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ABC IN BIG DEAL WITH WALT DISNEY: ABC's climb to stronger competitive status -- it still runs poor third to CBS & NBC (see p. 14) -- should get biggest push to date as result of "partnership" deal with Walt Disney Productions, finalized Sat. April 3. Perhaps even more important, pact breaks down another big barrier between the major movie studios and the TV broadcasting industry.

It came as surprise to other networks, which had also been dickering with Disney, and it didn't even leak out until after AB-PT board on March 29 ratified tentative agreement between ABC div. pres. Robert Kintner and Disney pres. Roy Disney. Agreement reportedly runs into "millions of dollars." These are details:

Contract runs for "great number of years," calls for Disney to produce minimum of 26 hour-long filmed shows annually, using both live action and cartoon techniques. They'll be filmed specially for TV -- in color, though ABC doesn't contemplate televising them in color when series begins next Oct. They will be produced under Walt Disney's personal supervision, reportedly budgeted at \$100,000 each.

"Entirely new concept of TV programming," is how joint ABC-Disney announcement describes format -- based on variety, adventure, romance and comedy. A major food company is said to be interested in sponsorship (rumor centers around General Foods, General Mills, Standard Brands).

ABC also acquires "exclusive rights to all present & future Disney properties for TV." This doesn't mean backlog of theatrical films will automatically be available for TV, but it does mean that whatever Disney decides to release for TV will go to ABC -- and it's entirely likely that excerpts from some old Disney features and shorts will be integrated into programs.

Disney and ABC will be joint proprietors of "Disneyland" amusement park and studios to be built at site yet to be selected, said to be in Anaheim, near Los Angeles. Admission will be charged. Completion is scheduled in 2-3 years.

Deal with Disney would be plum for any network. His techniques and material have long been considered a "natural" for TV -- just as his theatrical films and his character creations have won 21 Academy Awards, including 4 this year. Said Disney: "We are firmly convinced of the compatibility of the 2 fields. [We see a] bright future with motion picture and TV production working hand-in-hand with each other."

Disney firm will continue theatrical film production separate from TV activities, has heaviest movie-making schedule in its history booked for next 5 years.

JOCK WHITNEY PAYS \$4,000,000 FOR KOTV: In the scant 10 weeks since our TV Factbook came off the press, listing some 3 dozen major TV station ownership changes between 1949 & 1953, there have been nearly a dozen more sale deals -- including this week's \$4,000,000 purchase of KOTV, Tulsa (Ch. 6) by J.H. Whitney & Co., big venture capital firm headed by John Hay Whitney. Deal was first hinted in our Vol. 10:11.

Jock Whitney is a brother-in-law of CBS chairman Bill Paley. Significance

of this, aside from fact KOTV is a CBS-TV basic affiliate, is merely that Paley may have told him the station was worth the price. CBS itself last year paid a record \$6,000,000 to acquire a Chicago outlet, is known to have shopped for still more, is currently party to intensely competitive applications for Boston and St. Louis.

The sellers are Helen Maria Alvarez (50%), who founded the station in 1949; Jack Wrather, Oklahoma oil heir now residing in Beverly Hills, Cal. (25%); and his mother Mrs. Mazie Wrather (25%). Just about 2 years ago, they combined to buy oil-man George Cameron's control and the then Alvarez minority for \$2,500,000 (Vol. 8:9).

Terms of the deal, handled by broker Howard Stark, weren't disclosed -- but it isn't all cash. Mrs. Alvarez and Wrather remain on board of newly formed Osage Broadcasting Corp., along with Whitney partners C. Wrede Petersmeyer, William H. Jackson, Robert F. Ryan. Whitney firm was formed to finance development of growth industries and is identified with such companies as Spencer Chemical, Minute Maid, Great Northern Paper, Morton Packing and others in the power tool, home equipment, oil and natural gas fields, has for several years been interested in various local community antenna projects along with Jerrold Electronics.

Whitney firm's motives in acquiring first of what's expected eventually to be a string of stations was stated thus, in April 1 release: "TV is one of the dynamic postwar growth industries. We feel that TV broadcasting offers an exceptional opportunity to serve the public interest. We are pleased that our first investment of this type is in the progressive city of Tulsa...an exceptionally attractive TV market because of its high economic level and growth prospects."

[For report on other TV station sale deals so far this year, see p. 13.]

2 MORE STATIONS IN TROUBLE, SUSPEND: No new starters reported this week, though a few more are imminent -- but 2 uhf outlets went off the air while their owners try to raise enough money to resume operation.

Closing down but retaining CPs were WACH, Newport News, Va. (Ch. 33) and KETX, Tyler, Tex. (Ch. 19), the 9th & 10th post-freeze stations to quit or suspend. Seven uhf and 3 vhf have left the air to date, though one has resumed and others plan to come back (for list see Vol. 10:11-12).

Two other uhf grantees not yet on air dropped CPs this week (see p. 3), for total of 51 uhf & 11 vhf grants relinquished since freeze-end.

Troubles of this week's "mortalities" apparently stemmed from management and financial difficulties, not primarily from fact they're uhf. Others also are known to be in trouble but trying to keep going until after Senate uhf probe of April 27-29 (Vol. 10:11,13), hoping it may offer a formula to help through "conversion" period.

Another uhf this week cut out all local programming, dismissed all personnel connected with local telecasts, stated it will carry film & network shows only. It's WKLO-TV, Louisville (Ch. 21), which competes with 2 pre-freeze vhf. Said Joe Eaton, pres.: "It is necessary that all possible economies be made in order to continue operations until the situation facing uhf stations in most cities improves."

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The 2 latest shutdowns leave room for speculation that vhf in similar situations might have had tough sledding, too. WACH was 4th station (3rd uhf) in Norfolk-Portsmouth area -- a low-budget operation with no network, virtually no sales force, no live programming. It started last Oct., tried various film formats, finally ending up with "continuous performances" that repeated same feature films 3 times each evening. It went off air March 26 after staff had been cut to 3 on-duty.

Its plight raises question whether Norfolk market, with 176,000 homes, could profitably support even 4 vhf at present time. There's parallel in Omaha-Lincoln area, with 153,000 households, which apparently couldn't support 4 vhf -- forcing the 2 in Lincoln to go on the block in distress (see p. 13 and Vol. 9:30 & 10:9,11). Nevertheless, principal WACH owner John Doley is seeking new financing, has asked FCC to change his AM's call letters from WHYU to WACH and his TV to WACH-TV.

Norfolk is home of successful uhf WVEC-TV, which got NBC affiliation when pre-freeze WTAR-TV switched to CBS. City's other station, WTOV-TV (Ch. 27), this week petitioned FCC to add Ch. 13 in nearby Princess Anne. It carries some ABC & DuMont

programs, but reportedly has curtailed operations somewhat recently. Fifth channel allocated to area, No. 10, is now tied up in FCC hearing.

Exactly what happened in Tyler, Tex. is still somewhat obscure. Insufficient finances and quarrel between ownership and management seem to underline troubles of KETX, which started last Aug. as only TV outlet in county with 21,500 households. Except for local community antenna service, it had virtually no competition -- nearest vhf being in Dallas, 92-mi. away. New vhf is due in Tyler this summer but all sets there are equipped for uhf. Even community antenna carried programs from KETX.

It went off air March 25 after owner Jacob Newborn wired FCC for permission to shut down because of "labor dispute". Next day, another wire reported shutdown because some equipment had been "damaged beyond repair" during Xmas eve cold wave.

KETX phone has been disconnected, most employes gone. They had been given an option to buy station Feb. 5 but failed to raise funds. Finally reached by phone, Newborn said he intends to take over management and put station back on air -- but at press time it was still silent and reportedly heavily in debt.

WFAA-TV & KRLD-TV PROPOSE UNUSUAL TOWER: Out of the Southwest comes another tall tower proposal -- a unique 1521-ft. "candelabra" with the antennas of KRLD-TV & WFAA-TV, Dallas, 75-ft. apart on platform at top of structure.

Tower has been cleared in all respects -- airspace committee, zoning, etc. -- awaits only FCC approval which, presumably, may be expected soon. It's estimated that completion of construction would take about a year.

Structure would be second tallest TV antenna extant -- exceeded only by the 1572-ft. tower being fabricated for KWTV, Oklahoma City (Vol. 9:32). KWTV is also providing place on tower for educational grantee KETA (Ch. 13).

WFAA-TV once proposed a fantastic 1747-ft. tower (Vol. 8:45) which was finally rejected by CAA (Vol. 9:32) because of proximity to new Amon Carter airport.

Tower is designed by Ideco engineers, as is KWTV's. It's a guyed structure with triangular cross-section, would have an elevator. According to the engineers, unusual candelabra arrangement of the 2 antennas is actually more stable than a vertical setup of the two. Tower would have a triangular platform at top, with the two antennas at two of the corners. A third antenna could be accommodated; in fact, the absence of a third makes it necessary for a weight to counter-balance the other two. Ft. Worth's WBAP-TV was invited to join, declined.

Site is one mi. west of Cedar Hill, 16½ mi. southwest of center of Dallas, 25 mi. from Ft. Worth. Guy wires require 80 acres of land.

Cost is estimated at \$1,151,000 -- major components of which are \$686,000 for tower, \$150,000 land, \$150,000 transmission lines, \$100,000 antennas.

Both stations would operate with maximum power -- KRLD-TV with 100 kw on Ch. 4, WFAA-TV with 316 kw on Ch. 8.

To comply with air safety requirements, 3 special provisions have to be met: installation of radar reflectors; broadcast of a radio signal on govt. frequency; placement of markers locating the guy wires. Consulting engineers on the project are Earl Cullum for WFAA-TV and Craven, Lohnes & Culver for KRLD-TV.

ONE CP ISSUED, 2 RETURNED TO COMMISSION: Rate of new grants by FCC has been slow for some time, is likely to stay that way indefinitely. This week produced merely one, plus one initial decision. CP was for Wichita, KAKE, Ch. 10; initial decision looks toward Ch. 2 grant to WGUY, Bangor, Me. Grants surrendered were KAGR-TV, Yuba City, Cal. Ch. 52, and KPIC, Salem, Ore. Ch. 24.

In its desire to aid uhf, the FCC this week proposed a change in its network affiliation rules regarding "territorial exclusivity." However, net effect of the change, if finally adopted, would mean little to average station, uhf or vhf.

What FCC proposes is a change which would prevent any station from signing agreement with a network to stop the network from supplying programs to a second station in the same community (or in community within 15 miles).

Actually, only NBC-TV has such contracts and, more important, if a sponsor doesn't want the second station to get his program the station doesn't get it, re-

ardless of agreements -- and only in very rare instances does sponsor want two stations in same area to carry his program. Comments may be filed until May 3.

Famous Spartanburg site-move case is over (Vol. 10:11). WSPA-TV (formerly WORD-TV), Spartanburg (Ch. 7), had obtained permission from FCC to operate temporarily at Paris Mt., nearer Greenville and Anderson than Spartanburg.

Uhf grantees in area protested to FCC and lost even though Sen. Johnson championed their cause. But WAIM-TV, Anderson, and WGVL, Greenville, wouldn't give up; they appealed to courts, this week obtained ruling which, in effect, won case for them. Court issued a stay order preventing WSPA-TV from starting at Paris Mt. pending hearing on merits of whole case.

WSPA-TV then conceded fight was over by telling FCC it would build at original Hogback Mt. site. The stay order, it said, frustrated whole purpose of temporary site -- fast service to area -- because of inherent legal delays.

FCC set April 30 for start of CBS-Zenith hearing on Ch. 2, Chicago, turning down Zenith's argument that it really should be competing with original licensee Balaban & Katz Corp. rather than with CBS, now operating WBBM-TV on the channel.

Other hearings scheduled to start April 30: Odessa, Tex., Ch. 7; Minneapolis, Ch. 9; Pittsburgh, Ch. 11; Klamath Falls, Ore., Ch. 2; Hatfield, Ind., Ch. 9.

COLOR STATUS—PRICE, PROGRAMS, PICTURE SIZE: Color symposium for set manufacturers, conducted by RCA in Bloomington last week (Vol. 10:13), appears to have impressed set makers with RCA's intentions about color -- but if any manufacturers have been stimulated into speeding up their color plans they aren't saying so yet.

Principal immediate effect has been to force Westinghouse to bring price of its set down from \$1295 to \$1110 -- near RCA's \$1000 figure for its initial 15-in. set, which is now moving out to the market -- and to bring GE announcement that price of its set is \$1000, with service policies same as RCA's (Vol. 10:13). GE says it has shipped to 15 distributors.

Situation is so turbulent technically, in the opinion of many manufacturers, that they can't afford to freeze designs and produce the 15-in. receivers now being built. One exasperated manufacturer expressed it this way: "There's an invention every 5 minutes. Not only our own, but others too."

Planning to produce about 10,000 sets this year (half 15-in., half 19-in.), RCA has committed itself to a "\$10,000,000 gamble" on being first with the most whenever market "breaks".

Regarding new inventions, Philco remains mum about picture tube it's supposed to have developed, confirming and denying nothing. Pres. Wm. Balderston, speaking before Newcomen Society in Philadelphia March 30, had only this to say:

"The real bottleneck in this whole situation is the color picture tube... What is needed is a vastly simplified color tube [and] I am utterly confident that a simplified color tube, adaptable to mass production techniques, will be developed by electronic science in the foreseeable future."

It will be 2-3 years, Mr. Balderston said, "before anything approaching mass production can be achieved."

CBS pres. Frank Stanton, after long silence about color, gave his evaluation in talk to Investment Bankers Assn. in Chicago March 31. He said that CBS-Hytron will have "large numbers" of 19-in. color tubes commercially available in second half of this year; that new Kalamazoo plant nearing completion will double company's tube production capacity. He called tube "CBS-Colortron 205," meaning 205 sq. in.

More and better large color tubes, Mr. Stanton said, "will get the production of color sets off dead center and initiate the process of consumer acceptance and cost reduction that will rapidly lead toward mass output."

Of future of color, he had little doubt, saying: "This field will certainly be very large. The qualitative superiority of color programming is such that just about every TV family will want to have a color TV set. This means that in the course of the next 7 or 8 years something like 30 to 40 million color sets may be sold at prices considerably higher than those that have ruled in black-&-white."

The three catchwords of color remain "price, picture size and programming." There is growing opinion that programming should be accorded more weight than it is generally given in relation to other two factors -- that it may be more important than picture size, at any rate.

There's little doubt in our minds that public will really begin to hanker for color when it can get sufficient programs of caliber of March 31 NBC-TV "Home" show. Mobile unit in Washington showed cherry blossoms, models, fashions, picnic table, etc. -- achieving one of best color shows to date. Another example was the beautiful flower display on "American Inventory" March 28 -- a program which would have been impossible to present with significance in monochrome.

Such programs may be contrasted with March 26 boxing match (Vol. 10:13), which gained scarcely anything from color. It's expected that some other sports, such as football, will be substantially enhanced by color.

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Some of NBC's color-expansion plans were detailed last week (Vol. 10:13), when pres. Pat Weaver described 90-min. "spectaculars" scheduled this fall. NBC will have capacity to deliver 5-7 hours of color weekly this fall, color coordinator Barry Wood told newsmen in Washington this week. Robert E. Shelby, NBC engineer in charge of color systems development, reported on AT&T's plans for feeding color to additional cities this year. There are some additions and changes in schedule we reported recently (Vol. 10:11). Here are current estimates:

April 15, Providence, Boston; May 1, Kansas City, Oklahoma City, Ft. Worth, Dallas, Tulsa; May 15, Youngstown; June 1, Fresno (changed from April 1); June 15, Syracuse, Utica, Schenectady, Dayton, Buffalo, Columbus, O.; July 1, Houston, San Antonio, Peoria, South Bend; July 15, Winston-Salem, Atlanta, Memphis, New Orleans, Jackson, Miss., Birmingham, Charlotte, N.C., Portland, Seattle (last 2 not certain); Aug. 1, Louisville, Grand Rapids, Indianapolis; Sept. 1, Miami, Jacksonville, Ft. Lauderdale, Macon, Fort Wayne, Wheeling, Columbia, S.C.; Oct. 1, San Diego, Hannibal, Mo. Changes are always possible, of course.

Some of these cities and others already get color via microwave uncorrected by AT&T -- sometimes excellent, sometimes not so good.

Notable among the new connections are first dates for equipping coaxial to handle color -- for Miami, New Orleans, et al. Up to now, all color connections have been microwave; coaxial requires more special equipment.

Though CBS has delayed its proposed addition of color programs, it's going ahead on lining up network facilities for affiliates. Among latest, it has Denver and Cleveland scheduled for June 1, Cincinnati Aug. 1, Detroit Aug. 15.

