinnati (Ch. 48, educational), which reports May-June target. This week also, RCA shipped 50-kw amplifiers to WHBQ-TV, Memphis (Ch. 13) and WOOD-TV, Grand Rapids (Ch. 8); 25-kw amplifier to WFBM-TV, Indianapolis (Ch. 6); 10-kw amplifier to WIBW-TV, Topeka (Ch. 3); and bi-directional antenna to WRAY-TV, Princeton, Ind. (Ch. 52) which will up its gain to 55.

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

WBRZ, Baton Rouge, La. (Ch. 2), under construction, has 10-kw RCA scheduled for May-June delivery, writes pres. Douglas L. Manship, publisher of *Baton Rouge Advocate* and *State Times*. It has reported mid-Sept. target, will use 750-ft. Emsco tower topped by RCA antenna. Rep will be Hollingbery. It will be first competition for WAFB (Ch. 28), which began in April, 1953.

WTHS-TV, Miami (Ch. 2, educational), still waiting for WTVJ's old Ch. 4 GE transmitter and antenna, hasn't specific target, reports asst. director Vernon Bronson. WTVJ hasn't finished work on new tower & transmitter, may not be ready for switch to new equipment for another 30 days or more, he says. WTHS-TV will be ready to begin conversion as soon as it gets equipment. It will utilize FM radio tower atop Everglades Hotel, 306-ft. above ground, for TV. Transmitter will be directly below antenna, "making it one of the shortest transmission lines in the country."

WCAX Bcstg. Corp., Montpelier, Vt. (Ch. 3), state's first grantee, will build GE transmitter atop Mt. Mansfield, state's highest peak, 2729-ft. above average terrain, plans debut "as fast as weather and necessary business contract arrangements will permit," reports pres. C. P. Hasbrook. Beginning with films & kine, it's signed as CBS primary affiliate, also will use programs from other 3 networks. With antenna rising 100-ft. above Mt. Mansfield, it expects to reach as far north as Montreal, as well as neighboring New York and New Hampshire. John A. Dobson named sales mgr. Weed will be rep.

KFYO-TV, Lubbock, Tex. (Ch. 5), hasn't set target yet, but has ordered 25-kw DuMont transmitter for Aug. delivery and has 785-ft. tower, to be topped by 6-bay RCA antenna, scheduled for completion in Sept., according to gen. mgr. Gordon Thompson. Grantee Globe News Publishing Co. (Parker F. Prouty) publishes *Amarillo Globe News* and operates KGNC-TV there. KFYO-TV will be third vhf in Lubbock. Rep will be Katz.

KGLO-TV, Mason City, Ia. (Ch. 3), hopes to begin test patterns early in May, plans programming as soon as possible thereafter as interconnected CBS & DuMont affiliate, reports exec. v.p.-gen. mgr. Herbert R. Ohrt. Transmitter house at Kensett (Ia.) site, 15-mi. north of city, is ready for 25-kw DuMont transmitter due in mid-April; RCA 6-bay antenna on 400-ft. Truscon tower is due to be ready early in April. Ownership interlocks with *Mason City Globe-Gazette*, KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill. Hour rate will be \$200. Weed will be rep.

KQED, San Francisco (Ch. 9, educational), has changed target again, now hopes to test converted KPIX transmitter atop Mark Hopkins Hotel on April 2, begin programming early in May, according to gen. mgr. James Day. Current "sign-for-9" drive seeks 6800 dues-paying members at \$10-a-year in bay area.

WDEF-TV, Chattanooga (Ch. 12), will have downtown Volunteer Life Bldg. studios and transmitter house atop Signal Mt., 6.5 mi. N of city, completed by end of March, plans tests around April 1, according to gen. mgr. Harold E. Anderson, ex-KOLN-TV, Lincoln. It will use 10-kw RCA transmitter, 300-ft. Emsco tower, and will interconnect with NBC. Rep will be Branham. WOUC (Ch. 49) and WTVT (Ch. 43), other Chattanooga grantees, haven't reported targets.

WHO-TV, Des Moines (Ch. 13), delayed by antenna accident (Vol. 10:7), on March 21 hoisted rebuilt 12-section RCA superturnstile atop 700-ft. tower, now plans tests of 10-kw RCA transmitter April 15, programming April 25, reports v.p.-mgr. Paul A. Loyet. It will join NBC basic, has \$550 base hour rate. Ownership interlocks with WOC-TV, Davenport, Ia., & KMTV, Omaha. Rep will be Free & Peters.

KBIC-TV, Los Angeles (Ch. 22), its GE 12-kw transmitter already tested, plans to install GE antenna on Mt. Wilson during next 2 months, reports owner John Poole. Now concentrating on establishing KBID-TV, Fresno (Ch. 53), which began last Feb. 8, he writes: "When we come on the air [with KBIC-TV], it will, of necessity, be at a level of operation which can be continued indefinitely while awaiting certain solutions of the TV industry's problems."

WMSL-TV, Decatur, Ala. (Ch. 23), expecting 1-kw RCA transmitter any day and 380-ft. RCA tower in 3 weeks, now plans April 25 tests, according to mgr. Bill Guy. It hopes to begin programming about May 1, will have \$100 base rate. Rep will be Thomas F. Clark.

WOBS-TV, Jacksonville, Fla. (Ch. 30), now plans transmitter site near that of WJHP-TV (Ch. 36), won't make April target, reports gen. mgr. Jim Macri. It will use 423-ft. Stainless tower topped with RCA antenna, has GPL transmitter scheduled for delivery next Aug. Pres. & 60% owner is E. D. Rivers Sr., ex-Gov. of Georgia, who also owns WCTV, Thomasville, Ga., and 50% of WMIE-TV, Miami, both TV grantees; he also operates radios WLBS, Birmingham, and WGAA, Cedartown, Ga. Hour rate will be \$150. Rep will be Stars National.

WSEE, Erie, Pa. (Ch. 35), with 12-kw GE transmitter on hand, expects to meet April 15 test target, begin programming April 25 as primary CBS interconnected affiliate, according to gen. mgr. Charles E. Denny. Its 700-ft. Stainless tower, topped by 4-bay GE helical antenna, is scheduled to be ready by March 31. It will be first local competitor for pre-freeze WICU (Ch. 12). WLEU-TV (Ch. 66), other Erie grantee, hasn't yet announced target date. Rep will be Avery-Knodel.