ABOUT 650 TV stations will be on the air in more than 300 communities by end of 1957, when about 90% of U. S. homes will be equipped with TV. This prediction by CBS pres. Frank Stanton, addressing central states group, Investment Bankers Assn., in Chicago March 31, was implemented with another significant forecast:

"Advertising expenditures on TV . . . approximated \$700,000,000 in 1953 which represented about a 40% increase over 1952. Assuming the continuation of the past relationship between advertising expenditures and TV set population, I believe we can look forward to aggregate TV advertising expenditures of the order of \$1½ billion by 1957 or 1958."

Where is the additional half billion coming from? "The spectacular growth of TV has not cut into the aggregate revenues of any of the competing media. Looking at the list of radio, newspapers, magazines and all other media combined, we find that advertisers' expenditures in each type of medium in 1953 was greater than in 1948, in spite of TV. Some part of the growth in the old media was, of course, merely keeping up with the growth of the overall economy and the rise in the general price level.

"However, it still remains true that the printed media

as well as TV grew at a faster rate than the economy as a whole. Accordingly, it is clear that TV was financed out of the increased aggregate advertising expenditure rather than at the expense of the other media. There appears sufficient room for TV advertising to grow since only a small part of the expected growth of aggregate advertising will be adequate to support the projected total increase in TV.

"TV presently absorbs less than 10% of the total advertising expenditure. Even if the aggregate advertising expenditure should cease growing, it is quite probable that, given TV's share of the public attention and its sales effectiveness, it would successfully increase its total revenues at the expense of the other 90%."

Research-minded Dr. Stanton finds average of 5.2 hours of viewing per set per day, figures lineup of about 60 stations sufficient to cover about 75% of total TV homes in country by 1957, but predicts advertisers in future will want to use 100-225 stations with average well over 100. Thus average gross time revenue for night half hour on CBS-TV, which was \$26,000 in Oct. 1953, can be expected to go "something over \$60,000 in the not too distant future."

NORFOLK'S WTAR-TV (Ch. 3) turned on new 25-kw RCA transmitter March 30, replacing 5-kw, and on March 30 KVTM, Sioux City, Ia. (Ch. 9) turned on its 20-kw GE amplifier. Also reported, by RCA, was March 31 shipment of 50-kw transmitter to WBAL-TV, Baltimore (Ch. 11).

GE got off 5-kw transmitters March 27 to upcoming KALB-TV, Alexandria, La. (Ch. 5) and KPLC-TV, Lake Charles, La. (Ch. 7), both of which will get antenna in May. GE also announced that Ch. 6 transmitter has been shipped to KRDO-TV, Sedalia, Mo., which already had antenna, and that order for 12-kw has been received from WFIE, Evansville, Ind. (Ch. 62) to replace present 1-kw.

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

KFXJ-TV, Grand Junction, Colo. (Ch. 5), now running dummy loads on 500-watt Gates transmitter acquired from KFXD-TV, Nampa-Boise, Ida., hopes to begin test patterns by mid-May, programming by end of month, reports pres.-gen. mgr. Rex G. Howell. It will use 3-bay GE antenna atop 340-ft. Aerial tower; delivery of latter awaits only FCC approval of height increase. Base hour rate will be \$100. Hal Holman will be rep.

KFXD-TV, Nampa-Boise, Ida. (Ch. 6), which quit the air for economic reasons last Aug. (Vol. 9:34), but was recently acquired by Idaho Bestg. & Television Co. (Vol. 10:5), hasn't set target date. Present CP holders operate KGEM, Boise, recently gave up CP for Ch. 9 there (KTVI), still seeks to determine whether third station can be operated economically in area, reports pres. Frank Carman, engineer-broadcaster. KFXD-TV's 500-watt Gates transmitter has been sold to KFXJ-TV, Grand Junction, Colo. (Ch. 5), which has May target (see above). A higher-powered transmitter will be installed if KFXD-TV decides to build. Rep will be Hollingbery, who may include it under "group market plan" along with 5 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4); and the upcoming KUTV, Salt Lake City (Ch. 2), and Idaho grantees KWIK-TV, Pocatello (Ch. 10), KLIX-TV, Twin Falls (Ch. 11), and KIFT-TV, Idaho Falls (Ch. 8).

KWIK-TV, Pocatello, Ida. (Ch. 10), owned by Frank C. Carman-Grant Wrathall group, now doesn't expect delivery of transmitter until early summer, has delayed test pattern target to Sept. 15, programming to Nov., reports new gen. mgr. John R. Taylor. Transmitter is being cus-

tom-built in Salt Lake City workshop operated jointly by all Carman stations. It will use 88-ft. tower topped by RCA antenna, 5893-ft. above sea level. It's only 48-mi. from Idaho Falls, where KID-TV (Ch. 3) started last Dec.; KISJ (Ch. 6), other Pocatello grantee, plans debut by next summer. KWIK-TV rep will be Hollingbery, who will offer it under "group market plan."

WTHI-TV, Terre Haute, Ind. (Ch. 10) is remodeling newly-acquired 3-story building into TV-radio headquarters. With footings already poured, construction of 475-ft. Ideco tower begins April 14. It has 50-kw RCA transmitter scheduled for May delivery, plans mid-June tests, July 1 programming as CBS affiliate. Base hour rate will be \$400. Rep will be Bolling.

WTIK-TV, Durham, N. C. (Ch. 11), now that it's selling radio WTIK to Chanticleer Bcstg. Co., New Brunswick, N. J., will apply for new call letters, WTVD (Watch Television Durham), reports pres. Harmon L. Duncan. Change won't be made until June 23, however, because it's assigned until then to 20th Century-Fox for use in movie *Taxi*. Station plans Sept. start with DuMont equipment.

KSWM-TV, Joplin, Mo. (Ch. 12), just starting building construction, has 10-kw RCA transmitter promised for April and Stainless tower scheduled for completion in July, now plans Aug. 1 tests, writes pres.-gen. mgr. Austin Harrison. It plans Aug. 15 programming, has signed with CBS. Rep not yet chosen.

WQXL-TV, Louisville (Ch. 41) has completed 250-ft. Blaw-Knox tower topped with 43-ft. GE antenna, now awaits delivery of 1-kw GPL-Continental transmitter before setting target, reports owner Robt. W. Rounsaville. He also holds CPs for WQXN-TV, Cincinnati (Ch. 54), with summer target, and WQXI-TV, Atlanta (Ch. 36) due in fall. Forjoe will be rep for WQXL-TV & WQXN-TV; rep for WQXI-TV not reported.

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CFCM-TV, Quebec City, Que. (Ch. 4), with 95% of technical equipment on hand and construction nearing completion, now plans tests during latter May of 500-watt DuMont transmitter in suburban Ste. Foye, reports operations & program mgr. Claude Garneau. In June, 35 hours of programs per week begin, 5-6 p.m. & 7-11 p.m. daily. It's jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJQC, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont., which began last Dec. CFCM-TV base hour will be \$200. Reps will be Weed (for U. S.) and Jos. A. Hardy & Co.

Station Accounts: Monsanto Chemical Co., for its All detergent, on April 4 starts *Jane Pickens Show* on WABC-TV, N. Y., Sun. 9:15-9:30 p.m., thru Needham, Louis & Brorby; it's being fed to rest of network co-op . . . Winston Cigaretts, new R. J. Reynolds filter-tip item, introduced into New England market last week via TV spots and newspapers; campaign will expand, thru William Esty Co. . . . WCBS-TV, N. Y., sells out Margaret Arlen's 8:55-9 a.m. *Morning Memo* segment of CBS-TV 7-9 a.m. *Morning Show* to: S. B. Thomas Inc. (protein bread), Mon., thru Richard W. Orr Assoc.; Renuzit, Tue. & Fri., thru Feigenbaum & Wermen, Philadelphia; Sapolin Paints, Wed. & Thu., thru Kastor, Farrell, Chesley & Clifford . . . Schaefer Beer & Lucky Strike, also sponsoring on WOR-TV, buy all 1954 Dodgers home games on WICC-TV, Bridgeport, thru BBDO . . . Among other advertisers reported using or planning to use TV: Chester H. Roth Co., New York (Esquire socks), thru Ross Roy, N. Y.; Wynn Oil Co., Azusa, Cal. (Wynn's friction proofing oil), thru BBDO, Los Angeles; National Retail Hardware Assn., Indianapolis (Independent Hardwaremen Week), thru Grey Adv., N. Y.; Kretschmer Corp., Carrollton, Mich. (wheat germ), thru Gleason Adv., Detroit; Ivano Inc.,

Chicago (Ivalon sponges), thru Arthur R. McDonald, Chicago; California Valley Wine Co., New York (Schapiro's Kosher wines), thru Ben S. Bliss & Co., N. Y.; White Rock Corp. (beverages), thru David J. Mahoney Inc., N. Y.; Albers Milling Co. (Friskies dog food), thru Erwin, Wasey, L. A.; King O'Lawn Mfg. Co., South Gate, Cal. (power lawn mowers & edgers), thru Jordan Co., L. A.; International Paint Co., Calif. trade div., thru Sherman Adv., S. F.; No-Cal Beverage Co. (non-fattening drink), thru Grey Adv.

General Foods reassigns products to agencies as follows: Young & Rubicam (Jell-O, Minute Rice, Minute Tapioca, Calumet baking powder, Certo, Sure-Jell, D-Zerta, Birds Eye frosted foods, Baker chocolate & cocoa, Baker's Coconut, Log Cabin Syrup, Swan's Down, Instant Postum, Sanka, Birely's soft drinks, Kernel-Fresh salted nuts); Benton & Bowles (Post cereals, Maxwell House, Bliss & Yuban coffees, Gaines dog food); Foote, Cone & Belding (Kool-Aid).

American Assn. of Advertising Agencies holds 36th annual meeting at the Greenbrier, White Sulphur Springs, W. Va., April 22-24.

Personal Notes: Frank A. Cowan, asst. director of AT&T Long Lines, wins 1953 Lamme Gold Medal of American Institute of Electrical Engineers in recognition of engineering achievement; it will be awarded June 21 at Pacific general meeting of AIEE in Los Angeles . . . Robert E. Eastman named exec. v.p. and Charles F. Dilcher v.p., John Blair & Co. . . . George B. Storer Jr., managing director of KGBS-TV & KGBS, San Antonio, named v.p. in charge of planning & finance of Storer Broadcasting Co., headquartering at Miami Beach; Bill Michaels succeeds him at San Antonio; James P. Storer and Charles V. McAdam, pres. of McNaught Syndicate, elected to board of Storer Broadcasting Co. . . . Brooke Taylor, program director of WNBK & WTAM, Cleveland, has resigned to resume freelance TV-radio producing; George W. Cyr has been promoted to program mgr. of WNBK, Lawson Deming of WTAM, with Gene Walz as mgr. of continuity acceptance & public affairs . . . James H. Nelson, ex-NBC mgr. of adv. & promotion, appointed staff asst. to pres. Sylvester L. Weaver Jr. . . . John L. Palmer promoted to national sales mgr., KOIN-TV, Portland, Ore. . . . Lawrence H. Rogers, WSAZ-TV, Huntington, W. Va., elected pres., W. Va. Broadcasters Assn. . . . Ray J. Bowley, chief engineer of WPTZ, Philadelphia, assumes combined technical operation of WPTZ with KYW under Westinghouse engineering mgr. Ralph N. Harmon; Sidney V. Stadig, ex-WBZ-TV, becomes his asst., and Thomas T. Ely, from KEX, Portland, becomes asst. chief engineer of WBZ-TV & WBZ under Willard H. Hauser . . . Wilson C. Wearn, partner in Washington consulting engineering firm of Vandivere, Cohen & Wearn, is presently on leave of absence to act as asst. to pres. James V. Jolley of new WFBC-TV, Greenville, S. C. . . . W. C. Cothron, ex-Graybar, appointed director of engineering, WKAQ-TV, San Juan, Puerto Rico . . . Naomi Rector, ex-WPTR, Albany, named asst. program mgr., KFIA-TV, Anchorage, Alaska . . . Arthur B. Hogan, former stockbroker and chairman of Universal Recorders Inc., elected president of Albert Zugsmith Corp., Los Angeles, TV-radio-newspaper brokers . . . David Lowe named acting mgr., Camron Cornell chief news editor, of news & public affairs, WABD, N. Y. . . . Lynn Cleary, DuMont Network sales dept. business mgr., married this week to Charles A. Christenson, of the Grace Lines; James Caddigan, DuMont program chief, bride's brother-in-law, was an usher . . . Bob Huber, ex-WKRC-TV, named program director of upcoming WCET, Cincinnati, educational grantee . . . Charles D. Stevens, ex-mgr. of Chicago office of CBS-TV Film Sales, joins CBS-TV network sales staff . . . L. Mercer Francisco, pres. of Francisco Films, Chicago, elected pres. of American Assn. of Film Producers, comprising non-theatrical film producers . . . Robert Barker, RCA account excc., Kenyon & Eckhardt, elected v.p. . . . Leslie L. Dunier promoted to business mgr., TV-radio dept., Emil Mogul Co. . . . Wm. Burch resigns as Hollywood TV-radio director, Ruthrauff & Ryan . . . Hal Seville, ex-WCAV, named gen. mgr. of radio WHYU, Newport News (to be re-named WACH) and of WACH-TV when and if it resumes telecasting.

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Judge Justin Miller, retiring NARTB chairman and gen. counsel, was honored at testimonial dinner in Washington's Mayflower Hotel March 31, attended by about 600 notables in govt. and industry—including at least 150 out-of-town network & station executives. Preceding the dinner, Judge Miller was presented with a scroll by Vice President Richard M. Nixon, one of 40 of his former law students signing it (he's former law dean at Duke and USC). Mrs. Miller was presented with a Sheffield candleabra by BMI, and NARTB presented the Judge and Mrs. Miller a Chevrolet station wagon. They will make their home at 15320 Earlham St., Pacific Palisades, Cal.

Network Accounts: Networks go on Daylight Saving Time Sun., April 25, continuing thru Sat., Sept. 25, and NBC-TV explains this means: (1) Program schedules of all NBC-TV stations in DST areas will remain unchanged. (2) All non-interconnected stations will retain program schedules on same local clock hour basis as before DST. (3) Most programs carried on live or kine basis on interconnected stations in Standard Time areas (Mountain Time Zone excepted) will be seen one hour earlier. (4) All interconnected stations in Mountain Time Zone will schedule network programs on clock hour basis, thru quick kine, except for sports and special events programs which will be carried live . . . Trendex rating on General Foods' 90-min. *Rodgers & Hammerstein Show* on all 4 networks March 24, polled in 10 cities on overnight basis, showed 66.5 score, indicating program reached 24,000,000 homes, 80,000,000 persons. By networks, ratings were CBS-TV, 33.1; NBC-TV, 25.7; ABC-TV, 5.2 . . . Most sponsors of *Show of Shows*, says NBC, will continue on summer replacement to be called *Saturday Night Revue*, Sat. 9-10:30 p.m. for 15 weeks from June 12, with Eddie Albert as m.c., Alan Young & Ben Blue as alternate feature comics; light comedy revue will search for unknown talent . . . Benrus Watch Co., buying 10-min., first sponsor to sign for next edition of Max Liebman's *Show of Shows* when it resumes in fall, thru Cecil & Presbrey . . . Toni and 5 Day Deodorant Laboratories (pads) on April 26 take over Tue. 8-8:30 & 8:30-9 p.m. periods, respectively, as summer replacement for *Buick-Berle Show* on NBC-TV, format of new show undecided as yet; Toni also buys Mon. 7:30-7:45 replacement of *Arthur Murray Party* on NBC-TV . . . Chrysler may carry *Stork Club*, now local in N. Y. on WNBT, on ABC-TV in the fall, Sat. 10-10:30 p.m., but it isn't officially announced yet.

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Marked improvement in commercial practices of some TV programs which prompted complaints 6 months ago (Vol. 9:37,50) were noted by NARTB TV Code director E. H. Bronson in report this week to Washington quarterly meeting of Code Review Board, headed by John E. Fetzer (WKZO-TV, Kalamazoo). Monitoring by board's staff, he said, has had "salutary effect" and code subscribers responded cooperatively. Referring to group of programs monitored during last 3 months, then monitored again more recently, Bronson said changes recommended by code board had been put into effect by stations and networks involved in more than half of cases. In 2-day meeting, Code Review Board also: (1) Conferred with Sen. Brickner (R-O.), Chairman of Senate Commerce Committee, to acquaint him with progress of TV self-regulation. (2) Sent letter to non-subscribers urging their "support in this movement toward continuing improvement of the profession . . ." (3) Adopted resolution expressing appreciation to retiring NARTB chairman Justin Miller for "his leadership and his substantial contribution" to the code.

Sen. Edwin C. Johnson (D-Colo.) announced his "final and irrevocable" decision not to run for reelection this year. The outspoken 70-year-old former chairman of Interstate & Foreign Commerce Committee—and now its ranking minority member with keen interest in TV-radio matters—said he had no plans for future, except "to catch up on a lot of little things . . . a little golf . . . a little fishing . . . a little browsing around in the hills of Colorado." Non-salaried chairman of Western Baseball League, his hobby, he said he wasn't quitting Senate for any baseball job, as rumored. In reply to question at news conference April 2, he said chances that he would run for governor of Colorado were "very dim." He has served in Senate 18 years.

ANOTHER \$150 SET; THE BUSINESS OUTLOOK: Now comes Hallicrafters with a 17-in. table model at \$150 in walnut finish, \$160 mahogany, \$170 blonde to compete with Crosley's fast-moving Super V series listing at \$140, \$150 & \$160 (Vol. 10:13) and reportedly being produced now on a 3-shifts-a-day basis. We checked also on rumors that a \$130 model was about to be introduced by another manufacturer, but he denied it flatly.

Whether the Crosley & Hallicrafters prices will deter anticipated increases in list prices of new lines due from the majors this spring and summer (Vol. 10:12), it's too early to tell. It could be that those who abandoned 17-in., notably RCA, whose low end now is a 21-in. table at \$200, will be forced back to it if indeed the 17-in. has peculiar appeal as home's second set and consumer demand persists.

Among some of larger manufacturers, however, they say that the phenomenon of today's market is demand for higher-priced merchandise -- bigger and better sets. This despite prospect of even more expensive color. One told us dealers are clamoring for more deluxe items than company had planned for, noting especially the brisk demand in places like the Fresno (uhf) area and such new markets as Great Falls, Mont., where buying power is likewise high and signal strength extraordinarily good.

"It's going to be a terrific second half," said this optimistic spokesman. But another medium-sized manufacturer sized up the market thus:

"Business seems to be holding up well in quantity, but the problem of making money at the prices at which the retail salesmen are selling our products is one to conjure with. It will be very interesting to see what happens at the retail level when RCA starts selling their color sets." [RCA 15-in. at \$1000 due on market soon.]

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Looking at general business situation, you get every which-way kind of analysis from the economic experts -- ranging all the way from Federal Reserve Board to the big & little manufacturers. What they boil down to, apparently, is that the business decline is showing signs of leveling off. N.Y. Herald Tribune's Harvey E. Runner puts it this way:

"April will be a better economic vane than March. Easter retail sales may be the decisive clue...In fact, the April gain in retail sales could be sufficiently large to make up a fair part of the decline sustained in the first 3 months..."

National Assn. of Purchasing Agents reports buying on hand-to-mouth to 90-day basis, but also sees signs that the business decline has abated. On basis of survey of its members in March, it found prices showing some strength, inventories of unworked material down, employment situation improving. On the other hand, Office of Business Administration, Dept. of Commerce, found recession persisting into 1954 because of continuing inventory liquidation and defense cutbacks.

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Philco financial v.p. Courtney Pitt is one who takes an optimistic view of the outlook. Last week, he told American Bankers Assn.'s National Installment Credit Conference in Chicago that a higher percentage of TV-appliance sales is being financed now than at any time since the war. He predicted 6,000,000 TV set sales in 1954, said "inventories are down to a good working basis and it is even possible you will see some price increases this year, as compared with reductions in late 1953."

Philco looks to 50% or more increase in consumer sales of air conditioners over 1953, or 1,250,000 units at \$450,000,000 retail, he said, and by 1956 the figure will exceed 1,500,000. He said refrigerator sales should be as high as last year's 3,775,000 units; home freezers slightly better than last year's 1,200,000 retailing for \$480,000,000; electric ranges, up 10% to 1,430,000 units. Trend will doubtless continue to automatic home laundry equipment, he added, and good market is indicated by fact there are 44,000,000 wired homes but only 2,500,000 automatic dryers as yet.

TV production went to new high of 124,343 for year to date during week ended March 26, up from 118,289 preceding week and comparing with 172,329 same 1953 week. It was highest figure since last Dec. 11. It was year's 12th week, brought total to 1,321,000 vs. 2,116,000 for comparable period last year.

Radio production was 191,149 units week ended March 26, not much change from preceding Feb.-March weeks and comparing with 303,770 in same 1953 week. For the 12 weeks, radio output totaled 2,405,000 sets as against 3,532,000 same 1953 period. RETMA recap for first 2 months shows auto sets (726,403) by far the biggest item.

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Note: One big tubemaker this week warned that receiving tubes may go on allocation soon -- with shortages likely in latter half of this quarter because of minimum recent purchases while inventories were being run down. Moreover, recent layoffs in tube plants mean they can't get back into full production overnight. Some types are already short, it was said, due to good current business in TV receivers generally throughout the industry. "Even the 17-in. sets use circuit tubes," spokesman said. There's plenty of capacity for producing more 17-in. picture tubes.

RETMA'S PLAN TO HALT SPURIOUS RADIATION: The 5-year-old problem of TV & FM receiver interference finally looks as if it's really on way to solution. Convinced that FCC either has the power to impose onerous controls over the industry -- or can get that power from Congress -- RETMA has broached a voluntary all-industry plan which it feels confident will eventually mean the end of the vexing interference problem.

What brought matters to a head was FCC's mounting impatience, expressed by Comr. Sterling in Toronto speech (for full text, see Special Report, Oct. 31, 1953) and by Chairman Hyde's wire showing serious concern over reversion to 21-mc IF by some manufacturers, notably Crosley (Vol. 10:8).

Hope and expectation of RETMA leaders is that new plan will cause all set makers to build TV sets with 41.25-mc IF stages -- upon which FCC's whole uhf allocation plan is predicated -- and to bring spurious radiations down to levels which the Commission considers feasible and reasonable.

Beyond these immediate goals, aim is to reduce sweep radiation, minimize subcarrier problems in color sets -- and eventually confine all unwanted transmissions, regardless of source, to insignificant levels.

Plan proffered by RETMA was submitted to all set makers this week; they were asked for "statement of intention" to adhere to it. Briefly, this is the idea:

- (1) Establishment of an independent certification laboratory empowered to test all TV and FM sets for conformance to standards acceptable to FCC.
- (2) Authorizing manufacturers to affix laboratory seal of approval to their sets if they meet those standards.
- (3) Informing FCC who meets standards and who doesn't.

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RETMA has no power to force compliance, of course, but implicit in plan is fact that those who comply can make the most of seal of approval in their ads and promotion, and that non-compliers would be exposed to whatever FCC might do.

RETMA's committee on spurious radiation admits frankly that five years have failed to produce adequate adherence to standards RETMA itself proposed to FCC. In letter to manufacturers, chairman Dr. W.R.G. Baker stated:

"If the industry program fails to solve the problem, the FCC will be forced to find some more drastic procedure for its solution." And again: "Your committee is of the opinion that if the industry does not voluntarily abide by the [standards] and work effectively toward their improvement, then stricter standards will be forced upon the industry by the FCC."

FCC has endorsed plan warmly, but at same time stating it regards initial interference standards to be temporary and expects continuous tightening. In TV, the specific standards provide for 41.25-mc IF and the following radiation limits, all measured at 100 ft. by IRE standards:

130 mc or less, 50 uv/m; 130-174 mc, a linear interpolation between 50 uv/m

and 150 uv/m; 174-260 mc, 150 uv/m; 260-470 mc, a linear interpolation between 150 uv/m and 500 uv/m; above 470 mc, 500 uv/m.

Each manufacturer adhering to program would submit one of first 100 chassis of each model, plus one a month from production lines. Lab would also be empowered to check sets obtained from open market and even enter the plants. Actually, it's expected that conformance would be so widespread that lab would need merely to confirm each manufacturer's own measurements most of the time.

Confidence of obtaining wide support is so strong at RETMA that its board, meeting in Niagara Falls, Ont. April 29, is expected to announce start of project.

Among labs being considered are: Armour, Battelle, Brooklyn Polytechnic, Columbia U, Cornell U, Franklin Institute, Mellon Institute, Mid-West Research Institute, New York U, Stanford Research Laboratory, U.S. Testing Labs, Syracuse U.

Membership of Dr. Baker's committee: A. Blumenkrantz, General Instrument; K.A. Chittick, RCA; Leonard F. Cramer, Crosley; T.T. Goldsmith, DuMont; H.L. Hoffman, Hoffman Radio; A.V. Loughren, Hazeltine; David B. Smith, Philco.

Topics & Trends of TV Trade: TV-radio-phonograph industries were skunked, as expected (Vol. 10:13), in the tax bill (HR-8224) which President Eisenhower signed March 31 and which became law April 1. But, happily, a sizeable segment of the trade will benefit by reason of the reduction from 10% to 5% in excise taxes on refrigerators, freezers and certain other appliances—and the consensus seems to be that it will serve to give lagging business a needed hypo since most of the saving will be passed on to consumers.

Since appliance stores are major TV-radio-phono marketeers, increased store traffic may help that trade, too—but that remains to be seen. Meanwhile, for the sake of our numerous distributor-dealer subscribers, we checked at the Internal Revenue Bureau to find out exactly what items are covered by the 5% reduction. These were our findings:

HR-8224 simply designates (1) "electric, gas & oil appliances," and (2) "refrigerators, freezers (excluding air conditioners)" as the categories reduced from 10% to 5%. The Internal Revenue Code's Sec. 3406(a)3 lists the following under the category of electric, gas & oil appliances:

"Electric direct motor-driven fans and air circulators (not of the industrial type): and the following appliances of the household type; electric, gas, or oil water heaters; electric flat irons; electric air heaters (not including furnaces); electric immersion heaters; electric blankets, sheets, and spreads; electric, gas, or oil appliances of the type used for cooking, warming, or keeping warm food or beverages for consumption on the premises; and electric mixers, whippers, and juicers; electric belt-driven fans; electric exhaust blowers; electric or gas clothes driers; electric door chimes; electric dehumidifiers; electric dish-washers; electric floor polishers and waxers; electric food choppers and grinders; electric hedge trimmers; electric ice cream freezers; electric mangles; electric motion or still picture projectors; electric pants pressers; electric garbage disposal units; and power lawn mowers."

The Code's Sec. 3405(a) lists refrigerators and quick-freeze units as follows: "Household type refrigerators (for single or multiple cabinet installations) having, or being primarily designed for use with, a mechanical refrigerating unit operated by electricity, gas, kerosene, or gasoline; household type units for the quick freezing or frozen storage of foods, operated by electricity, gas, kerosene, or gasoline; combinations of such household type refrigerators and units."

Sec. 3405(b) lists refrigerating and freezing apparatus as follows: "Cabinets, compressors, condensers, condensing units, evaporators, expansion units, absorbers, and controls (hereinafter referred to as 'refrigerator com-

ponents') for, or suitable for use as parts of or with, household type refrigerators or quick-freeze units of the kind described in subsection (a), except when sold as component parts of complete refrigerators, refrigerating or cooling apparatus, or quick-freeze units (hereinafter referred to as 'refrigerating equipment'). Under regulations prescribed by the Secretary, the tax under this subsection shall not apply in the case of sales of any such refrigerator components by the manufacturer, producer, or importer to (1) a manufacturer or producer of refrigerating equipment, or (2) a vendee for resale to a manufacturer or producer of refrigerating equipment if such components are in due course so resold. If any such refrigerator components are resold by the manufacturer or producer to whom sold or resold otherwise than on or in connection with, or with the sale of, complete refrigerating equipment manufactured or produced by him, then for the purposes of this section such manufacturer or producer shall be considered the manufacturer or producer of the refrigerator components so resold by him."

Sec. 3405(c) defines air-conditioners as "self-contained air-conditioning units."

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Distributor Notes: DuMont sets up its 5 factory-owned distributorships as separate corporations, reports marketing v.p. Wm. H. Kelley. They're DuMont New York Inc., 1114 First Ave., N. Y. (Philip P. Geth, pres.); DuMont New Jersey Inc., 579 Scotland Rd., Orange, N. J. (Irvin Sarlin, pres.); DuMont Florida Inc., 7000 N.E. 4th Ct., Miami (Charles H. Combe, v.p.-gen. mgr.); DuMont Illinois Inc., American Furniture Mart, Chicago (Wm. H. Kelley, pres.); DuMont Indiana Inc., permanent place of business undecided yet (Wm. H. Kelley, pres.) . . . John W. Walter Co., Long Island City, N. Y., appointed N. Y. distributor of Capehart-Farnsworth and Coolerator products, replacing now discontinued factory branch I. T. & T. Distributing Corp. . . . Emerson appoints Wholesale Supply Co., 417 S.W. First Ave., Portland, Ore., (Richard B. Banks, v.p.-gen. mgr.) . . . Stromberg-Carlson appoints Paul-Jeffrey Co., 519 Erie Blvd. E, Syracuse (S. P. Solomon, pres.; Thomas Marden, sales mgr.) for central N. Y. . . . Westinghouse Electric Supply Corp., Milwaukee, names W. C. Talmadge, ex-Radio Specialties Co., as TV-radio sales mgr., succeeding Gordon E. Bloom, resigned; R. J. Bittner promoted to major appliance mgr.

Emerson Radio of Canada Ltd. has been formed to manufacture and distribute complete Emerson line there. Pres. is Selby J. Sinclair, headquarters at 74 Trenton Ave., Mt. Royal, Que. Norton J. Anderson is gen. mgr., Rupert K. Grant sales mgr.

Electronics Reports: Electronics will be \$10 billion industry by 1960, in terms of annual value of factory sales, with commercial electronics becoming increasingly important segment of the business. This prediction is part of study of commercial and military electronic fields being conducted by Stanford Research Institute for Hoffman Radio. Analysis is being made to determine best direction of expansion in non-household fields, Hoffman's goal being to develop line of commercial electronic products which might some day represent \$15-\$20,000,000 annual sales.

Institute estimates 1953 electronic factory sales at \$5.5 billion, 1960 sales at \$10 billion. The 1960 prediction, broken down (with comparable 1953 estimates in parentheses): household products, \$3.75 billion (\$1.675 billion); military equipment, \$5 billion (\$3.4 billion); commercial products, \$1.25 billion (\$425,000,000). Component sales in 1960—excluding tubes—may total \$2 billion, compared to 1953's \$1.1 billion.

In commercial electronics, "the greatest promise immediately ahead appears to be in the electronic data-processing field, and more research dollars are now being spent in that field than on any of the other commercial markets." Recommended for further investigation were these possibilities: (1) data-processing machine market; (2) commercial communications market; (3) prospects for a major electronic components manufacturer on coast.

Analysis of branches of commercial electronics market showed these anticipated factory sales for 1960 (estimated 1953 sales in parentheses): Data processing equipment, \$500,000,000 (\$25,000,000); laboratory & service equipment, \$200,000,000 (\$100,000,000); industrial control instruments, \$150,000,000 (\$65,000,000); X-ray equipment & tubes, \$90,000,000 (\$60,000,000); broadcast equipment, \$80,000,000 (\$60,000,000); mobile & amateur radio, \$60,000,000 (\$35,000,000); heating apparatus, \$50,000,000 (\$20,000,000); radiation instruments, \$50,000,000 (\$20,000,000); industrial TV, \$40,000,000 (\$6,000,000); microwave relay, \$25,000,000 (\$12,000,000); marine equipment, \$15,000,000 (\$9,000,000); aviation equipment, \$15,000,000 (\$7,000,000).

Trade Personals: James M. Skinner Jr., Philco v.p. in charge of distribution for last 2 years, appointed v.p., TV div., coordinating product planning, manufacturing, engineering, advertising, sales promotion & sales; he reports to Frederick D. Ogilby, div. v.p.-gen. mgr. . . . Paul E. Burks, ex-mgr. of Philco southern California div., succeeds Skinner as mgr. of distribution . . . John F. Gilligan, Philco adv. v.p., retired this week after 32 years with company; Morgan Greenwood, recently named gen. adv. mgr., will supervise all Philco programs and campaigns . . . Frank Sleeter, ex-director of plant engineering, elected RCA v.p. in charge of facilities administration . . . Herbert A. Gumz resigns as exec. v.p., Webster-Chicago . . . R. T. Calmer named export mgr., Crosley appliance & electronics div., replacing T. M. Lett Jr., resigned . . . Sidney A. Standing, ex-mgr. of tube divisions of North American Philips Co. and Tung-Sol, appointed mgr. of Raytheon CR tube div. at new plant in Quincy, Mass. . . . Maurice S. Hartley promoted to product mgr. for Raytheon industrial electronics equipment . . . Herbert Kabat, Olympic Radio gen. sales mgr., promoted to sales v.p. . . . Wm. F. Hafstrom promoted to mgr. of sales, GE light military electronic equipment dept.; Charles W. Nelson, mgr. of product service; Benjamin Parran, mgr. of marketing research & product planning; Robt. W. Pennington, mgr. of marketing administration . . . Philo T. Farnsworth, Capehart-Farnsworth v.p. & technical director, is patient at Parkview Memorial Hospital, Ft. Wayne, Ind., after undergoing surgery this week; his condition reported good . . . Leonard A. Bayer appointed to new post of mgr. of product engineering dept., DuMont communications prod-

Boasting full line of industrial TV equipment, General Precision Laboratory is putting heavy emphasis on remote control. At last week's IRE convention, GPL's entire exhibit was devoted to ITV. Items demonstrated: GPL-Pye remote controlled industrial camera which permits control of lens change, iris, focus, pan & tilt from distances of 1000 ft. or more; new GPL-Pye industrial camera complete in small package including internal sync generator, using English station tube said to be "roughly equivalent to the 6198 vidicon" and capable of more than 500 lines of resolution; new remote control pedestal utilizing fast servos manufactured in collaboration with Kearfott Co.; small GPL-built low-priced camera with its own simplified remote control pedestal.