WCET, Cincinnati (Ch. 48, educational), now completing construction, got its 1-kw RCA transmitter this week, plans test in late May or June, programming in Sept., writes gen. mgr. Uberto T. Neely. It will use RCA antenna, 350-ft. up on WLWT's tower.

NO EXCISE TAX RELIEF FOR TV-RADIO: The TV-radio-phonograph industry, along with the automotive, got caught in a political squeeze play on Capitol Hill this week -- and lost its valiant fight for excise tax relief by Senate vote of 64-23. This despite Senate's adoption of Capehart Amendment, the preceding day, cutting excise taxes on other household appliances from 10% to 5% as of April 1, 1954.

Whether the appliance reductions will stick, in face of Administration opposition, isn't at all certain. This may be known in few days if House-Senate conference committee shapes final tax bill in form for submission to both houses next week. Capehart Amendment would cut taxes on refrigerators, stoves, fans, water heaters, flatirons, air conditioners, electric blankets, toasters, mixers, broilers, clothes driers, dishwashers, polishers, garbage disposals, home freezers -- among main items.

After GOP Sen. Capehart's proposal to halve the appliance tax was passed, Sen. Douglas (D-Ill.) demanded it be extended to TV-radio-phonos. He argued mainly that their sales were down about 40%, employment off some 25%. But his own party's Finance Committee leadership opposed further losses of excise revenues. Chairman Millikin (R-Colo.) asserted the Treasury would lose \$80,000,000 from TV and radio alone. Ranking minority member, Sen. George (D-Ga.), 24 other Democrats and 39 Republicans voted against, 18 Democrats, 4 Republicans, 1 Independent for.

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As things stand now, it looks like a lot of luxury items (like jewelry, furs, perfumes) will get excise tax relief -- but not TV-radio, or even automobiles which Sen. Douglas also tried to get cut to 7% from present 10%. And it's not certain household appliance cut on final vote can surmount Administration opposition.

Thus despite the efforts of GOP Sen. Capehart, the Democrats can claim they tried to help the average householder but were thwarted by GOP.

Only chance left for TV-radio is possible inclusion of a cut in the broader revenue bill now before the House. But from practical standpoint, though some legislators are quite sympathetic, very little chance is seen.

So it looks now like the TV-radio industry is one of the very few consumer goods producers not getting even a modicum of relief in pending legislation -- but through no lack of effort on the part of RETMA pres. Glen McDaniel, tax committee-man Maurice Paul (Philco) and special counsel F. Cleveland Hedrick, who carried the fight in committee and called on Senators during the floor fight. Nor of the many manufacturers, distributors and dealers who wired their Senators.

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Seems that the continuing high rate of TV unit production and sales, albeit prices and profits are way down, had something to do with defeat of the TV-radio excise cut. For Sen. Millikin quoted from March Survey of Current Business, Dept. of Commerce, which stated that Jan. retail sales of TV sets were higher than a year ago and only slightly under Dec. He also said color probably was deterring TV sales.

What Sen. Millikin didn't note was that the same survey, reporting gradual easing of business this year, stated that manufacturers of hard goods like TVs and refrigerators have been suffering most. "This has resulted in large part from the continued liquidation of inventories...and a further drop in activity in the plants producing defense goods," said the Survey.

The argument against the excise cut, however, was basically the loss of revenue to the U.S. Treasury. Pro arguments, supported by labor unions and strongly espoused by Sen. Douglas, ex-professor of economics from a state pivotal to the TV-radio industry, were based on some hard statistics on individual plant employment. From a normal complement of 48,140 workers in 34 plants, Sen. Douglas noted nearly 1200 have been laid off, detailing individual plant layoffs as listed on p. 11.

TV production held steady at 118,289 units for week ended March 19, compared with 118,484 in top 1954 week ended March 12 and 113,026 week ended March 5. In same 1953 week, total was 160,683. For first 11 weeks of 1954, total output is 1,323,000 which compares with 1,944,000 same period last year.

Radio production went up to 202,893 March 19 week from 181,710 week before, and 327,322 in corresponding week of 1953. For first 11 weeks of this year, radios totaled 2,182,000 vs. 3,229,000 for same 1953 period.

ENGINEERS MUM ON NEW COLOR TV PLANS: Annual smorgasbord for electronic engineers, the IRE convention, usually brings some exciting and unexpected announcements about big new advances in the TV art -- either in company-arranged press conferences or in engineering papers and exhibits. Convention in New York this week, biggest ever, had plenty to offer engineers -- but no big surprises in TV field.

It was certainly most color-ful IRE convention yet -- components for color, color test and generating equipment, color tubes, even community antenna systems guaranteed for color. Yet by and large the convention exhibitors used color mainly as a traffic builder -- much as today's retailer uses color set to lure customers into his store so he can sell them black-&-white sets, and perhaps even waffle irons.

The technical papers detailed nothing radically new in TV, we were told by well-versed engineers who attended the sessions. One paper which was to describe a new color tube was even withdrawn for competitive reasons (see p. 14).

Watchful waiting is keynote of TV industry today -- particularly as regards color. "The other fellow" is the key, and everybody's waiting for him to make the first move. Nevertheless, IRE convention made plenty of news -- as it always does -- in terms of progress reports on industry's newest developments. For stories on tape & film color TV recording, color test & studio equipment, color tubes, top-power uhf transmitters, printed TV circuits, Dr. Alfred N. Goldsmith's predictions on electronic future, and other IRE highlights, see below and pp. 5, 8, 13, & 14.

PRINTED-CIRCUIT TV, constructed with new "3rd dimension" technique by Sanders Associates Inc., Nashua, N. H., was unveiled to TV manufacturers and engineers in New York this week in special private showings held in connection with IRE convention and show. A variation of the "tinkertoy" principle (Vol. 9:38 & 10:12), new technique uses etched plastic plate to replace conventional wiring, with small etched panels, about size of match book, attached perpendicularly to base plate and containing the various circuit components.

Sanders showed 21-in. TV, with conventional circuit, made by its new "Reliaplate" method. Circuit plate was less than 12-in. long, 6-in. wide, used 19 of the small "Reliaplate" panels, which plug into base plate, and contained adhesive-tape resistors and ceramic capacitors. Sanders spokesmen explained that conventional resistors and capacitors can also be used in this new construction. Initial cost studies, they said, indicated savings of \$5-\$10 at manufacturer's level for 21-in. set.

They see big future in color TV for new method, since compactness of new circuit method will permit color TV circuitry to fit in same size chassis as black-&-white. New design technique, says Sanders, "can be installed at a very nominal cost with full scale production within a few months using standard components, and a little over 12 months using the more economical non-conventional components." Sanders hopes not only to help manufacturers set up plants using new techniques, but to sell them tools, "Reliaplates" and components.

Ad claims for miniature indoor antennas should be toned down. N. Y. Better Business Bureau notified retailers this week. After testing several of the \$2-\$2.50 devices, which are currently getting heavy push, BBB found no justification for claims they "outperform all others" or "outperform outdoor" types.

Here's where unemployment has hit hard in the TV-radio industry, as noted by Sen. Douglas (D-Ill.) in Senate debate March 25 on proposed excise tax cut (see p. 10)—the statistics presumably coming from union sources: Philco, Philadelphia, 1000 laid off out of normal complement of 8000; another undesignated Philco plant closed, and third laid off 500 out of 1300; RCA Cincinnati, 600 out of 1800; RCA, Montreal, 370 out of 1000; Sylvania, Buffalo, 800 out of 2200; GE, Huntingburg, Ind., 230 out of 450; GE, Tell City, Ind., 59 out of 1784; International Resistance Co., 900 out of 1500; Magnetic Winding Co., 300 out of 800; Philadelphia Insulated Wire Co., 80 out of 230; Photoswitch Co., 700 out of 1000; National Co., 500 out of 1000; Clarostat, 550 out of 1000; Philharmonic Radio, 50 out of 200; Bendix Radio, 160 out of 300; Video Products Co., 150 out of 225; General Instrument Co., 1200 out of 1500; Micamold Co., 250 out of 900; Ward Lumber Co., 150 out of 1100; Leonard Electric Co., 180 out of 250 (75 recalled); American Measuring Co., 245 out of 275; Hammarlund Co., 100 out of 500; Erie Resistor Co., 380 out of 1245; Mallory, 600 out of 3000; Warwick, 300 out of 400.

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Distributor Notes: Emerson Radio appoints Biggs Kurtz Co., Grand Junction, Colo. (Clinton A. Biggs, gen. mgr.) for western Colo.; G. W. Ryan Distributing Co., Wichita (G. W. Ryan, pres.) for western Kan. . . DuMont appoints Sampson Distributing Co., 2916 W. Marshall St., Richmond, Va. (Henry S. White, pres.) . . . Delaware Valley Distributors Inc., Philadelphia (Crosley & Bendix) appoints John J. Kelley, ex-Avco, as v.p. & gen. mgr. . . Schoellkoff Co., Dallas (CBS-Columbia) appoints H. W. Luker, ex-Bendix district mgr., as appliance mgr. . . Admiral Distributing Corp., Boston, reports Alvin Brousseau has resigned as gen. sales mgr. . . Graybar opens branch in New Brunswick, N. J. (W. G. Trometter, mgr.).

Topics & Trends of TV Trade: Sales of Crosley's new "Super V" models—17-in. masonite tables introduced in early Feb. (Vol. 10:7) to list at \$140 in walnut finish, \$150 mahogany, \$160 blonde—are so "hot" that v.p.-gen. mgr. Leonard F. Cramer claims, "We are now making more sets per day than anybody else in the business." Factory has added night shift, 6 days a week, to meet demand and Crosley has stopped production on all other models. By time of summer trade shows, said Cramer, an equally simplified and low-priced 21-in. will be ready.

"We're getting fantastic reaction," said Cramer, "and we haven't even opened up the entire country yet. Only 64 of our 80 distributor locations have gotten the sets, and an example of dealer demand is fact that in New York we've grown from a mere 35 to more than 400 dealers and 500 outlets. And they're all clamoring for more."

Can Crosley make money on the sets? "Absolutely," said Cramer, "and what's more were getting a position in TV marketing. This set weighs only 53 lbs. and can be moved from room to room. It's the nearest thing to a portable, and certainly the answer to the second set in the home." He said 4 manufacturers have asked Crosley for licenses to manufacture it, seeking rights to its unique vertical plane chassis and special circuitry.

The \$140 model is sold to distributor at 29% and to dealer at suggested 22% discounts, the \$150 model at 32% & 24%, the \$160 at 35% & 25%.

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Tele King Corp., permitted by referee to continue operation and offering 100% settlement in installments, lists assets of \$5,201,251 and liabilities of \$4,752,970 in Chapter XI proceedings in Federal district court of N. Y. (Vol. 9:7)—assets including \$2,973,638 stock in trade, \$2,208,454 accounts receivable, \$463,053 machinery & fixtures, \$205,629 cash; liabilities consisting of \$2,973,638 unsecured claims, \$1,255,841 secured claims, \$329,731 taxes, \$31,517 wages, \$162,241 advances on govt. contracts. Big list of creditors included these with claims over \$10,000: Foster Transformer Co., \$36,899; Colonial Products Co., \$35,111; Electronic Components, \$32,936; Consolidated Molded Products Corp., \$29,405; Monroe Greenthal Co., \$28,308; Centralab, \$27,463; Hagerstown Cabinet Co., \$26,588; Laminated Cabinet Corp., \$25,344; All Star Products, Inc., \$24,816; Hall Organ Co., \$22,598; Fred Landau & Co., \$19,450; Edwin I. Gutman & Co., \$18,769; Dwight-Helmsley, \$17,016; Hanft Electric Co., \$14,727; Industrial Hardware Mfg. Co., \$13,242; All Craft Container Corp., \$12,328; International Resistance Co., \$12,027; Industrial Fasteners Corp., \$11,035; Denion Coil Co., \$10,170.

Ulysses Sanabria's American Television Inc., Chicago, which makes own TV line and uses DeForest label, this week began distributing Wilcox-Gay's Garod models through its own outlets—a 17-in. table at \$140, 21-in. table \$160, 24-in. open console \$230, 27-in. open console \$250. Wilcox-Gay pres. Leonard Ashbach confirmed American TV's right to Garod in cities where it has branches.

Sylvania cut prices of 11 TV models this week by \$30 to \$60, at same time introducing new 21-in. tables at \$300 & \$310. All have Halo-Light. Reductions were at upper end of line, all 21-in., starting with \$400 open console cut to \$370, up to \$520 blonde console cut to \$470.