Skeletonized defense materials system, cutting out much of the paperwork required to obtain military materials, was announced by Commerce Dept.'s Business & Defense Services Administration this week. As spelled out in new amendments and directions to DMS Reg. 1 & 3, new system requires only largest prime contractors and suppliers to keep materials allotment accounts, but retains basic format of defense materials system, so that controls may be quickly imposed when Defense Dept. and Atomic Energy Commission need so much material that their orders threaten civilian production.

Atomic battery demonstrated in Boston this week by Tracerlab Inc. employs tritium, an element used in H-bomb. Battery shown recently by RCA (Vol. 10:5) used strontium-90. Alexander Thomas, Tracerlab physicist, reported that beta particle emanations from battery are so weak that danger is practically non-existent. Device produces up to 400 volts, was demonstrated firing standard photoflash bulb and lighting small neon lamp.

Printed circuit IF strip for monochrome TV receivers with 41-mc IF and intercarrier sound is being offered by Allen D. Cardwell Mfg. Corp., Plainville, Conn.

Dr. Ralph J. Slutz, former National Bureau of Standards computer & mathematics consultant, named asst. chief of Bureau's Central Radio Propagation Laboratories.

ucts div. . . Charles F. Faison, ex-Federal and Link Radio, joins DuMont as southwestern sales supervisor of mobile communications dept. headed by Fred M. Link . . . Frank H. Russell succeeds Edward M. Bland, recently named adv. mgr. for Philco TV div., as director of Philco sales training under Raymond B. George, merchandising v.p. . . . Harold F. Beale, ex-partner in Los Angeles securities firm of Lester, Ryons & Co., named asst. to pres. Glen E. Swanson, Standard Coil Products Co. . . . Edward W. Stone, ex-Graybar southern district mgr. of electronic sales, named Standard Electronics Corp. Chicago district sales engineering mgr. . . . Jacob I. Miller named Capehart-Farnsworth regional mgr. at Charlotte, succeeding Cliff Lannin . . . Caleb A. Shera appointed Hallicrafters district sales mgr. in midwest . . . King P. Ray, ex-Raytheon, now phonograph div. sales mgr., Rock-Ola Mfg. Corp., Chicago (coin-operated phonos) . . . C. F. Sullivan promoted to controller, General Instrument Corp. . . . Stephen F. Tremmer named pres. of new Gotham Audio Development Corp., subsidiary of Gotham Recording Corp., N. Y., formed to make custom-built equipment for broadcasters and professional recorders.

Arthur F. Miller, radio supervisor, Atlantic Refining Co., elected 1954 chairman of telecommunications committee of American Merchant Marine Institute, succeeding Eric A. Roberts.

Robert C. Smalley, 74, who retired 10 years ago as supt. of Federal Radio labs in Nutley, N. J., and who is credited with various radio and electrical inventions, died March 26 at his home in Bloomfield, N. J.

Color Trends & Briefs: Color will dominate engineering sessions of NARTB convention in Chicago, May 23-27—with about half the papers devoted to subject. Following is tentative schedule of sessions, prepared by convention committee and A. Prose Walker, NARTB mgr. of engineering:

May 25, morning: Raymond F. Guy, NBC, presiding—"The Story Behind the NTSC Color Standards," Donald G. Fink, Philco; "Equipment Operating Characteristics for Color TV," Charles E. Page & Knox McIlwain, Hazeltine; "Preparing the TV Transmitter for Network Color TV," Robert M. Morris, ABC.

May 25, afternoon: James D. Russell, KKTU, Colorado Springs, Colo., presiding—"Seeing Light & Color," Ralph Evans, Eastman Kodak; "Economy in Radio & TV Operations Through Organization & Management," Willard J. Purcell, GE; "Results of Experience to Date in Color TV Operations," Robert E. Shelby, NBC; "Special TV Effects," Paul F. Wittlig, CBS.

May 26, morning: Dr. Wm. L. Everitt, U of Illinois, presiding—"Basic Components of Color TV for Local Originations," Wm. J. Morlock & C. Graydon Lloyd, GE, and Roland E. Connor, Eastman Kodak; "Simultaneous Color Cameras & Tubes," John H. Roe, RCA; "Color TV Test Equipment," John W. Wentworth, RCA; "Routine Test & Alignment Procedures for Amplifiers & Circuits Used for Color TV," Howard C. Gronberg, NBC.

May 26, afternoon: Wm. B. Lodge, CBS, presiding—"Color Encoders," Robert Deichert & Robert Casey, DuMont; "Color TV Motion Picture Film Reproduction," Keith E. Mullenger, NBC; "Lighting, Makeup, Costumes & Sets for Color TV," Reid R. Davis, NBC; "CBS Color TV Staging & Lighting Practices," Richard S. O'Brien, CBS; "Save a Seat for the Engineer," Harold E. Fellows, NARTB.

May 27, morning: Earl M. Johnson, MBS, presiding—"Automatic Editing & Sequencing of Magnetic Tape," Edgar F. Vandivere, consulting engineer; "Remote Control of Transmitters," Wm. F. Rust Jr., Rust Industrial Co.; "FM Broadcast Multiplexing," Wm. S. Halstead, Multiplex Development Corp.; "Allocations Philosophy," Curtis B. Plummer, FCC.

May 27, afternoon: Wm. J. McDonnell, FCC, presiding—"Image Orthicon Optimum Performance," Robert G. Neuhauser, RCA; "TV Preventive Maintenance Unique to the TV Transmitting System," Philip G. Caldwell, ABC; "Video Switching," Ben Adler & Louis Katz, Adler Communications Labs; "The DuMont Telecenter," Rodney D. Chipp, Robert I. Brown & Robert F. Bigwood; "Technique of TV Station Coverage Measurement," James C. McNary, consulting engineer.

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New color test equipment: Electronic Instruments div., Burroughs Corp., Philadelphia, has developed TV sync & color bar generator for use by TV manufacturers' research & development laboratories to study test performances of color circuits. Telechrome Inc., Amityville, L. I. offering portable "Chromalyzer" for alignment of receivers, adjustment of transmitters, etc., designed to generate all required standard color signals and information independent of other apparatus (price \$750).

Transmission of color "stripe" by stations, to enable servicemen to check alignment of receivers even during monochrome transmission (Vol. 10:12), was recommended to NARTB engineering advisory committee by RETMA service subcommittee. RCA announced that it will cost station about \$500 to add "color stripe generator."

RCA's fifth color seminar for engineers in Camden, conducted this week, brought total attendance to about 500. The 81 attending this week included men from NBC, CBS, AT&T and many individual station.

Financial & Trade Notes: CBS set all-time records for profits and sales in 1953. Net income was \$8,894,642 (\$3.80 a share) on gross revenues of \$313,908,800, nearly 25% higher than 1952's gross of \$251,594,490. Net income in 1952 was \$6,445,506 (\$2.75). Though there was no dollar breakdown by operating units, annual report said each increased its sales volume over 1952.

CBS-TV network, with 74 affiliates, "showed the greatest increase in dollar volume, a gain of more than \$28,000,000 over 1952—a 41% rate of increase compared with 22%, 16% & 15% for the other networks." CBS-radio, increasing its lead in billings, had 5% rise in dollar volume in 1953, and its advantage over nearest competitor was 38%, compared with 24% year before, said report.

In manufacturing activities, tubemaking subsidiary CBS-Hytron reported 28% greater dollar sales in 1953 than 1952. Sales of CBS-Columbia TV sets increased by 30%, compared to "industry's increase of 11%." Aiming particularly at new markets where CBS-Columbia had opportunity to start on par with other trade names, report said it attained "significant and satisfactory share" of these markets.

Columbia Records, div. sold its 20,000,000th LP record last year, is now developing automatic injection molding process for its factories, with new Terre Haute, Ind. plant scheduled to be "industry's first fully automatic factory completely equipped with injection molding machines." Columbia Records sold 50,000 table model "360" hi-fi phonographs in 1953, report notes.

Annual meeting of CBS stockholders is April 21, and proxy notice lists these officers & directors whose aggregate remuneration exceeded \$30,000: ex-CBS-Hytron pres. Bruce A. Coffin, \$77,395; ex-CBS-Hytron chairman Lloyd H. Coffin, \$77,395; ex-CBS-Columbia pres. David H. Cogan, \$77,395; Columbia Records pres. James B. Conkling, \$73,106; CBS-Radio pres. Adrian Murphy, \$65,000; newscaster & CBS director Edward R. Murrow, \$240,628 (not including royalties of \$33,600 to Persons to Persons Corp., 32½% owned by Murrow, his son and his mother); chairman Wm. S. Paley, \$100,000; CBS pres. Frank Stanton, \$235,780; CBS-TV pres. J. L. Van Volkenburg, \$88,885.

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International Resistance Co. reports 1953 earnings of \$508,058 (38¢ a share) on sales of \$12,755,041, compared with 1952 earnings of \$577,877 (44¢), sales of \$11,778,836. Breakdown of company's sales shows TV-radio manufacturers were its biggest group of customers in 1953, buying \$6,547,974 worth of components; industrial and govt. customers bought \$4,807,229, replacement accounted for \$1,382,675, export \$147,604.

Trav-Ler Radio Corp. reports 1953 profit and sales both well over 1952, net earnings rising to \$412,257 from \$291,565, sales to \$14,669,624 from \$11,860,387. In annual report, pres. Joe Friedman said: "While it is difficult to predict the business future generally, we believe that the coming year should continue to show a growth in our civilian business." Board has voted to resume quarterly 7½¢ dividend.

Hoffman Radio Corp. reports record 1953 sales of \$50,415,416, some 40% more than the \$36,379,658 reported for 1952. Net income for 1953 was \$1,199,655 (\$2.07 a share) vs. \$1,623,768 (\$2.81) for 1952. Annual statement calls 4th quarter 1953 earnings "a definite disappointment," blames color publicity and "the decision of a well-known company to liquidate its inventory at drastic discounts."

Indiana Steel Products Co. reports 1953 net income of \$335,925 (\$2.36 a share), compared to \$306,565 (\$2.16) in 1952. Annual report called net sales highest in history but dollar volume wasn't given. Sales for 1952 were \$6,385,911 (Vol. 9:11).

MANY TRANSFER of ownership deals still pend before FCC — but, except for last week's approval of "distress" sale of KFOR-TV, Lincoln, Neb. (Ch. 10), now off the air, the Commission hasn't yet acted on any of the other transfer proposals made so far this year. Several haven't even been filed to date.

Biggest deal since the ABC-UPT merger, Storer Broadcasting Co.'s \$10,000,000 purchase of Empire Coil Co. (WXEL, Cleveland; KPTV, Portland, Ore.; Empire Coil Co., manufacturer), revealed in early Jan. (Vol. 10:2), still awaits Storer's disposal of one of his 5 vhf stations and possibly action on proposed FCC rule permitting any entity to own 2 uhf in addition to 5 vhf stations.

Storer says he hasn't found any buyer yet, though it's still obscure which one of the stations he's willing to sell. It's reasonable to assume his broker, Howard Stark, who negotiated this week's sale of KOTV, Tulsa (see p. 1), would like to sell more stations to the Jock Whitney firm. At all events, transfers are presently bogged down.

Another big deal, Westinghouse's pending \$6,000,000 purchase of KPIX, San Francisco (Vol. 10:11) ought to be finalized fairly soon—and its expected that 14% stockholder, gen. mgr. Philip G. Lasky, will remain at that post for Westinghouse.

Then there's General Teleradio's \$1,900,000 purchase of WHBQ-TV with WHBQ, Memphis (Vol. 10:11); Time Inc.'s \$3,500,000 purchase of KLZ-TV with KLZ, Denver (Vol. 10:10-12); Jessica Longston group's \$350,000 purchase from Carl Haymond of KMO-TV with KMO, Tacoma (Vol. 10:5); Gene Autry group's \$400,000 purchase of half-time KOY-TV, Phoenix, for merger with its time-sharing KOOL-TV there (Vol. 10:12); and 50% sale of WHYN-TV with WHYN, Holyoke-Springfield, Mass. to employe pension fund of *Springfield News and Union* (Vol. 10:10)—none acted upon as yet.

In the works, among quite a few other deals still to be announced, are Sheldon Anderson's proposed sale of his KVVG with radio KCOK, Tulare, Cal. for reported \$700,000; sale of WTVH-TV with WTVH, Peoria, Ill., for unnamed sum to recently merged local newspapers (Vol.

10:13); J. O. Willett's acquisition of 98% of KFAZ, Monroe, La., by buying out a partner's 49% for \$25,500 (Vol. 10:6); and proposed \$400,000 sale of the physical assets of now-defunct uhf KRTV, Little Rock, to new vhf KATV in nearby Pine Bluff, Ark. (Vol. 10:11).

There also are several CP sale deals, including proposed \$76,600 sale of assets of projected WUTV, Youngstown, so that WFMJ-TV can take over its Ch. 21 (Vol. 10:10); McLendon family's proposed \$5600 purchase of Texas oilman H. L. Hunt's Ch. 43 CP for KTLG, Corpus Christi (Vol. 10:10); Edward Lamb's proposed \$5000 purchase of Ch. 47 WTVQ, Pittsburgh (Vol. 9:30).

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U of Nebraska proposes to acquire, though it hasn't yet applied for CP, the Ch. 12 equipment of KOLN-TV, Lincoln, Neb., whose owners recently bought now-silent KFOR-TV (Ch. 10) in "distress sale" (Vol. 10:13). Mr. & Mrs. John E. Fetzer (WKZO-TV, Kalamazoo) originally bought station KOLN-TV under "distress" circumstances last year (Vol. 9:30,34), now plan shift to Ch. 10 using KFOR-TV equipment. Fetzers will install, and operate at no expense to university, KOLN-TV's 5-kw DuMont transmitter and associated equipment (RCA 6-bay superturnstile antenna, etc.) for \$100,000 on mutually satisfactory terms. Meanwhile, Fetzers are transferring it to Byron J. Dunn, pres. of National Bank of Commerce, Lincoln, as trustee for university. According to report filed with FCC, university cannot act yet because (a) new chancellor is being selected, and (b) further appropriations of funds won't be available before July 1, 1955.

Ownership in 10 AM stations—3 in excess of number permitted by FCC rules—is charged against officers and directors of General Teleradio and its parent General Tire & Rubber Co. by Commission in action this week. FCC says ownership involves following: WOR-TV-AM-FM, New York; WNAC-TV-AM-FM, Boston; KHJ-TV-AM-FM, Hollywood; WGTH-TV-AM, Hartford; WSJS-TV-AM, Winston-Salem; WJW-AM-FM, Cleveland — plus AMs WEAN, Providence; KGB, San Diego; WARE, Ware, Mass.; KFRC, San Francisco. Commission asked comment by May 3.

Rising ovation and prolonged applause greeted award of bronze plaque and \$500 watch to Edward R. Murrow by Overseas Press Club, March 29, after Secy. Dulles' speech. He won prize for "best consistent TV presentation of foreign affairs." Howard K. Smith, CBS European news chief, got it also for best consistent radio reporting, with David Schoenbrun, Paris Bureau chief, as runner up; Elmer Davis, ABC for best radio interpretation. Murrow was praised for "having introduced a new dimension to TV." Two days later he also won one of \$500 awards of Sidney Hillman Foundation for outstanding work in defense of civil liberties. Gerald W. Johnson, WAAM, Baltimore, was another winner.

Westinghouse fired 2 former leaders of the left-wing independent UE in Pittsburgh this week—Thomas J. Fitzpatrick, ex-pres., and Frank Panzino, business mgr. of Local 601. Both switched to IUE (CIO) when it won collective bargaining rights for some 15,000 employes at E. Pittsburgh plant. They were dismissed on grounds of having been "a disturbing influence among our employes for many years." Guaranteed annual wage equal to 42 weeks' pay for all employes with year or more seniority was principal demand as IUE opened contract negotiations this week. Other demands included company-wide \$1.25-per-hour minimum and "substantial wage increase."

Latest community antenna systems under construction, reported by Jerrold, are in Flagstaff, Ariz.; Berlin, N. H.; Livingston, Mont.; Norway, Mich. Last is one of the few in country municipally owned.