Stromberg-Carlson has added several new low-priced TVs, has also resumed output of popular-priced radios, including portables and clock models. New TV line includes 21-in. Courier table models at \$230 & \$250, Studio console in mahogany \$290.

Capchert-Farnsworth adds new 21-in. leader table model called Overture at \$200, also new AM-FM-3 speed radio-phono in mahogany, with doors, at \$240.

Trade Personals: Herman Kaye, ex-Kaye-Halbert Corp., organizes Caltech Electronics Corp., 890 Lindblade Ave., Culver City, Cal., his associates including Fred Miller, ex-Kaye-Halbert chief engineer; now working on 3-speed portable phono, company plans printed circuit hi-fi TV combination and other products . . . John J. Goldschmeding Jr., Texas div. mgr. for Philco since 1949, promoted to refrigerator sales mgr., appliance div., Philadelphia, succeeding A. J. Rosebraugh, newly named appliance div. v.p.; he's succeeded at Dallas by James T. McMurphy, transferred from Washington, where Alfred O. Tepper is now in charge . . . Donald R. Moffat elected exec. v.p., Avco of Canada Ltd., headquartering in Weston, Ont.; he's also pres. of Moffatts Ltd., another Avco subsidiary . . . H. J. Allen, ex-Admiral sales mgr. in Philadelphia and onetime v.p., RCA Victor of Brazil, named Crosley refrigerator sales mgr. . . L. W. Teegarden, RCA exec. v.p., serving as Red Cross chairman in N. Y. for TV-radio manufacturing and distributing industries . . . R. W. Westerfield, ex-Hallicrafters, joins Hoffman Radio as TV div. purchasing director; Robt. A. Gingrich named asst. secy. & asst. treas., and Joseph S. McGee named asst. secy., Hoffman Labs—latter 2 reporting to C. E. Underwood, v.p. & treas. . . Harold W. McCrae, ex-CBC and ex-Canadian-Marconi chief TV engineer, appointed mgr., DuMont development engineering dept., communications products div., reporting to div. mgr. Herbert E. Taylor Jr. . . Walter J. Roche joins DuMont as mobile equipment dept.'s eastern seaboard sales rep. . . John F. Morten, ex-Westinghouse, appointed Raytheon marketing service mgr. . . Charles E. Jacobs, ex-Burgess Battery, named Sylvania field rep for northern N. J. . . Jacob L. Miller named Capchert-Farnsworth regional sales mgr. out of Charlotte, N. C. . . Ben Z. Kaplan resigns as national sales coordinator, CBS-Columbia, is succeeded by George deRado . . . Frank J. Hogan, ex-Admiral, Emerson & DuMont, succeeds William Rider as CBS-Columbia district mgr. for Ohio, Ind., Mich. & Ky., out of Euclid, O. . . Louis W. Selsor, ex-National Video Corp. and ex-Thomas Electronics, promoted to distributor sales manager, Jensen Mfg. Co. . . Harold C. Anderson, personnel director, promoted to purchasing agent, Merit Coil & Transformer Co.; Thomas A. Joyce now personnel chief . . . Wm. V. Ryan appointed to newly created post of military electronics representative, Stewart-Warner Electric; Graeme W. Stewart, ex-Cincinnati mgr., named adv. & sales promotion mgr., succeeding Burton P. Gale, and succeeded at Cincinnati by Joe Nauer Jr., ex-RCA . . . Jerome F. Swartsberg, v.p. in charge of basement marketing operations, takes over management of sales promotion dept., Allied Purchasing Corp., with retirement April 1 of v.p. Russell A. Brown . . . Morgan A. Gunst Jr. named product mgr., Chromatic TV Laboratories Inc.; Earl Sargent named head of mfg. at Emeryville, Cal. plant; Louis Silverman, chief mfg. engineer; Edward J. Davenport, ex-National Union, chief commercial engineer . . . R. B. Sayre named Graybar director and member of exec. committee . . . John M. Kellie, onetime controller, old Colonial Radio Corp., appointed treas., National Union Radio Corp.

Sylvania began producing TV sets on first of 4 TV assembly lines March 22 in new 422,000-sq. ft. plant in Batavia, N. Y. Plant now employs 230, will have 1500 when all 4 lines are in operation by June, according to Ned J. Maradino, mgr.

Month-long strike at Crosley plant in Richmond, Ind. ended March 22 when more than 2200 workers returned to jobs after ratifying new contract.

Emerson Radio licenses S.I.C.A.R.T., Florence, Italy (Aldobrando Saccardi, pres.) to manufacture electronic products under its name.

Electronics Reports: The virtually limitless horizons of electronics—from cooking and air conditioning to interplanetary travel — were scanned briefly by TV-radio pioneer Dr. Alfred N. Goldsmith in address at March 24 IRE banquet in New York. Accepting IRE Founders Award upon his retirement after 41 years as editor of *Proceedings of the IRE*, he speculated thus on an electronic tomorrow:

“The role of electronics in industry will steadily widen. Manufacturing and production, handling, storing, retailing, accounting and billing will all draw heavily on electronics. Mass communication to the home and to vehicles will expand until tomorrow’s color TV will be only the foreshadowing of some even more comprehensive system of the future . . . Electronics will be applied to home cooking, refrigeration, air conditioning, cleaning, advanced lighting and heating. And perhaps even acoustic silencing may be based on electronics. There is also a reasonable prospect that the atomic battery will evolve into a large-scale and highly effective device both in the home and elsewhere . . .

“Perhaps radio astronomy will serve ultimately as a means of interplanetary guidance and protection for the intrepid space travelers of the distant day. In a more mundane field, economic studies and other analyses of the ordered or random behavior of man will be carried out by elaborate computers, which might equally well be applied to the precise prediction of the weather . . .

“It may be that the greatest triumphs of electronics in a human sense will come in the field of medicine where electron microscopy and its successors—namely, exquisitely delicate and informative instrumentation, accurate diagnostic devices and appropriate methods of electronic physiotherapy—may contribute greatly to the health, comfort and length of life of man.”

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Robert C. Sprague, pres. of Sprague Electric Co. and former RETMA chairman & pres., drew high praise March 25 from members of Senate Armed Services Committee after he briefed them on top-secret investigation which showed nation is following “sound” program for continental air defense. Committee last fall assigned Sprague task of probing adequacy of the program. Chairman Saltonstall (R-Mass.) termed the appraisal a “thorough and searching investigation” and other Senators told UP it was “best briefing they had ever heard.” Accompanied by Senatorial delegation, Sprague will present report to President Eisenhower March 30.

Dage Electronics Corp., Beech Grove, Ind., maker of vidicon cameras and equipment, has been purchased by Thompson Products Inc., big Cleveland manufacturer of automotive, aircraft & electronics parts—marking Thompson’s first entry into TV equipment field. Thompson entered high-fidelity field last year with acquisition of Bell Sound Systems, said then it plans to make its electronic activities “as big as any division the company has today” (Vol. 9:46).

“Inditron” is name National Union gives to new tube whose filament can show numbers and letters. Tube, about 2-in. long, is designed for devices that tabulate information—such as electronic computers, adding machines, pinball machines, etc.

RETMA has reprinted and is distributing text of speech on “Research and the Electronics Industry” delivered at its N. Y. electronic merchandising rally March 21 by Rear Admiral F. R. Furth, chief of Naval Research, first electronics specialist to reach that high rank in the Navy.

Olympic Radio has set up new subsidiary, Multra Corp., Stamford, Conn., to develop new machine tools.

IRE Miscellany: Vest-pocket radio, weighing about 5 oz., worn like hearing aid, using transistors and diodes in place of tubes and powered by 2 penlite batteries, was demonstrated by GE engineers as potential civil defense tool . . . Cathode ray tube which can be viewed in brilliant sunlight and retains image for several minutes was described by RCA engineers, who developed it for direct daylight viewing of radar displays; it can also be used for airborne facsimile systems, oscilloscopes, etc., and may have TV uses . . . Nearly 30% of tubes discarded from military electronic equipment have been found to operate satisfactorily, according to studies made by Aeronautical Radio Inc.; report was based on examination of 80,000 discarded tubes, blamed waste on military servicing methods . . . Color x-ray photography and fluoroscopy were described as advanced tool for studying human body by U of California’s R. Stuart Mackay—with presentation by color TV seen as definite possibility as aid in diagnosing ailments . . . “Electronic ear” that can dissect sounds into 84,000 bits of information per second was displayed by Raytheon; called a “spectrum analyzer,” it can instantaneously and simultaneously recognize almost infinite variety of sound characteristics such as pitch, tone, timbre, resonance, intensity, volume, range, etc. . . . One of radio show’s most popular displays was GE’s elaborate model train setup demonstrating germanium devices in electronic control circuits; automatic system had 3 trains traveling about same track layout in opposite directions at varying speeds, without colliding.

New industrial TV systems shown at IRE convention ranged from extremely simple to very elaborate—and in price from \$975 to \$7200 and up, all using vidicon tube. One traffic-stopper was tiny Kay Lab camera (9½ x 3½ x 5¼-in.) introduced by Kalbfell Laboratories Inc., San Diego, Cal., for studio or industrial use. Basic camera with control unit and lens sells for about \$2000. Capehart-Farnsworth (IT&T) introduced new Farnsworth “Eye” TV, deluxe job with remote focusing and control, at \$7200 installed. DuMont showed “completely remodeled and simplified” miniaturized Tel-Eye self-contained camera system at new low price of \$975.

Pre-recorded tapes for use as background music in hotels, restaurants, banks, offices, etc., will be distributed by Graybar under new arrangement with Magne-Tronics Inc., N.Y., which has acquired tape rights to Capitol program service and several other music libraries. Magne-Tronics is headed by Percy L. Deutsch, formerly of Audio & Video Products Corp. and World Broadcasting Co. (transcriptions).

Portable TV dolly-tripod, shown by DuMont at IRE convention this week, is full-sized adjustable dolly, from which superstructure can be removed and used separately as folding portable tripod, weighing less than 40 lbs. Called Porta-Dolly & Porta-Tripod, it hasn’t yet been priced.

New single-lens “Telejector,” which can project 2 x 2 transparencies in uninterrupted sequence, automatically changing through series of 12 slides in one loading, was shown for first time at IRE convention by Gray Research & Development Co., Manchester, Conn. It’s priced at \$695.

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Psychology of color in advertising seems to be both important and complex. March 27 *Tide* carries interview with Dr. Ernest Dichter, of Institute of Mass Motivation Research, who gives several examples of how people react to colors. “You can make color work for you, not against you,” he says, “by understanding your product’s emotional value and using color as the correct carrier. The wrong color can destroy not only the effectiveness of a product appeal, but actually hurt sales.”

PLENTY of developmental big-screen color tubes were displayed at IRE Radio Engineering Show in New York this week—though none was demonstrated with a color picture. Nothing was shown which hadn't previously been announced, and spokesmen for most manufacturers were vague on their future color tube plans (see also pp. 1 & 11).

There were even more rumors than displays. For example, there was talk of a tube, reportedly in Philco labs, identified by code name of "apple." Device was said to be simpler than shadow-mask types but requiring far more complicated receiver circuitry. No comment on it could be obtained from Philco.

Only tube types displayed were 15 & 19-in. CBS & RCA-type 3-gun shadow-mask tubes and 21, 22 & 24-in. Lawrence-type single-gun grid focus tubes — but only operating tubes at show were RCA-type 15-in. The 3 tube makers which are rumored to have "something different" in color tubes—Philco, GE & DuMont—didn't commit themselves. Philco showed no color tubes; GE showed 15 & 19-in. RCA-type models, while spokesmen promised bigger, brighter rectangular tubes; and only color tubes at DuMont booth were 15-in. used in receiver and monitor for color slide scanner demonstration.

For what it's worth, one incident at IRE convention caused some raised eyebrows. Convention program, printed long in advance of actual sessions, listed paper on "the GE post acceleration color tube" by GE's C. G. Lob—but it was never delivered. Questioned about this, GE's electronics v.p. Dr. W. R. G. Baker said: "We didn't want the whole industry to know what we're doing." He added that GE's color tube design isn't yet frozen.

Official abstract of undelivered paper, printed in convention program: "The tube to be described is a high brightness, high-definition color tube using 3 electron guns and a viewing screen consisting of vertical phosphor stripes alternating red-green-blue, red-green-blue, etc. Performance data obtained from developmental models of this tube will be presented and many of the advantages of such a device pointed out." Other GE engineers delivered paper on single-gun tubes as used in color TV.