Creditors of Tele King Corp., with Chapter XI claims exceeding \$10,000, in addition to those listed last week (Vol. 10:1): Thomas Electronics, \$110,651; Westinghouse, \$93,839; Sylvania, \$84,386; Tung-Sol, \$65,706; Progressive Electronic Inc., \$48,315; Micamold Radio Corp., \$46,695; Red Lion Novelty Furniture Co., \$46,039; Waterbury Co. Inc., \$42,686; Victory Container Corp., \$39,937; Mallory, \$31,020; Sessions Clock Co., \$30,049; Sheldon Electric Co., \$29,516; Radio Receptor Co., \$27,684; RCA Victor, \$24,799; Oak Mfg. Co., \$23,272; Stanwyck Winding Co., \$22,488; Hagen & Hagen Inc., \$21,715; Sprague Electric Co., \$20,802; Videocraft Mfg. Co., \$17,812; Webster-Chicago, \$15,264; Rogers Electronics Corp., \$14,644; Modern Die & Machine Co., \$11,870; Precision Plastic Products Inc., \$11,388; U. S. Electronics Corp., \$10,714; Manfredi Wood Products Co., \$10,370; Standard Winding Co., \$10,072.

Image orthicon and vidicon camera tubes, heretofore manufactured only by RCA, will be made by GE, with commercial production scheduled for 1955. Project under Harry L. Thorson is in production planning stage at Schemmady tube plant. At no time since start of TV has any company besides RCA gone into regular commercial production of the costly and difficult-to-produce tubes.

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Dividends: RCA, 25¢ payable May 24 to stockholders of record April 15; Emerson Radio, 10¢ quarterly & 5¢ extra April 15 to holders April 5; Webster-Chicago, 15¢ April 20 to holders April 8.

Network TV-Radio Billings

February 1954 and January-February 1954
(For January report see *Television Digest*, Vol. 10:10)

NETWORK TV and radio billings held steadily in Feb., despite short month — radio actually showing increase of more than \$500,000 over Feb. 1953, though Jan.-Feb. aggregate is considerably under same 1953 period. TV billings for month were \$23,089,609 as against \$25,056,448 for Jan. and \$15,840,989 for Feb. 1953. TV's strong position thus far this year is indicated in \$48,146,057 aggregate for Jan.-Feb. vs. \$33,116,932 for same 2 months of 1953.

Publishers Information Bureau monthly report also shows CBS again leading both TV and radio network billings, with ABC-TV again strong but not quite achieving its record of Jan. 1954. The complete PIB report:

NETWORK TELEVISION

	February 1954	February 1953	Jan.-Feb. 1954	Jan.-Feb. 1953
CBS	\$ 9,965,481	\$ 6,621,629	\$20,678,810	\$13,705,248
NBC	9,503,309	6,876,029	19,620,246	14,480,667
ABC	2,502,372	1,481,032	5,282,946	3,085,924
DuMont	1,118,447	862,299	2,564,055	1,845,093
Total	\$23,089,609	\$15,840,989	\$48,146,057	\$33,116,932

NETWORK RADIO

	February 1954	February 1953	Jan.-Feb. 1954	Jan.-Feb. 1953
CBS	\$ 4,775,564	\$ 4,670,833	\$ 9,968,470	\$ 9,827,981
NBC	3,176,849	3,813,602	6,568,722	8,074,157
ABC	2,494,737	2,538,663	5,325,391	5,213,285
MBS	1,695,804	1,638,075	3,501,576	3,424,209
Total	\$12,142,954	\$12,661,173	\$25,364,159	\$26,539,632

NETWORK TELEVISION—January-February 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,118,447	9,503,309	23,089,609
Total	\$5,282,946	\$20,678,810	\$2,564,055	\$19,620,246	\$48,146,057

NETWORK RADIO—January-February 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$2,830,654	\$5,192,906	\$1,805,772*	\$3,391,873	\$13,221,205
Feb.	2,494,737	4,775,564	1,695,804	3,176,849	12,142,954
Total	\$5,325,391	\$9,968,470	\$3,501,576	\$6,568,722	\$25,364,159

* Revised to March 29, 1954.

Biggest conflict over televised football was developing within ranks of NCAA this week as its TV committee released its proposals for 1954 "controls"—and Big Ten TV committee promptly announced it would urge its Conference members to oppose NCAA plan in favor of regional football TV (Vol. 10:10). There were even hints that Big Ten might break with NCAA and proceed with its own TV plan; it's known that at least one sponsor has made overtures to Big Ten in event of such a split. Highlights of NCAA TV committee's proposal, which must be approved by two-thirds of member colleges in mail referendum now in progress: (1) National game-of-the-week would be televised on the 12 Saturdays between Sept. 18 & Dec. 4. (2) Sponsor may arrange for regional telecasting of as many games as desired on Thanksgiving Day, Nov. 25. (3) Unlike last year, there would be no special telecasts of sellout games, no blackouts and no "panorama" pickups of several games simultaneously. (4) No major team would appear on TV more than once, and at least one Saturday game would originate in each of the 8 NCAA geographic districts. Big Ten's proposal calls for 9 regional and 2 nationwide telecasts.

Following up last week's request to FCC to suspend filing fee proposal until July 1, 1955, Senate Commerce Committee March 30 called on all govt. agencies coming under its jurisdiction to postpone all similar plans until same date. Unanimous resolution covers ICC, CAB, FTC and Commerce Dept.

Telecasting Notes: Lineup of big-budget shows has been proposed by DuMont program chief James Caddigan to win that network a long-overdue position—what *Variety* calls "the biggest bundle of quality shows on the camera ever gathered at one time in its sporadic history." Flushed with success in landing *The Goldbergs* as summer replacement for Bishop Sheen (Vol. 10:13), DuMont program and production braintrusts have 6 more top-grade but costly shows on tap, says *Variety*, and now seek "to convince the front office that sufficient coin outlay to carry the programs as sustainers until they're sold is the kind of gamble necessary to bring the network to eminence" . . . Money to gamble on nebulous program properties is one of keys to other networks' success; lack of it one of DuMont's drawbacks, just as it was one of reasons ABC had such tough going before joining up with UPT. For example, ABC-TV couldn't stand *Studio One* sustaining overhead, though show had quickly proved it was Grade A, so dropped it only to see CBS-TV latch onto it, run it sustaining a few times, sell it to Westinghouse shortly thereafter . . . ABC Film Syndication Inc. now a separately incorporated, self-contained subsidiary of AB-PT, with George Shupert as pres.; Don Kearney, sales v.p.; Edward Graessle, treas.; Raphael Scobey, secy. . . Unusual instance of feature film being presented on TV before release to theatres happens this week when Eros Studios (British) permits WNBT, N. Y., to carry *The Thirteenth Green* on its midnight movie period March 27, acquired thru American-British TV Movies Inc. . . TV car auction called *Carnival*, started March 31 on WMAL-TV, Washington, sponsored by Ourisman Chevrolet and Tom's Auto Service; two announcers display and describe new and used cars, start bidding, sell to highest bidder (via telephone) who is permitted to inspect car in person before final purchase . . . Century Theatre, famed N. Y. Shubert playhouse on 7th Ave. where Al Jolson held forth, now being converted by NBC into TV studio . . . KACY, St. Louis (Festus) cuts base hour from \$500 to \$250, one-min. from \$100 to \$40 . . . More rate increases: WLWC, Columbus, adds new Class AA with hour rate of \$800, min. \$140, Class A hour goes from \$625 to \$700; WLWD, Dayton, also adds new Class AA with \$800 hour, \$140 min., raises Class A hour from \$675 to \$750; WTVN, Columbus, raises base hour from \$500 to \$600, min. \$80 to \$100; WEEK-TV, Peoria, hour from \$300 to \$400, min. \$60 to \$80; WCSC-TV, Charleston, S. C., hour from \$200 to \$300, min. \$40 to \$60; KROD-TV, El Paso, hour from \$250 to \$300, min. \$50 to \$60; KLAS-TV, Las Vegas, hour \$150 to \$200, min. \$30 to \$40; KIMA-TV, Yakima, Wash., hour from \$150 to \$200, min. \$25 to \$40 . . . WTTV, Bloomington, Ind., which recently shifted from Ch. 10 to 4 with 100-kw and new 1000-ft. antenna relocated at Cloverdale, Ind., becomes NBC primary for Bloomington-Indianapolis-Terre Haute July 1, its Class A rate upped from \$600 to \$1000; WFBM-TV, Indianapolis (Ch. 6) is CBS basic.

In applying for power boost to 100-kw this week, KCMC-TV, Texarkana, Tex. (Ch. 6), reported to FCC that combined TV-AM operations resulted in net loss of \$1165 in 1953; KCMC-TV started operating Aug. 16, 1953. In 1952, without TV, radio station had net profit of \$5525 after taxes.

Interconnected to AT&T network circuits this week: WTRI, Schenectady; WSLI-TV, Jackson, Miss.; WAIM-TV, Anderson, S. C.; WJHL-TV, Johnson City, Tenn.; KATV, Pine Bluff, Ark. Scheduled for connection next week are KFBC-TV, Cheyenne, Wyo. and WSEE, Erie, Pa.

American Women in Radio & TV Inc. holds third annual convention in Muehlbach Hotel, Kansas City, April 22-25. Anne Hayes, KCMO, Kansas City, is chairman.

Television Digest

with **ELECTRONICS** **REPORTS**

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April 10, 1954

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MORE EDITORIALIZING? McCARTHY REPLY A DUD: Has CBS broken the dam, finally and permanently, and inaugurated a strong editorial policy that will be emulated by other networks and stations? Probably not, though there's an important school of thought within the industry that says TV-radio station owners should take stands on public issues same as newspapers.

It will be surprising indeed if the Murrow-McCarthy exchange marks dropping of the industry's historically neutral attitude on controversial issues -- except now and then as a commentator lets loose on an explosive subject.

Controlled as it is by a govt. agency, the FCC, the industry has always felt the Commission an uncertain shadow over it, depending on the character of the commissioners and the political temper of the times. One chairman, actually, once ordered a network to hearing on renewal of its station licenses because Mae West used what he construed an indecent inflection in her famous line, "Come up and see me some time."

Sponsors, too, have been traditionally reluctant to offend even the smallest fraction of their audience. Editorializing as a general practice, to put it plainly, has been too complicated and too risky.

* * * *

Not much doubt where CBS -- and President Eisenhower and the Army -- stood after Sen. McCarthy's April 6 reply via film to Edward R. Murrow's notable telecast of March 9 on Alcoa's See It Now. Nor is there any question where the TV-radio broadcasting industry, most newspapers and apparently the majority of viewers stand.

It seems more than mere coincidence that Gen. Eisenhower invited CBS pres. Frank Stanton as guest at White House stag dinner April 8, day after news conference where the President told reporters he had known Murrow for many years, considers him his friend, recalls his great wartime broadcasts from London. Same day, U.S. Military Academy invited Murrow to deliver lecture on security at West Point, April 25. Same day, too, New York Newspaper Guild voted Murrow its annual Page One Award -- latest of some 50 prizes the famed commentator has won.

Murrow relinquished his whole Alcoa period for the McCarthy reply, then went on air briefly to refute the McCarthy charges that he follows Communist party line, that he was once a member of the I.W.W. -- and to nail the McCarthy innuendo of Communist favor because he was favorably mentioned in the Daily Worker (out of context, because same "praise" told of Adlai Stevenson, Senator Flanders, the Army and broadcasting companies, even Eisenhower, having given McCarthy "a slap on the wrist").

The Senator put his foot into it, too, with what his own party leaders are calling a reckless declaration that Communist influences caused an "18-month deliberate delay" in govt. program to develop and produce the hydrogen bomb. This had nothing to do with the Murrow-McCarthy squabble, but was seen as typical McCarthy tactics by many editorial writers, let alone by govt. officials.

"Caught with his charges showing", wrote N.Y. Times' Jack Gould, "the Senator wandered all over the lot and at the end of the program the casual listener must

have been amazed at what a guy Murrow was." Sloppy detective work was also apparent when McCarthy called Murrow a CBS v.p., which he isn't, and educational director of the network, which he hasn't been for 17 years.

CBS-N.Y. reported 4907 phone calls and 1801 telegrams upholding Murrow, 3069 & 602 pro-McCarthy, up to time it quit counting April 7. Ratio was about same in other cities. Said a CBS statement: "Mr. Murrow's achievements during the past 19 years have brought honor and distinction to CBS...CBS subscribes fully to the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American."

Note: Bill for the McCarthy film, amounting to about \$6000, which he first asked Alcoa to pay, but which sponsor declined to do because it buys Murrow production as package, has been guaranteed by "an important man outside the TV industry," said CBS spokesman. This means CBS isn't paying it. Guess is it's Texas oilman H.L. Hunt, who underwrites the syndicated "Facts Forum" films.

5 MORE START, OPENING SMALLER MARKETS: Three of latest 5 new stations open up new markets for TV -- in Wilmington, N.C.; Albany, Ga.; Beaumont, Tex. Another station on verge of start is KRGV, Weslaco, Tex. (Ch. 5), which advised us it lacks only a bit of wiring to get going by Sun., April 11. This week's crop includes 3rd outlet in Honolulu and 6th educational non-commercial -- a vhf in San Francisco. Latest additions, bringing total to 382 now on air, 129 of them uhf:

KULA-TV, Honolulu (Ch. 4), city's 3rd, began test patterns April 2, starts programming April 16 as non-interconnected ABC affiliate. It uses 50-kw DuMont transmitter and 350-ft. tower at new TV-radio building on Ala Moana Blvd., plans to build new tower later on Mt. Tantalus. Principals are owners of WMT-TV & WMT, Cedar Rapids, Ia., and KJBS, San Francisco, headed by Wm. B. Dolph, who also is mgr. of Fulton Lewis Jr. KULA-TV gen. mgr. is Jack Burnett; asst. gen. mgr., Art Sprinkle; sales mgr., Hugh Ben LaRue; TV coordinator, Ted R. Scott; chief engineer, Ronnie Miyahira. Base hour rate is \$250. Rep is Headley-Reed.

WMFD-TV, Wilmington, N.C. (Ch. 6), opening up entirely new market in booming seaport area embracing new jet air base, Army munitions depot, Marines' Camp Lejeune, Army Camp Davis, began testing April 8, programming next day, affiliated with NBC. Nearest other station is in Greenville, N.C., more than 100 mi. away. Wires owner gen. mgr. Richard A. Dunlea: "Getting excellent reception reports." Station uses 10-kw RCA transmitter, 358-ft. Truscon tower, plans new tower site after it can meet height restrictions imposed by new air base. Base rate is \$200. Rep is Weed.

KQED, San Francisco (Ch. 9), privately-financed educational non-commercial outlet, began tests April 2, plans programs in early May. A community effort, it's 5th station in bay area, second starter this year -- KSAN-TV (Ch. 32) having begun March 1. It uses converted KPIX transmitter atop Mark Hopkins Hotel, got grant of \$113,724 from Ford Foundation for additional equipment. Annual operating budget is \$250,000, being met by special gifts drive for \$150,000 and campaign for 6800 dues-paying members (\$10 a year). James Day is gen. mgr.; Larry M. Reed, chief engineer.

WALB-TV, Albany, Ga. (Ch. 10) began feeding signals into antenna at 4 p.m., April 7, according to wire to FCC from chief engineer John L. Rivard. It opens up virtually new market, Columbus being 79 mi. and Macon 92 mi. away. It's first to start with new 10-kw Standard Electronics transmitter, has RCA antenna on loan from WLWA, Atlanta, on 287-ft. tower. It's NBC non-interconnected, owned by Albany Herald (James H. Gray, pres.), with Tom Stillwagon as gen. mgr. Rep is Burn-Smith.

KBMT, Beaumont, Tex. (Ch. 31) was to begin testing night of April 9, has not yet fixed commercial date, looks to good signal from GE 1-kw transmitter over entire rich Beaumont-Port Arthur-Orange area -- nearest other TV station being another uhf in Lake Charles, La., 65 mi. away. It's owned equally by Randolph C. Reed, oilman, who also heads Gulf-York Inc., Philco distributor, and N. D. Williams, oil & lumberman, who recently acquired Newborn-Josey holdings. John Rossiter, gen. mgr., ex-WJTV, Jackson, Miss., has option to acquire 25%. Frank Browne is commercial mgr., Frank Leins, chief engineer. Base rate is \$200. Rep is Headley-Reed.

5 MORE CPs, ST. LOUIS VHF GRANT SOON: Way was cleared for Ch. 4 into St. Louis this week as FCC permitted KXOK and Missouri Valley TV Co. to dismiss, leaving KWK free for grant as result of merger agreement (for details, see p. 14). Also in the week's grants was CP for Buffalo's Ch. 2 to Niagara Frontier Amusement Corp., final disposition of affair involving charges of strike application, payoff, etc. (Vol. 10:8). Both St. Louis and Buffalo at present have only one vhf outlet.

There were 5 CPs this week. In addition to the one to Buffalo, they went to: Marquette, Mich., Peninsula TV Inc., Ch. 6; Muskogee, Okla., KTUL (Tulsa), Ch. 8; Gastonia, N.C., Air Pix Corp., Ch. 48; Seattle, Seattle Construction Co., Ch. 20.

One grant was returned -- for KITO-TV, San Bernardino, Cal., Ch. 20. There was also a Canadian CP this week -- CHEX, Peterborough, Ont., Ch. 12 -- recommended by board of governors of CBC, equivalent of grant.

Initial decisions favored: Wisconsin Valley TV Corp., Wausau, Wis., Ch. 7, and WSAV, Savannah, Ga., Ch. 3. First came after agreement whereby WSAU dropped out. Owners of WSAU -- Charles Lemke (49%) and John R. Tomek (51%) -- are to sell station to Wisconsin Valley for \$170,000. Lemke is to buy 400 shares of Wisconsin Valley at \$100 a share, eventually own 25%. Tomek is to get \$15,000 as consultant.

In Savannah case, WSAV was favored over WJIV in Examiner Cunningham's initial decision for two main reasons: (1) "Integration" of ownership and management, with WSAV principal stockholder Harben Daniel to devote his full time to station. (2) Single vs. multiple station ownership -- with Daniel controlling only WSAV-AM-FM, while WJIV owner E.D. Rivers Jr. owns 4 AMS and has TV grant for Valdosta (Ch. 37).

Cunningham also held, however, that WSAV had done some prior TV construction (tower base and transmitter-projection-control room in Liberty National Bank Bldg.). This doesn't prevent it from getting CP, he said, but he ruled that none of the construction could be used when authorized construction starts.

(For further details about principals in foregoing grants, see TV Addenda 18-N herewith, and Blue Section of TV Factbook No. 18.)

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Shift of WHIZ-TV, Zanesville, O., from Ch. 50 to Ch. 18 was granted this week, first case of its kind. Other operating uhf stations have sought to file for vhf and keep operating uhf at same time. FCC turned them down, saying it couldn't countenance "straddling" two channels. It said Zanesville case is different, however, because no other applicant sought Ch. 18.

WHIZ-TV management is convinced lower channel is better, despite FCC refusal to recognize any difference. Engineers have compared coverage with that of WTAP, Parkersburg, W.Va. (Ch. 15), covering same kind of terrain; testing receiver sensitivity, etc., they concluded Ch. 18 is much better suited to Zanesville area. Station won't move immediately to new channel, must yet order equipment.

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That novel newspaper protest of TV grant in Clarksburg, W.Va. (Vol. 10:13) looks as if it's going to hearing, thus delaying construction of WBLK-TV (Ch. 12). Actually, Commission voted to accede to protest this week, told staff to draft hearing order, bring it back next week for approval.

Having no broadcast interests and applying for none -- thus differing from previous protestants -- Clarksburg Exponent & Telegram filed protest against grant, alleging station will cause it economic injury, increase monopoly.

Lawyers are wondering if grant of protest would lay any new CP wide open to a successful delaying action by anyone who can show that TV hurts his business -- by theatre operators, play producers, concert impressarios -- almost anybody.

FCC's augmented staff for TV processing is likely to be "unaugmented" come June 30. Hired specifically with extra funds provided by Congress for TV processing for one year, quite a few lawyers and some engineers may be dropped. About 55, including examiners and hearing counsel, were hired on temporary basis and were warned that their tenures may be short.

Hearing examiners now have full calendars, with approximately 25 more hearings waiting for examiners. Latest scheduled is for Ch. 9, Dothan, Ala., May 7.

STORER SELLS TO SAN ANTONIO PUBLISHER: Newspapers and newspaper-broadcasters continue to be a dominant category of TV station ownership -- and this week's \$3,500,000 purchase by owners of San Antonio Express and News of George B. Storer's KGBS-TV (Ch. 5), with radio KGBS (50-kw day, 10-kw night on 680 kc, CBS), further points up fact that publishing interests are determined to maintain the same identity with TV that they have gained over the years in radio.

At beginning of this year, 105 TV stations were wholly or partly owned by newspaper interests, 7 more by magazine publishers (see pp. 39-41, TV Factbook No. 18). Since then, 5 more newspaper-identified TVs have been added, all new starters (see p. 6), besides which Time Inc. has made deal to buy KLZ-TV & KLZ, Denver (see p. 14). That means, as of now, nearly 30% of the 382 TV stations currently on air have newspaper ownership -- about same proportion as prevails in radio.

San Antonio publisher Frank G. Huntress must sell his KSTA (5-kw on 550 kc, ABC), which he bought from Gene Howe group in 1949 for \$300,000. But with KGBS he recaptures CBS radio affiliation which Storer took away, gets basic CBS-TV besides. On Storer's part, though he announced that the deal was intended to pave way for his \$10,000,000 purchase of Empire Coil Co. (Vol. 10:2), he still has obstacles to overcome for FCC has made it plain it won't rule on ownership of 2 extra uhf by 5-limit vhf owners until after Senate's uhf probe of May 4 (postponed from April 27).

Storer bought KGBS-TV (then KEYL) for \$1,050,000, plus assumption of DuMont note for \$200,000, in 1951 (Vol. 7:30,51). He has spent more than \$1,000,000 on its plant improvement. Then, last year, he bought KGBS (then KABC) for \$700,000 (Vol. 9:26,34). His son George Jr., lately reassigned to Miami headquarters, was gen. mgr. Combined TV-radio reputedly show monthly operating profit of well over \$50,000.

Another newspaper getting into TV via purchase is Peoria Journal-Star, about to take over WTVH-TV (Ch. 19), on air only since last Aug., for \$225,000 -- of which about half is said to be assumption of obligations.

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Note: Recent sale of Col. Robert McCormick's Washington Times-Herald to Eugene Meyer's Washington Post (WTOP-TV & WTOP, WMBR-TV & WMBR) was really forced by bad times the Chicago Tribune publisher faced with his Washington venture. It recalls how late Louis G. Caldwell, counsel for the McCormick-Patterson interests, had urged Mrs. Cissie Patterson, then Times-Herald publisher, to apply for TV while channels were available. She wouldn't, and the channel she might have had went to R.H. Macy interests (then owning WOR). They sold WOIC (now WTOP-TV) to Meyer (55%) and CBS (45%) for \$1,400,000 in 1950. The TV-radio properties, as FCC records reveal, have been the bulwark of Washington Post Co.'s income ever since -- even overcoming the newspaper's operating deficits. TV would inevitably have been a main asset of the Patterson estate. By same token, Portland Oregonian, which in 1948 turned in a pre-freeze CP, and itself was later sold to Newhouse for \$1,000,000, would have been worth several times that sum had it ventured into TV.

SUPREME COURT REVERSAL OF GIVEAWAY BAN: FCC stuck its neck out a little too far -- back in 1949 -- when it coined a new definition of "lottery", and got slapped down this week by highest court in the land because it "overstepped the bounds of interpretation [and] exceeded its rule making power."

Gist of 8-0 decision of U.S. Supreme Court (Justice Douglas not participating) was that Commission erred in classifying as lotteries those programs, such as "Stop the Music," on which prizes are awarded to viewers or listeners reached by telephone at their homes. The court pointed out that this definition had never been accepted by any court or any other Federal agency and "there cannot be one construction for the FCC and another for the Dept. of Justice."

Chief Justice Warren, delivering decision, pointed out that a lottery must involve distribution of prizes according to chance, for a consideration -- and he rejected FCC's contention that mere viewing or listening to a program constituted a "substantial consideration" paid to the broadcasting station.

Decision actually set no important precedent -- other than to put Commission on its guard against too broad an interpretation of Criminal Code -- according to

communications attorneys who have studied case. However, one aspect of ruling which was overlooked in press reports is that it affirmed FCC's right to deny licenses to stations which it believes are violating Federal laws, even though Justice Dept. has not taken action against stations for the alleged violations -- a right which was questioned by the networks when they originally filed to upset FCC giveaway rule.

"The Commission would be remiss in its duties if it failed, in the exercise of its licensing authority, to aid in implementing the [Federal lottery] statute, either by general rule or by individual decisions," said Justice Warren.

FCC promulgated "anti-giveaway" rule 5 years ago (Vol. 5:34-39), and it was immediately challenged in court by ABC, CBS & NBC, which got stay order nullifying rule pending disposition of case. Last year, New York Federal court upheld FCC rule as it applied to contests of chance where participants are required to provide money or anything of value, presumably including boxtops (Vol. 9:6). But it rejected -- as did the Supreme Court this week -- the idea that telephone-type contests can be considered lotteries. FCC then appealed lower court decision.

Note: Like FCC, Canadian Broadcasting Corp. is concerned about prize contests "in which the main element is chance instead of skill." Its board of governors announced this week that it has discussed problem with broadcasters, advertisers and agencies with view to reducing number of such programs. If there is no improvement in coming months, board said in statement, it "intends to hold public hearings regarding the possibility and advisability of a regulation which would check such prize schemes depending mainly on chance..."

UHF STUDY--AT FCC & CONGRESS LEVELS: One thing is certain about uhf: It's getting plenty of attention -- and the more light shed on the subject the better.

Upcoming hearings by Senate communications subcommittee -- postponed for one week to May 4-7 -- can be expected to look into virtually every angle of uhf, from station finances to receiver sensitivity.

AT FCC level too, uhf is subject of constant exploration. This week, Commission informally discussed staff memorandum containing virtually every proposal suggested to date for improvement of competitive position of uhf stations. One idea getting some consideration was proposal to open way for more network programs on uhf stations by barring interconnected station from carrying network programs on delayed (kine) basis when another station in area is available to carry them live.

Study of satellites and boosters is continuing (Vol. 10:7), with possibility that Commission will take some sort of action in a few weeks. The whole objective in taking them up at this time would be to aid uhf.

Satellites would give Commission least trouble, because they'd use regularly allocated uhf channels, wouldn't create new interference problems. They could be authorized in either of 2 ways -- through rule-making or through simple grants of CPs to applicants proposing to get all programs from "mother" stations. Actually, FCC has no rules requiring station to produce certain minimum of local programming. However, everyone knows better than to seek CP without proposing some local shows.

Question of powers and heights for satellites is wide open, with no indication whether FCC would place lower floor under satellites than regular stations.

Boosters get more cautious approach because they affect co-channel and adjacent-channel relationships of stations. FCC still doesn't seem confident that all interference problems have been licked.

Surprising lack of reaction to "5-kw transmitter" proposal (Vol. 10:8-11) is reported by FCC. However, there are indications that the flat 5-kw minimum may be dropped in favor of minimums tailored to size of city. At least one well-informed commissioner leans that way as of today.

Most valuable information to date on how uhf operators are faring financially and program-wise will be presented to Senate subcommittee May 4 when FCC reveals the results of its second survey of post-freeze stations (Vol. 10:5). First survey, which included very few multiple-station markets, showed uhf stations doing about as well financially as vhf, during first few months of operation (Vol. 9:51 & 10:1).

Senators won't want for witnesses during 3-day hearings. Though subcommittee

hasn't yet compiled formal list, it already has received plenty of inquiries from stations, and from some manufacturers. Definitely due to testify are FCC, RETMA, the networks, UHF Assn., and several individual telecasters.

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Another uhf station has suspended operation, and one which was temporarily silent has gone back on air, losing only 2 days. Leaving air was KACY, Festus-St. Louis (Ch. 14); resuming operation was KETX, Tyler, Tex. (Ch. 19).

KACY asked FCC permission to leave air April 2 for 120 days while it seeks at least \$350,000 in additional capital. One of 4 stations in St. Louis area (1 vhf, 3 uhf), its attorneys told Commission it had lost more than \$250,000 since Sept. 1953, that stockholders have advanced \$120,000, and added:

"Our client's faith in uhf TV remains unshaken by the tremendous losses it has absorbed, and in good faith it believes that in a relatively short time it can make necessary arrangements for additional capital."

Station has filed suit against CBS and WTVI, Belleville-St. Louis (Ch. 54), for \$2,533,000 triple damages under anti-trust laws. It charged "conspiracy" between network and station prevented it from getting any CBS programs not carried by St. Louis' vhf KSD-TV, and said this resulted in operating loss of \$244,300 instead of \$100,000 profit and reduced value of its plant from \$650,000 to \$150,000.

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KETX, Tyler, Tex. wired FCC this week that it had returned to air March 27, just 2 days after it went silent (Vol. 10:14). Owner Jacob A. Newborn Jr., who has taken over operation of station with staff reduced from 20 to 8, tells us: "I put it on in the black on March 27 and it has been that way ever since." Tyler newspaper this week reported 3 local creditors had instituted involuntary bankruptcy proceedings against KETX and group of former employes was also contemplating action. Meanwhile, FCC this week approved transfer of Newborn's 25% ownership in another Texas station -- Beaumont's KBMT (Ch. 31), due on air this week end -- along with 25% held by oilman Jack S. Josey, to station's other 2 owners for \$5000 total.

Five new stations with newspapers identified in their ownership can be added to those listed on pp. 39-41 of *TV Factbook No. 18*—and there are applications pending for transfers of 50% of WHYN-TV & WHYN, Springfield-Holyoke, to employe pension fund of *Springfield News and Union*, and 100% of KLZ-TV & KLZ, Denver, to Time Inc. About to be filed are transfers of WTVH-TV, Peoria, to *Peoria Journal-Star*, and KGBS-TV & KGBS, San Antonio, to *San Antonio Express and News*. The 5 that can now be added to the *Factbook* list, with their AM and newspaper affiliations: WDSM-TV (WDSM), 51% owned by Ridder brothers, publishers of *Duluth Herald* and *News Tribune* and *St. Paul Dispatch* and *Pioneer Press*; WJPB-TV (WVWV), Fairmont, W. Va. same ownership as *Mannington (W. Va.) Times*, weekly; KFBB-TV (KFBB), Great Falls, Mont., 30.5% owned by Fairmont Corp., publisher of *Butte Montana Standard*, *Billings Gazette*, *Helena Independent-Record*, *Livingston Enterprise*, *Missoula Missoulian*; KFBC-TV (KFBC), 47.66% owned by same interests (Tracy McCracken) publishing *Cheyenne Wyoming Eagle* and *Wyoming State Tribune*, *Laramie Republican-Boomerang* and *Bulletin*, *Rawlins Times*, *Rock Springs Rocket*, *Worland Northern Wyoming News*; WKAQ-TV (WKAQ), *San Juan (P. R.) El Mundo*.

Threatened nationwide strike against all TV & radio networks was averted April 6 when AFL Radio & TV Directors Guild announced "conditional ratification" of new contract ceiling for average 10% pay boost for some 600 directors, associate directors, floor managers and program assistants in New York City. Signing of contract, Guild said, is dependent on settlement of local problems between union and some independent stations throughout country.

Power increases: WDTV, Pittsburgh (Ch. 2) this week boosted ERP to 100-kw by adding new 6-bay antenna.

Raising money for charities and political parties via subscription TV was visualized by Zenith publicist Millard Faught in address to convention of National Small Business Men's Assn. in Washington, April 6. He repeated his thesis that sponsored TV and fee TV can live side-by-side; that pay-as-you-look will double number of stations, etc. Sen. Schoeppel (R-Kan.), member of communications subcommittee, was so impressed that he had 3-page speech reprinted in April 7 *Congressional Record* "notwithstanding the cost," which, he said, was \$233.75. In New York this week, Skiatron stockholders approved agreement giving rights to its developments to Matty Fox (Vol. 10:13). The 99-year contract, Skiatron pres. Arthur Levey said, is good "so long as any Skiatron patents have any validity." Skiatron counsel James Landis said he's confident FCC will approve subscription TV.

"Piracy" of baseball games through their "re-creation" on TV is planned by McLendons' upcoming KELP-TV, El Paso and KLIF-TV, Dallas, according to protest filed with FCC this week by N. Y. Yankees and Brooklyn Dodgers. Teams argue that Commission erred in March 4 decision renewing licensee of KELP, now ask that KELP be ordered to cease and desist from future "re-creations" or be set for hearing. Protest says that TV presentations planned by Gordon McLendon would use "a large board with a baseball diamond drawn on it and figures of players placed at appropriate positions."

Bill to exempt from FCC regulation some point-to-point carriers not interstate in nature (HR-6436) was passed by Senate April 5 and sent to White House. Senate passed over 2 other communications bills on calendar without taking action—S-1396, Sen. Johnson's bill to curb telecasting and broadcasting of pro baseball games, and S-2314 to prohibit transmission of gambling information.

TWO ALL-SPANISH TV stations are due to go into operation soon in El Paso area— KERP-TV, El Paso (Ch. 13), and XEJ-TV, Juarez (Ch. 5). KERP-TV grantee Gordon McLendon, operating radio KERP there and onetime head of now defunct Liberty Broadcasting System, claims his station will be first all foreign-language TV station in the U. S., for he plans to program it 100% in Spanish. RCA equipment has been purchased from an unnamed Columbus (O.) station, construction of added facilities in radio building is under way, and plans for 352-ft. tower drawn up and it's planned to go on air around next June 15, McLendon reports. Rep will be Forjoe.