Biggest variety of color tube sizes and shapes was shown by Thomas Electronics Inc., licensee of both Chromatic (Lawrence tube) and of RCA. Samples of these Chromatic types were displayed: 22-in. round metal, giving 18-in. picture, said to be in pilot production now; 21-in. glass rectangular, 18-in. picture, pilot production to begin in late spring or summer; 24-in. glass rectangular, 21-in. picture, plans undisclosed. Thomas also showed 15-in. RCA-type, now in pilot production.

Only other Lawrence-type tube shown was 24-in. developmental model by Westinghouse, which isn't a Chromatic licensee. CBS-Hytron showed non-operating 15-in. round tube, and a spokesman said it plans to start production of 19-in. round this spring. Tung-Sol, showing only 15-in. RCA-type tube, promised 19-in. samples "soon." RCA, Sylvania and Raytheon showed developmental 19-in. round tubes.

Corning Glass display was geared to color tube bulbs, with production models of 15 & 19-in. round blanks for both CBS & RCA types, and developmental models of 21 & 24-in. Lawrence-type bulbs. Kimble Glass showed 15 & 19-in. RCA-type bulbs, both now in production, and developmental Lawrence-type 21-in.

Color Trends & Briefs: Equipment to produce color TV signals—for stations, manufacturers, laboratories and servicemen—was shown by at least 8 manufacturers at IRE Radio Engineering Show in New York this week, and drew big crowds to the vividly colored monitors displaying slides, color bars and test patterns. Much of the equipment was new and shown for first time, some of it by manufacturers new to color field.

Tel-Instrument Co., 728 Garden St., Carlstadt, N. J. showed new line of complete station equipment, at "economy prices"—everything but the camera, which company promises to produce next year. Prices quoted for the gear, including colorplexing equipment and power supplies: color monoscope \$4200, sync generator \$3922, bar & gamma generator \$4505, color monitor \$2100.

Telechrome Inc., Amityville, L. I. showed its complete station gear, and DuMont showed flying-spot scanner using color slides, as well as other color station equipment. Wickes Engineering & Construction Co., Camden, N. J., showed "color conversion package," including interlace signal generator, bar generator, color coder for stations or laboratories, as well as vector display monitoring and test instruments.

Polarad Electronics Corp., 100 Metropolitan Ave., Brooklyn, displayed its first color generating equipment: sync generator \$3050, bar generator \$3850, 15-in. monitor \$2850. Industrial Television Inc., Clifton, N. J., showed new color monitor with self-contained dot generator at \$2750, production to begin in June. It also plans to produce complete color test equipment for stations and manufacturers. Color servicing equipment introduced at IRE show included new Philco portable color bar generator, to sell at about \$300. Kay Electric Co., Pine Brook, N. J., showed "Chromabar" multiple color bar generator at \$990, single color generator at \$395.

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Chromatic pres. Richard Hodgson announced this week that new plant at Emeryville, Cal. began production March

15 of grids for sale to its licensees. "Originally, we had planned to produce 25,000 units before the end of the year, but we have recently upped that goal drastically," he said. He added that Chromatic's licensees (currently only Crosley & Thomas) were making significant progress toward mass-production of 21 & 24-in. sets using Lawrence tubes, and that "we have pushed our development of the 24-in. grid ahead by 3 months so that Emeryville production can keep up with the demand of Chromatic's licensees and other manufacturers who we believe will be adopting the tube design shortly."

When will color be "here?" H. L. Hoffman, pres. of Hoffman Radio Corp., gave following definition in March 19 speech and color demonstration before Los Angeles Rotary Club: When regular color shows are telecast at least one hour daily between 7 & 10 p.m., and a color set simple to operate and service sells for less than \$1000. He expects this status to be reached in fall of 1956, though he stated: "It is highly possible that the stimulus created by certain special events being telecast in color, or an engineering development which we do not know about as yet, might change this picture."

Color is keynote of Jerrold Electronics Corp.'s pitch for its TV distribution systems, as displayed at IRE convention. Exhibit was aimed at demonstrating "ability of Jerrold systems to pass the full spectrum of broadcast color programs with no distortion or degradation."

More than 27,000 servicemen have attended the first 35 of its color clinics, reports RCA Service Co. Sessions are being conducted in 65 major cities. Company has distributed more than 80,000 copies of textbook *Practical Color TV for the Service Industry*.

Test of 3 color film processes is being conducted by Screen Gems, which is shooting Pall Mall commercials in Eastman, Technicolor and Kodachrome to determine which is best for color TV. It's one of most elaborate tests to date; end product will be tested on closed circuit by NBC.

Financial & Trade Notes: ABC Div. of American Broadcasting-Paramount Theatres Inc. increased gross income from \$49,734,000 in 1952 to \$54,758,000 in 1953, year of ABC's merger with UPT (Feb. 9, 1953), but it did not show profit for 1953 due to "high costs of program development, increased advertising, improvement of physical facilities and the difficulty of clearing stations to carry network programs." Annual AB-PT report, released this week, does not break down ABC Div. profit-&-loss, does show consolidated net profit of \$8,996,000 (\$4,480,000 from all operations, \$4,516,000 from capital gains, latter principally from \$6,000,000 sale of WBKB, Chicago, to CBS). Profit compares with \$4,548,000 from operations and \$1,379,000 from capital gains in 1952, when company operated theatres only.

Total income in 1953 was \$172,196,000 compared (proforma) with \$167,417,000 in 1952. Pres. Leonard Goldenson states that theatre operating income and earnings for 1953 were higher on a theatre-by-theatre basis than in 1952, though operating income of \$114,926,000 was down slightly from 1952 due to fewer theatres and fiscal 1953's one week less of operations. During the year, AB-PT disposed of its interests in 39 theatres; it is required to divest itself of 65 more by Sept. 9, 1954 under Dept. of Justice consent decree. At end of 1953, it owned 669 in whole or part.

Goldenson estimated \$6,000,000 will have been spent by end of this year to equip about 260 theatres for 3-D and wide screen. ABC capital expenditures of \$1,344,000 represented improved physical facilities, including outlays for power increases for its own 5 TV stations. "Rebound" in theatre business in certain of the larger TV-saturated markets was noted. But, Goldenson states: "A number of theatres in the smaller towns, particularly in the South, are now feeling the effects of TV for the first time and the grosses are being adversely affected. Based on our experience in other areas, we feel that, as the novelty of TV wears off, a like upward trend will take place in these areas as well.