Across border in Juarez, new XEJ-TV, owned by broadcaster Pedro Meneses Jr., and now being installed by engineer Morton Zimmerman, has set target date of May 17. Mr. Meneses says its programming will be built around sports telecasts, including filmed bullfights from Mexico City as well as local events and Spanish translations of such favorites as *Cicso Kid*, *Boston Blackie*, *Unexpected*, *My Favorite Story*. Rep will be National Time Sales, N. Y.

There are already 2 stations in El Paso (1950 pop. 130,485, with Juarez credited another 122,598). They're KR0D-TV (Ch. 4, CBS) and KTSM-TV (Ch. 9, NBC).

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GE reports order for 12-kw transmitter from WKNX-TV, Saginaw, Mich. (Ch. 57), which began year ago with 1-kw; this is the station one-third owned by Congressman Alvin M. Bentley, now recovering from bullet wounds suffered when Puerto Ricans shot up House of Representatives. GE also reports WTVJ, Miami (Ch. 4), switches to new 35-kw transmitter and new tower site April 15.

RCA reports shipment of 10-kw transmitter April 9 to KGEO-TV, Enid, Okla. (Ch. 5), and 50-kw amplifier same day to WCAU-TV, Philadelphia (Ch. 10).

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

WSFA-TV, Montgomery, Ala. (Ch. 12), has tentative Oct. 1 target, reports v.p.-gen. mgr. Lionel F. Baxter. Its plans for new TV-radio center in Cloverland section include outdoor studio. RCA transmitter has been ordered, along with 750-ft. tower and 12-bay superturnstile RCA antenna, to be located on Mt. Carmel, 23-mi. south of

city. C. B. Smith is technical director. Ownership interlocks with *Montgomery Advertiser & Alabama Journal*. It will be city's second outlet, WCOV-TV (Ch. 20) having begun April 17, 1953. Rep not yet chosen.

WLOS-TV, Asheville, N. C. (Ch. 13), has ordered 25-kw Federal transmitter for June 1 delivery, plans Aug. tests, Sept. programming, reports v.p. Charles B. Britt. It already has 300-ft. Lehigh tower, will top it with Federal antenna. Work on transmitter house & tower atop 5721-ft. Mt. Pisgah begins May 1 after 2.3 miles of road have been graded and 3000-ft. inclined railway built up 45-degree slope. It will be first local competitor for WISE-TV (Ch. 62) which began last July. Rep not yet chosen.

KGVO-TV, Missoula, Mont. (Ch. 13), with 5-kw GE transmitter on hand and 12-bay antenna due in May, expects to meet June 15 test target, start programming July 1, reports pres. Art Mosby. It plans to cover all western Montana from transmitter site atop mountain, 1905-ft. above av. terrain, near Evaro, 10-mi. north of Missoula. Footings have been poured for transmitter house and 200-ft. Ideco tower is scheduled for completion by May 15. Hour rate will be \$200. Rep will be Gill-Perna.

WAAB-TV, Worcester, Mass. (Ch. 20), with 5-kw DuMont transmitter scheduled for July delivery, now plans Sept. tests, Oct. programming, reports pres. George F. Wilson. Its 24-bay Gabriel antenna is ready, as is old WGTR-FM tower, but date hasn't been set yet for antenna installation. Rep will be Hollingbery.

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CFPA-TV, Port Arthur, Ont. (Ch. 2), has ordered 2-kw RCA transmitter for Aug. delivery, plans tests late that month, programming Sept. 3, writes owner Ralph H. Parker. It bought unused City Fire Hall, located at highest point in city, for TV-AM headquarters, plans move of offices and radio studios next June while TV studio installation is underway. It will have 200-ft. Stainless tower and 3-bay RCA antenna. Rep not yet chosen.

CJBR-TV, Rimouski, Que. (Ch. 3) has ordered 10-kw RCA transmitter for July delivery, plans tests late next summer, programming in Sept., reports gen. mgr. Jacques Brillant. It's expanding radio studios for TV, will build transmitter house and RCA-designed 120-ft. 4-slot wave-stack tower & antenna on Peak Champlain, 1137-ft. above sea level. It will carry CBC French language programs. Reps will be Adam Young (for U. S.) and H. N. Stovin.

Color Trends & Briefs: Color-conscious engineers are devoting much of their technical sessions to the new medium. NARTB engineering conference will have about half its papers on color (Vol. 10:14). This week, Society of Motion Picture & TV Engineers announced agenda of semi-annual convention at Hotel Statler, Washington, May 3-7. TV sessions, all May 7, are as follows:

Morning—"The Early Days of TV," John V. L. Hogan, consultant; "CBS Color TV Staging & Lighting Practices," Richard S. O'Brien, CBS; "Color Lighting Sources," H. M. Gurin, NBC; "Subject Lighting Contrast of Color Motion Pictures for TV," E. T. Percy & T. G. Veal, Eastman; "Dage Vidicon Camera for Film & Studio Use," James L. Lahey, Dage; "Electronic Shutter in TV Film Pickup," F. Cecil Grace, DuMont.

Afternoon—"Electronic TV," Axel G. Jensen, Bell Labs; "Applications of TV to Military Operations," H. C. Oppenheimer, Signal Corps; "RCA-NBC Color TV Mobile Unit," S. Atwood & W. C. Phillips, NBC; "Kinescope Recording With Ultraviolet Light," R. O. Drew & J. M. Brumbaugh, RCA; "Color Kinescope Recording Methods," E. D. Goodale, NBC; "A Continuous Projector for TV," Otto Wittel, Eastman; "Progress & Status of Theatre TV," Ralph V. Little, RCA.

NBC color schedule has following changes from last report (Vol. 10:11): Dropped: *American Forum of the Air* April 25. Added: *Voice of Firestone* May 3, tour of Metropolitan Museum May 8, *Kukla, Fran & Ollie* May 9. Some 60 program and production personnel of NBC-TV's first affiliates equipped for color will study techniques in 3-day seminar in New York May 10-12. Others will be scheduled as more stations become equipped.

Chromatic TV Labs, pushing its grid-type Lawrence tube—claiming large size, simplicity, ease of production, good performance—has issued 19-p. brochure on tube, available from company at Paramount Bldg., New York. Company estimates 24-in. tube can be mass produced for less than \$100. This week, it cut price of grid structures for tube from \$150 to \$125, offering them to tube makers.

Start of color studio construction in Burbank, Cal. is scheduled for end of April with goal of completion by year's end, according to NBC west coast v.p. John K. West. The 12,600-sq. ft. structure will cost \$2,000,000.

Latest station reporting color activity, WBTV, Charlotte, N. C., expects to be testing network rebroadcasting equipment by end of month.

Technical description of RCA 19-in. color tube (Vol. 10:4) is included in April *Tele-Tech Magazine*.

Telecasting Notes: "The Robert Montgomery influence," is simplest explanation of new easy-mannered and relaxed attitude President Eisenhower manifested in his April 5 talk on combined networks. Informal pose he struck, standing or leaning against desk, and use of cue-cards which he ignored more often than not, was exactly in the manner of the noted actor, who for some months has been unofficial and unpaid White House advisor on TV-radio. Fact is, Montgomery was in the room with the President and several dozen other visitors, though it was same night (Mon.) as his regular *Robert Montgomery Presents* (Lucky Strike) on NBC-TV. His own show used film strips for his narration . . . Said UP, in describing the White House TV pickup: "President Eisenhower set a new standard for TV speakers last night. Although dealing with such tension-loaded subjects as the H-Bomb, Communism and depression, he was as relaxed as a neighbor leaning on his lawnmower, informal almost to the point of being chatty. [He] used no script and spoke with a sort of effortless sincerity and calm. Just as one of his predecessors, the late Franklin D. Roosevelt, was the first President to master the radio microphone, Mr. Eisenhower has progressed from his own early days of knuckle-cracking uneasiness on TV to the smooth job he did last night . . ." . . . Mannie Sacks, RCA v.p. and RCA-NBC chairman Sarnoff's special troubleshooter, who heads RCA Record Div., has been called into action to help build up NBC's lagging radio business, reports *Variety*, with both Wm. Fineshriber and Ted Cott reporting to him . . . Amos 'n' Andy and *Range Rider* film series have been purchased from CBS-TV film div. by BBC, thru its TV rep in N. Y.,

Aubrey Singer; BBC immediately got protest from National Assn. for the Advancement of Colored People branding show as "gross caricature" of the Negro which has done harm in U. S. and may do even more in England—a protest CBS long ago rejected . . . Delbert Mann, who directed Paddy Chayevsky's hit play *Marty* on *Philco Playhouse*, signed as one of first TV directors to be hired to direct a feature movie; he'll do film version of *Marty* for Hecht-Lancaster . . . About 100 Hal Roach *Our Gang* shorts, owned by Clinton Pictures Corp. (Joseph Auerbach) to be released to TV thru Allied Artists' Interstate Television Inc. . . . Enlarging TV studios on Wilmington Pike, WHIO-TV, Dayton, is adding 50x64-ft. studio, 3 large radio studios for WHIO, consolidating all TV-radio operations in one building, designed and constructed by Austin Co. and due for completion early next year . . . South Bend Tribune plans new ultra-modern downtown TV-radio building for its expanding WSBT-TV & WSBT, with one studio 50x80-ft.; architects are Pereira & Luckman . . . Crosley's WLW and 4 TV stations soon to be represented by NBC Spot Sales in Detroit and on West Coast; Crosley will retain own N. Y. & Chicago branches, will represent NBC in its station cities: Cincinnati, Dayton, Columbus, Atlanta . . . More new reps: KCRI-TV, Cedar Rapids, Ia., to newly-organized Venard, Rintoul & McConnell; WOKY-TV, Madison, Wis., to Gill-Perna; WJMR-TV, New Orleans, to McGillvra . . . WCSH-TV, Portland, Me., which began last Dec. 1 with \$250 base rate, will increase to \$300 June 1 . . . WCAU-TV, Philadelphia, sets new Class AA rate at \$2400 an hour, increasing all other periods about 20%.

Station Accounts: Pittsburgh Pirates games will be televised on regular schedule for first season, with Atlantic Refining Co. buying 24 weekend away games on uhf WENS, thru N. W. Ayer; WENS pres. Thomas P. Johnson is also chief owner of Pirates . . . Heavy schedules of baseball sponsorships, as reported in Vol. 10:11, are augmented by Borden Co. (Pioneer Ice Cream div.) purchase of half of 15-min. Happy Felton's *Talk to the Stars* after Brooklyn Dodgers' games on WOR-TV, thru Doherty, Clifford, Steers & Shenfield; 20-sec. adjacencies to Dodgers' games were also sold to Hoffman Beverage Co., thru Warwick & Legler; Shell Oil Co., thru J. Walter Thompson; Household Finance Corp., thru Needham, Louis & Brorby; Colgate-Palmolive Co. (Rapid shave cream), thru Wm. Esty Co. . . . Esskay Meat Products, Schmidt Bakery & Sherwood Bros. (Betholine-Sinclair dealers) *Bobo Newsom's Knothole Gang* and *Talk to the Stars* before and after Baltimore Orioles' games on WAAM, thru Van Sant, Dugdale . . . Jay Broiler Co. (Roto-Broil broilers) buy 15-min. segment across-the-board, for estimated \$130,000 for year, as first sponsor of new *Ernie Kovacs Show* on WABD starting April 12, Mon.-thru-Fri. 11:15 p.m.-12:15 a.m., thru Product Services Inc. . . . N. Y.-N. J. women's clubs, telling about their charities, provide basis for audience partic. show on WATV, Newark, titled *Half Hour Holiday*, Mon.-Wed.-Fri., 3:30-4 p.m.; sponsors already signed are Linda Foods Inc., Newark (Rice Cream); Visking Corp. (Miracloth), thru C. Wendell Muench, Chicago; Louis L. Libby Inc. (frozen foods), thru Hicks & Greist, N. Y. . . . Among other advertisers reported using or preparing to use TV: International Metal Products Corp., Phoenix, Ariz. (Arctic Cooler air conditioner), direct; Eskimo Pie Corp., Bloomfield, N. J. (ice cream), thru Buchanan & Co., N. Y.; R. T. Collier Corp., Los Angeles (Tap Sprite carbonated water filters), thru West-Marquis Inc., L. A.; Indian River Medicine Co., La Follette, Tenn. (Scalf's Indian River Medicine, herb tonic), thru Claude Harrison & Co., Roanoke, Va.; Griesedieck Bros. Brewery Corp., St. Louis (GB beer), thru Krupnick & Assoc., St.

Louis; McKesson & Robbins Inc., Bridgeport, Conn. (Tartan suntan lotion), thru Ellington & Co., N. Y.; Safeway Stores Inc., Oakland, Cal. (Sunnybank margarine), thru Erwin, Wasey, L. A.; Wm. Schwartz & Co. Inc., Philadelphia (Chips and Twigs apparel for boys), thru Feigenbaum & Wermen Adv. Agency, Philadelphia; Sales Affiliates Inc., New York City (Zotos shampoo, Inecto hair bleach), thru Picard, Marvin & Redfield, N. Y.; Devoe & Reynolds Co., New York City (paints, lacquers, enamels), thru J. Walter Thompson, N. Y.; Dr. Pepper Co., thru Ruthrauff & Ryan, N. Y.; Ad-Lab Products Inc., Columbus, O. ("Ex Static" fabric rinse), thru Munn, Mullay & Nichols Inc., Columbus; General Concrete Products Inc., Van Nuys, Cal. ("Flagerete," "Slumstone," "Romancrete") thru Tilds & Cantz, Hollywood.

New \$80,000 TV-radio set census gets under way May 3 under auspices of Advertising Research Foundation, 11 West 42nd St., N. Y., designed primarily for civil defense information, to be financed by networks and BAB, with field sampling by Alfred Politz Research Inc. On extremely modest basis and with emphasis on radio, survey calls for only 10,000 interviews nation-wide, with questions asking number of TV & radio sets in home, kind of sets (i.e., uhf-equipped, AM-only, etc.), rooms in which they're located, number of autos with radios, etc. Only one overall national figure will be published for TVs (possibly in July) but it's planned to break down radio ownership by 5 geographic regions. Federal Civil Defense Administration has been urging project, headed within ARF by CBS radio research director Harper Carraine, others on committee being BAB pres. Kevin Sweeney, Biow research v.p. E. L. Deckinger & General Foods research director G. S. Brady.

George Polk awards for distinguished journalism, presented annually in memory of late CBS correspondent, went to NBC and exec. producer Merrill Mueller for its *Weekend—Sunday Newspaper of the Air* and TV columnist John Crosby, N. Y. Herald Tribune Syndicate.

Personal Notes: William C. Fitts Jr., CBS director of labor relations who joined network's legal dept. in 1950 after leaving law firm of Fly, Fitts & Shuebruk, headed by ex-FCC chairman James Lawrence Fly, elected CBS v.p. . . . Charles R. Denny, NBC v.p. in charge of owned stations and spot sales, and Mrs. Denny back from month in Europe . . . A. James Ebel, Peoria consulting engineer associated with WMBD there, named acting mgr., KOLN-TV & KOLN, Lincoln, Neb., succeeding Harold Anderson, now with upcoming WDEF-TV, Chattanooga . . . Otis H. Segler and David Andrews, ex-KOLN-TV, named sales mgr. & production director of WDEF-TV, Chattanooga (Ch. 12) due on air momentarily . . . Paul B. Marion promoted to sales mgr., WBTV, Charlotte, and Virgil V. Evans Jr. to WBT sales mgr.—both reporting to gen. sales mgr. Wallace J. Jorgenson . . . Joseph Carleton Beal, ex-production mgr., WDSU-TV, New Orleans, named mgr. of new public service div., World Wide Broadcasting Corp., Boston shortwave operation headed by Walter S. Lemmon . . . Donald N. Walker, who operated own printing business in Urbana, Ill. last 3 years, named mgr. of National Assn. of Educational Broadcasters personnel office in Urbana to centralize recruitment of staff for all educational TV & radio stations . . . Jerry Burns, ex-TV director of KOOL-TV, Phoenix under gen. mgr. Charles Garland, named gen. mgr. of KIVA, Yuma, Ariz. . . . Paul Mills promoted from radio program staff to program director of WISE-TV, Asheville, N. C. . . . John H. Smith Jr., NARTB promotion mgr., elected pres. of American Public Relations Assn. . . . Henry Salomon Jr., producer of NBC-TV's *Victory at Sea*, appointed chief of new TV documentary unit, reporting to Davidson Taylor, director of public affairs; Isaac I. Kleinerman will be editor-in-chief; Donald B. Hyatt, business mgr.; Richard F. Hanser, head writer . . . Herbert Jaffe, ex-MPTV & MCA, joins Official Films as director of sales, with syndication v.p. Herman Rush assigned as administrative asst. to pres. Harold Hackett; Verne W. Behnke, N. Y. sales mgr., succeeds Jaffe at MPTV . . . Wynn Nathan promoted to sales v.p., United TV Programs . . . Ted Wick resigns as Paramount Pictures TV-radio adv. & exploitation director to become CBS-TV Hollywood director of publicity & exploitation, succeeding Norman Seigel, resigned . . . John D. Allison, ex-Headley-Reed v.p., now local sales mgr., KGMB, Honolulu . . . Bruce McConnell, WISH, Indianapolis, elected pres., Indiana Broadcasters Assn. . . . Lansing B. Lindquist promoted to TV-radio v.p., Ketchum, MacLeod & Grove . . . Ursula Halloran resigns as v.p. in charge of N. Y. office, Rogers & Cowan, to open public relations agency specializing in TV at 50 Madison Ave., N. Y. . . . J. Vance Babb, onetime NBC press div., now associate director of public relations of N. W. Ayer, N. Y., elected v.p. . . . Tom Hargis new head of TV-radio dept. in Hollywood office, Ruthrauff & Ryan, succeeding Wm. Burch, resigned . . . Carroll O'Mara, ex-KNBH, opens own consulting offices at 1610 No. Argyle, Hollywood.