Company's working capital at Jan. 2, 1954 was \$25,462,000, down from \$27,034,000 Jan. 3, 1953. During year, \$9,988,000 was applied to retirement of term debt, including \$8,201,000 of the total ABC debt of \$10,567,000. Long-term debt at end of year amounted to \$40,512,000.

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Steady growth of Hazeltine Corp. is again reflected in annual report for 1953, released March 19, showing net income of \$2,232,105 (\$3.17 per share on 700,000 shares of common outstanding) on gross income of \$10,057,032 from sales, less costs, royalties, engineering services and miscellaneous items. This compares with net of \$2,006,790 (\$2.86) on income of \$9,273,189 in 1952, \$1,459,490 (\$2.08 on 350,000 shares) on \$5,090,090 in 1951, \$1,428,431 (\$2.04 on 350,000 shares) on \$2,783,741 in 1950. Total sales volume isn't shown. Consolidated earned surplus at end of 1953 was \$9,053,106 vs. \$8,017,400 in 1952.

Sprague Electric Co. reports 1953 sales of \$46,778,633, new record, and net profit of \$2,888,281 (\$3.75 a share) vs. \$44,449,891 & \$3,136,853 (\$4.18) in 1952. Report notes military volume somewhat lower, industrial electronics up, TV-radio markets modestly gaining—and states company does not expect color TV sales will be much of a factor in its business this year.

Weston Electrical Instrument Corp. reports net income of \$1,025,930 (\$2.40 a share) on \$32,409,838 sales in 1953 vs. \$930,372 (\$2.71) on \$27,881,458 in 1952.

Sign of the booming record trade: Capitol Records Inc. jumped to \$16,914,230 sales & \$690,154 earnings (\$1.43 a share) in 1953 from \$14,738,341 & \$500,993 (\$1.01) in 1952.

RCA and GE have entered agreement whereby RCA continues to have right, until Dec. 31, 1962, to grant licenses to others for manufacture of TV-radio apparatus under GE inventions made on or before Dec. 31, 1954. These include patents on inventions useful in radio, black-&-white and color TV, transistors. Said GE: "This, in effect, establishes a cutoff date for sublicensing rights on GE inventions made before Dec. 31, 1954, provided RCA by a 1932 agreement known as the A-1 agreement. A recent interpretation by the Federal court of Wilmington, Del. concluded that under the A-1 agreement, RCA's rights to use sublicenses on the GE patents involved would continue for the life of each patent. In some cases this could have continued the sublicensing right for 20 years or possibly longer. The new agreement limits the sublicensing rights and the sublicenses themselves to 8 years beyond Dec. 31, 1954."

Capper Publications Inc. filed application with SEC March 24 to register \$4,000,000 in 5 & 10-year bonds, money to be used to pay off other bonds, for working capital and "to complete a TV station"—presumably its WIBW-TV, Topeka (Ch. 13), which went on air last Nov. 10. Founded by late Sen. Capper, company publishes various farm journals, the dailies *Topeka Capital* and *Kansan & Kansas City Kansan*, owns radios WIBW, Topeka, and KCKN, Kansas City, Kan.

Avco Mfg. Corp. net income for 3 months ended Feb. 28 fell to \$1,612,199 (17¢ a common share) from \$2,860,241 (31¢) same period year ago. Consolidated net sales were \$94,642,406 vs. \$116,666,203. "Unsettled" conditions in appliance field were blamed, though chairman-pres. Victor Emanuel said electronic business has been stimulated by new Crosley Super V table set at \$140, \$150 & \$160 (see Topics & Trends).

Chesapeake Industries, Inc, parent of Pathe Laboratories, major film processing concern which owns Pathecolor, earned net profit of \$1,031,080 on sales of \$20,307,732 during 1953, with film processing accounting for sales of \$7,926,896. Chesapeake sold Eagle Lion Studio in Hollywood last Dec. for \$1,100,000.

TV will never hurt magazines and newspapers seriously, according to David P. Crane, director of media coordination for Benton & Bowles. Speaking at this week's convention of Assn. of National Advertisers in Hot Springs, Va., he gave these reasons: (1) Printed media's "long life in the home." (2) The magazine is "a package of carefully edited, thoughtfully-balanced editorial material, plus advertising," as contrasted with "bits and pieces" of TV fare that viewer elects. He conceded, nevertheless, that TV is "a dramatic sales medium" and that expenditures for other media will be tailored to make adequate use of TV.

Really, comrade, it's not that bad. Moscow Radio describes "a typical scene in an American home" as follows: "Lights are out. The whole family is gathered around a TV set. They are watching a usual show — a drama at the 99th floor of a New York skyscraper. A maniac murders a woman and throws her body through the window. A sadistic laugh of the maniac is heard . . . There is commotion among the viewers. The lady of the house faints, her husband calls a doctor. Children are crying . . . Blood, blood and more blood—this is the U. S. daily TV program."

French radio tax was raised from \$3.65 to \$4.15 a year by National Assembly to help finance 4-year plan for construction of 38 new TV stations. TV receivers are taxed \$8.50 a year.

Licensed TV sets in Britain totaled 3,105,644 as of Jan. 31, increase of 148,798 in Jan.—largest monthly rise in history of British TV.

Radio station sales, many related to TV acquisitions, continue to crowd FCC agenda. This week, Commission authorized C. Arnholt Smith, chairman of U. S. National Bank, San Diego, to acquire another 50% of KSDO there (5-kw day, 1-kw night on 1130 kc) for \$50,000 from Copley Press, which recently bought KLAC-TV, Los Angeles (now KCOP) for \$1,375,000 from *New York Post* publisher Mrs. Dorothy Schiff Sonneborn (Vol. 9:46, 49, 52). This week, too, WLCS, Baton Rouge, La. (1-kw on 910 kc, ABC) was sold for \$135,000 to permit present owners to participate in recently granted CP for WRBZ there (Ch. 2) due on air in Sept.; 10 AM buyers hold 10% each, including Lamar Simmons, commercial mgr. who becomes gen. mgr. Unrelated to TV was *Boston Post's* purchase this week of WCOP (5-kw on 1150 kc) for unnamed sum from A. C. Beaman & T. B. Baker, of Nashville, and Roy V. Whisnand, who continues as mgr. Control of KHON, Honolulu (5-kw on 1380 kc) was sold this week to Bryson Ross Gardner, formerly of Tacoma, by Ralph Fitkin & L. Roy Turner for about \$5000, buyer also paying Wiramel Corp. \$5550 for all preferred stock and assuming note for \$27,000.

New microwave relay route from Jackson, Miss. to Dallas via Shreveport, La., initially carrying one west-bound TV channel, is planned for completion in about a year, according to petition filed with FCC by AT&T this week. Commission this week gave AT&T permission to construct new TV microwave routes from Amarillo, Tex. to Albuquerque, N.M. and from Minneapolis to Duluth, bringing first network service to Albuquerque and Duluth. Last weekend, AT&T linked WSJV, Elkhart, Ind. and KHQA, Hannibal, Mo. to network circuits, and WTRI, Schenectady, was slated for hookup this week end. Due April 1 are KFBC-TV, Cheyenne, Wyo.; KVAL-TV, Eugene, Ore.; WJHL-TV, Johnson City, Tenn.

Time Inc.'s basic reason for buying TV-radio stations is investment—and it's only a happenstance that the stations thus far purchased (KOB-TV & KOB, Albuquerque; KDYL-TV & KDYL, Salt Lake City; KLZ-TV & KLZ, Denver) lie within a 340-mi. radius. This was explanation of *Time's* Wes Pullen to *Tide Magazine* interviewer. Though not significant, selection of the 3 cities has been fortunate, said Pullen, for they're "live, dynamic markets." Big magazine firm, which has just revealed record 1953 earnings of \$16,259,000, net profit of \$8,144,000 on revenues of \$170,449,000, is interested in TV-radio because "we're in the communications business," said Pullen, and very likely will acquire some more outlets.

Westinghouse asked FCC to give it until April 1, 1955, to comply with decision holding that minority interests of 3 of its directors should be counted under multiple ownership rules (Vol. 10:3, 7). Westinghouse argued that holdings of director John M. Schiff shouldn't be counted, because he has no voting rights in his 15% of Transcontinental Properties, which controls 4 stations. It also reported that director John L. Hall has resigned as v.p.-director of Boston Herald-Traveler Corp., which controls WHDH, Boston, removing him from picture. Third director, Dillon Anderson, owns less than 3% of Houston Ch. 13 applicant.

FCC approved purchase of KFOR-TV, Lincoln, Neb. (Ch. 10), this week for \$300,000. Buyers are Mr. & Mrs. John E. Fetzer, who own WKZO-TV, Kalamazoo, and who last year bought KOLN-TV, Lincoln (Ch. 12) with radio KOLN at distress sale (Vol. 9:30). Seller of KFOR-TV was James Stuart, who continues KFOR. Fetzers will move KFOR-TV to KOLN-TV transmitter site, retaining former's channel but latter's call letters, were authorized to increase power to 316-kw. "Economic distress" dictated virtual merger, which eliminates Ch. 12 from Lincoln, only 50 mi. from Omaha.

Three new TV applications this week, and week's 2 grants and 2 applications dismissed, brought total pending to 274, of which 45 are for uhf stations. Applications were for Boston, Ch. 5, by DuMont Network; for Toledo, Ch. 11, by group of manufacturers and professional men including Harold F. Gross, owner of WJIM-TV, Lansing, Mich.; for Washington, N. C., Ch. 7, by local radio WRRF, whose ownership interlocks with upcoming WTIK-TV & WTIK, Durham, and other N. C. AMs, with ex-Army Secy. Kenneth C. Royal as 7.6% stockholder. [For further details about these applications, see *TV Addenda 17-L* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* with Addenda to date.]

The 1953 Alfred I. duPont Awards, presented in Washington March 26, went to: (1) WBZ-TV & WBZ, Boston, for "consistent, well-planned programming designed to serve the needs of an informed and progressive community and to develop and encourage good citizenship." (2) WOI-TV, Ames, Ia., for "leadership in development of programs of practical and cultural value." (3) NBC commentator Pauline Frederick, for "thoughtful, original, objective and responsible reporting and interpretation." Awards comprise plaque and \$1000. Awards committee also gave special commendation to WBAL-TV, Baltimore; KNXT, Los Angeles; WHAS-TV, Louisville; KFXJ, Grand Junction, Colo.; ABC newsman Martin Agronsky.

New TV film chain has been announced by Federal Telecommunication Laboratories (IT&T), Nutley, N. J. Claiming low initial and operating cost, manufacturer says camera chain FTL-105A uses photoconductive tube, has small camera head weighing only 7½ lbs., control monitor and rack-mounted power supply. Also available is optical multiplexer FTL-287A, which can be used with new camera to provide pictures from 2 film projectors, one slide and one opaque projector, automatically controlled.

Edward Lamb's request that FCC identify those who allege he sought to conceal former Communist affiliations (Vol. 10:11) was turned down by Commission this week. Lamb, owner of WICU, Erie, Pa., et al, had told Commission he believed Communications Act requires such identification. FCC said it didn't have to because it conducted the investigation itself. Furthermore, it added, if case goes to hearing Lamb will get full opportunity to protect himself by cross-examining witnesses, etc.

Newly merged Peoria, Ill. newspapers—*Star* (a.m.) & *Journal* (p.m.)— are actively negotiating to buy out WTVH-TV, Peoria (Ch. 19) with its radio WTVH (1-kw on 1590 kc). TV station, which started last Aug., is 52% owned by gen. mgr. Hugh R. Norman, who also controls radio KSTT, Davenport, Ia. City has one other station: WEEK-TV (Ch. 43).

Three amendments to Communications Act, requested by FCC, were signed into law this week by President Eisenhower: HR-4557, waiving CPs for govt., amateur & mobile stations; HR-4558, giving FCC 30 days instead of 15 to act on protests; HR-4559, reclassifying first-offense violations of Communications Act from felonies to misdemeanors.

Bill to exempt from FCC regulation carriers whose communications between stations in same state are classified as "interstate" only because they use radio (HR-6436) was approved this week by Senate Commerce Committee. It had previously been passed by House.

Talent walkout on ABC-TV & ABC radio networks was averted March 25 when AFTRA and AFM settled jurisdictional dispute over employment of 3 musicians by ABC's Chicago studios.