Gen. Mark W. Clark, recently retired UN supreme commander in Far East, now president of The Citadel, has become associated with Jefferson Standard Broadcasting Co., operators of WBTV & WBT, Charlotte, and upcoming WBTW, Florence, S. C., serving as consultant on international affairs and advisor on educational and cultural matters.

Mrs. Ferdinand M. Thieriot, one of owners of *San Francisco Chronicle*, daughter of its founder Michael H. de Young and mother of Charles de Young Thieriot, asst. publisher and v.p. in charge of its KRON-TV and of KAFY-TV, Bakersfield (49% owned), died April 3 in San Mateo. One of her sisters, Mrs. George T. Cameron, is wife of the *Chronicle's* present publisher.

Network Accounts: Kelly-Springfield Tire Co., in first network TV sponsorship, buys NBC-TV colorcast of National Open golf championship at Baltusrol, N. J. Mon. April 19, thru Compton Adv. . . . Quaker Oats joins Philco as simulcast sponsor of Don McNeill's *Breakfast Club* on ABC-TV starting June 1, buying TV portion Tue. & Thu. 9:45-10 a.m. and dropping AM Mon.-Wed.-Fri. 9-9:15, thru J. Walter Thompson . . . Packard Motor Co. to sponsor *Packard Program Starring Martha Wright* on ABC-TV starting April 18, Sun. 9:15-9:30 p.m., thru Maxon Inc. . . . Old Gold to sponsor *Truth or Consequences* on NBC-TV starting May 18, Tue. 10-10:30 p.m., thru Lennen & Newell . . . Toni (shampoo) sponsors *Tony Martin Show* on NBC-TV starting April 26, Mon. 7:30-7:45 p.m., thru Tatham-Laird Adv., Chicago . . . Revlon (cosmetics) drops out as alt. sponsor (with Congoleum-Nairn) of *Mr. & Mrs. North* on NBC-TV, effective July 13, Tues. 10:30-11 p.m. . . . Ford Foundation disclosed *Omnibus* would return on CBS-TV Oct. 17, Sun. 5-6:30 p.m., with Scott and Greyhound Bus reportedly renewing as sponsors; Ford is dropping *Excursion* on NBC-TV . . . ABC-TV drops *The Mask* Sun. 8-9 p.m., effective May 23, hopes to replace it with *Paul Whiteman Show* originating from Hamid's Million-Dollar Pier in Atlantic City . . . Steve Allen signs for 15 programs, Judy Holliday for 4, on Max Liebman's new edition of *Your Show of Shows* on NBC-TV in fall . . . Avoset Corp. (Qwip cream product) and Florist Telegraph Delivery Assn. buy partic. on *Morning Show* on CBS-TV, Mon.-thru-Fri. 7-9 a.m., former thru Fletcher D. Richards, latter thru Grant Adv.

Another blast at TV commercials this week from publicist Edward L. Bernays—this one purporting to show that, based on 115 replies to 3800 questionnaires, “bar and tavern keepers, barbers, beauticians & butchers” are as strongly opposed to commercials as were the educators and businessmen cited in previous survey (Vol. 10:5). His conclusion: “The 2 studies show that the people of the U. S., whatever their station or profession, are for a large part resistant to present TV commercials and that sponsors and advertising agencies are approaching the point of diminishing returns. As the public grows more resentful of abuses, they will be less likely to purchase the products offered for sale.” No comment from NARTB, whose recently amended Code of Practices tightens restrictions on multiple-spotting, cow-catchers, trailers, length of commercials, etc. Nor any intimation whom Bernays is representing in this second outburst against commercialism.

Ward Wheelock & Co., Philadelphia, will close down in July, having lost its 18-year-old Campbell Soup Co. account (now divided among BBDO, Leo Burnett, Compton, Dancer-Fitzgerald-Sample). Other accounts are Bev-Rich Co. (canned soft drinks), now with Stauffer, Colwell & Bayles; Stephens F. Whitman Co., and Adam Scheidt Brewing Co., which have not yet appointed new agencies.

Printers' Ink index of advertising volume for Jan.-Feb. shows it was up 17% from same 1953 period, only network radio showing loss (3%). Gains: network TV, 50% (see Vol. 10:14 for detailed PIB figures); magazines, 12%; newspapers, 6%; outdoor, 5%; business papers, 4%.

New York City ad agencies, thru local AAAA council, are vigorously opposing proposal to extend city's 3% sales tax to agency services.

Gordon Webber, of Benton & Bowles staff, who writes CBS-TV *Mama* show, has had second novel, *The Far Shore*, published by Little-Brown. First was *Years of Eden*.

Mark F. Ethridge, publisher of *Louisville Courier-Journal* and *Times* (WHAS-TV & WHAS) elected a trustee of Ford Foundation.

TV TRADE'S FIRST-QUARTER REPORT CARD: TV-radio industry's first 1954 quarter, ended April 2, shows nicer balance between production, sales and inventory than in many years -- albeit considerably down from same 1953 period. RETMA estimates production at 1,445,000 TVs, factory sales, 1,586,000; distributor sales, 1,663,000; retail sales, 1,767,000. Inventories at all levels were about 1,600,000 at close of quarter.

Thus the 1954 first-quarter trade statistics, looking very much like 1952 at most levels, are way below same period 1953 -- except for retail sales, which held up remarkably unit-wise because of wave of buying of low-end sets, some as low as \$140.

The comparable 1953 figures: production, 2,260,000; units; factory sales, 2,174,000; distributor sales, 2,060,000; retail sales, 1,780,000; inventories at all levels, 2,100,000. For 1952: production, 1,325,000; factory sales, 1,307,000; distributor sales, 1,260,000; retail sales, 1,280,000; inventories, 1,500,000.

Radio production in first quarter was 2,585,000 units vs. 3,834,784 in 1953.

TV production totaled 123,280 week ended April 2, compared to 124,343 units preceding week and 118,289 week of March 19. Radio production was 180,726 compared to 191,149 week of March 26 and 202,893 week before.

* * * *

Emerson is also out with 17-in. table at \$150, along with Crosley and Halli-crafters (Vol. 10:13-14) -- again leading to inevitable question: Whither TV prices? Immediate trend seems downward, but you can provoke a lively discussion by asking which way they'll go when new models are introduced in June and July. Nobody has a definite answer yet, at least as far as we can discern.

We even heard one manufacturer say that the industry is so full of surprises these days that he wouldn't be shocked to see a \$100 model this summer. Nobody will agree with him now, of course.

RCA and Philco say they see no increase in offing, but won't project their predictions beyond June. Philco spokesman was especially cautious, saying company is "playing it by ear" from week to week and problem is always under review.

Admiral's Joe Marty said it all depends on what happens to parts prices in next 60 days. If they stay at present levels, chances are TV prices won't go up, he said. But if they rise, set makers may well pass along increases, he declared. Admiral pres. Ross Siragusa this week told annual stockholders meeting company's largest capital expansion program in its 20-year history would get under way this fall, with most of it going to TV, said details would be released in 2 or 3 weeks. He reported Admiral's first-quarter sales and profits were below the \$3,056,878 earned on sales of \$69,191,849 in first quarter of 1953.

Motorola's Ed Taylor reiterated his previous statement to us (Vol. 10:12) that his company definitely plans to raise lists, and markups, on new models to be introduced in June. He said recent talks with distributors & dealers convinced him it was absolutely necessary to raise prices. Dr. Allen B. DuMont, with no sets selling under \$200, agreed with Taylor that prices will go up.

Possibility of 2-way stretch in prices, with leader models going still lower to around \$120 or \$130 and some over-\$200 models going higher, was broached by one major manufacturer. Taylor said Motorola was considering "stretch" idea among several alternatives. Other manufacturers we spoke to didn't think it feasible.

Unknown factor in price situation is what effect Crosley's \$140 Super V will exert on the market come June. It's apparently selling quite well, according to reports from markets where it has been introduced. Avco chairman Victor Emmanuel told stockholders meeting this week success of Super V had established the "salability of a so-called second set." Unverified trade reports had Crosley turning out more than 2500 per day, as against originally-planned total output of 40-50,000.

Topics & Trends of TV Trade: Wells - Gardner pres. Robert S. Alexander, speaking from experience, tells us the private-label set maker who specializes in higher-priced TVs is taking a beating in today's cut-price market. Wells-Gardner, he declared, is now getting ready to offer its chain store customers a cheaper 21-in. console as perhaps the first wedge to reduce prices generally and capture a share of the under-\$200 market.

"We operate in a different league," Alexander told us. "We don't set prices the way other manufacturers can and do. We must adapt to orders from the chains, who tell us they want a table model or console at such-and-such a price. So now all we can do is offer them a set at a lower price, which we think today's market demands, but it's up to them to accept or reject it."

Using RCA components, Wells-Gardner has produced an experimental color set but is making no effort to market it. "The chain stores are not interested in color in its present form," he said. "The color set which will be sold to the consumers is not yet available."

Wells-Gardner also is losing ground on another high-priced item—the radio-phonograph console, once a mainstay of its output. Today it's one of the slowest-moving items in the TV-radio market, its customers are overstocked and as a result Wells-Gardner is almost out of radio production.

Despite its problems, Wells-Gardner has no intention of producing own TV line, Alexander says. He wants no part of setting up a jobber structure, thinks the TV market will eventually stabilize itself and the whole industry, including the private label manufacturer, will enjoy a new prosperity.

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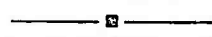
Picture tube sales in first 2 months totaled 1,203,396 valued at \$26,090,401, down from 1,824,767 at \$43,923,663 in first 2 months of 1953, reports RETMA. Some 76% were 19-in. and larger. For Feb. alone, 645,715 picture tubes worth \$13,916,478 were sold, compared to 557,681 at \$12,173,923 in Jan. and 836,451 at \$20,030,681 in Feb. 1953. Receiving tube sales in first 2 months totaled 47,322,494 worth \$34,732,324, down from 77,367,566 at \$52,976,540 in first 2 months year ago. Feb. sales were 25,189,147 at \$18,319,819 vs. 22,133,347 at \$16,412,505 in Jan. and 40,061,683 in Feb. 1953.

TV set sales by Canadian factories totaled 73,675 at average price of \$370 in first 2 months of 1953, when production was 85,302, reports Canadian RTMA. Projected production estimate is that 120,875 more sets will be turned out next 3 months. Inventory at end of Feb. was 80,460, compared to 77,778 at start of month. Quebec led in sales with 27,988; Toronto second, 17,204; other Ontario, 7363; British Columbia, 6709; Ottawa & eastern Ontario, 5856; Hamilton-Niagara, 4191; Windsor, 2981; Maritime Provinces, 1016; Prairies, 367. For Feb. alone, sales were 38,785, production 41,467.

Trad Television Corp., 1001 First Ave., Asbury Park, N. J. (Victor Trad, pres.), manufacturers of private label TVs and electronics equipment for govt., this week filed petition under Chapter XI of Bankruptcy Act, listing assets of \$1,979,220 and liabilities of \$2,175,897 and offering 15% settlement, payable 1% monthly starting 6 months after confirmation. Among largest creditors: Sylvania, \$78,993; RCA, \$13,184; Sangamo Electric Co., Marion, Ill., \$13,898; Erie Resistor Co., \$12,000.

New CR tubemaking firm, Texas Electronic Manufacturing Co., 3120 Lamar St., Houston, has been formed to begin operating by June. Owners also control Television Equipment Distributors, handling picture & receiving tubes, antennas and accessories. Founder is A. W. Larkin, pres.; Harry Pennings, sales mgr.

Trade Personals: Robert Brown, GE Washington district mgr. of govt. equipment marketing, transferred to Syracuse to become mgr. of sales for heavy military electronics, succeeded in Washington by H. A. Crossland (heavy equipment) and D. A. Wilkinson (light equipment); Jack Painter, special Washington representative for GE broadcast equipment, has been transferred to Boston, succeeded by Lewis F. Page . . . Hodge C. Morgan promoted to Bendix Radio gen. sales mgr., replacing Arthur E. Welch, resigned; he reports to gen. mgr. Edwin K. Foster . . . John S. Frietsch, ex-Cincinnati district rep, Philco, named radio div. adv. mgr. . . . Thomas J. Kelly, from commercial service div., appointed Raytheon director of licensing . . . Rudolf Leopold promoted to mgr. of Dumont's new specifications & records dept., in charge of designing broadcast equipment & mobile communications products . . . R. S. Gates named exec. v.p., Collins Radio Co., L. E. Bessemer named mfg. v.p. and R. T. Cod v.p. . . . J. D. Campbell named gen. mgr. of all consumer products in consolidation by Canadian Westinghouse; J. W. Kerr appointed gen. mgr. of apparatus products . . . Richard C. De Witt, ex-T. A. O'Loughlin & Co., Newark (Philco), named Fada adv. mgr., succeeding late Herman N. Lubet . . . Joseph Nauer Jr. named Stewart-Warner Electric midwest sales mgr., Cincinnati, replacing Graeme W. Stewart, now adv. & sales promotion mgr. of parent company . . . H. R. Marien Jr. resigns as exec. director of Television Service Assn. of Michigan to become exec. director of Florida Television & Technicians Guild, Miami . . . John Walker, ex-Philco & Stewart-Warner, named Emerson midwest district mgr., Cincinnati . . . E. Dudley Bell, ex-western div. mgr., American Lava Corp., appointed gen. mgr., Solar Mfg. Corp. . . . Jerome Bresson resigned as Tele King chief engineer to go into sales engineering . . . Richard J. Brandt, ex-pres.-gen. mgr. of Sterling Products International S.A., of Guatemala, appointed to newly created post of director of sales, Sylvania international div.



Distributor Notes: CBS-Columbia, continuing expansion, appoints R. Warncke Co., San Antonio, replacing E. G. Hendrix Co.; Lee Distributing Co., Buffalo (Ralph Henrich, v.p.); World Radio & Appliances Inc., Toledo (M. M. Isaacson, pres.); Harrisburg Radio Laboratory Supply, Harrisburg, Pa. (Louis J. Zeydon, pres.) . . . Capehart-Farnsworth appoints Codomo Distributors, Miami (Gregory I. Codomo, pres.) . . . Hallicrafters appoints Tubbs Electric Co., 165 S. Post St., Spokane (Clarence A. Tubbs, pres.) . . . Hoffman Sales Corp. of Seattle names Frank P. Fern gen. mgr., taking over duties handled temporarily by northwest district mgr. Paul Van Dusen . . . Hamburg Bros., Pittsburgh (RCA) promotes sales director Lester A. Hamburg to exec. v.p. & gen. mgr. . . . Westinghouse Electric Supply Co., Chicago, appoints T. R. Anderson TV-radio sales mgr., replacing Wm. Kilmer, resigned . . . Robert L. Rice Co., Portland, Ore. (Crosley-Bendix) announces resignation of appliance sales mgr. Vincent J. Cooney.

Industry spokesmen had generally favorable reaction to meeting with Commerce Dept. officials this week (see p. 13), one representative saying he was "pleased as punch" with the spirit of cooperation. Commerce Secy. Weeks told them he hoped new Business & Defense Services Administration unit, headed by Don Parris, would serve as spokesman for industry in dealings with Govt. He visualized BDSA as a central point where any manufacturer with a complaint or needing help from Govt. could go.

Westinghouse now has about 5½% of TV sales market, said v.p. Mark W. Crcsap at stockholders' meeting in Sunnysvale, Cal., April 7. This is up from 3½-4% in 1953, keeps pace with improvement of 5% in general consumer products sales during first 2 months of 1954.

COLOR SITUATION remained little changed this week — Westinghouse feeling out public market-by-market, RCA preparing to launch commercial sales, most of rest of industry holding off because of “price, programming and picture size.”

Westinghouse was reported selling only 3 sets in Chicago this week, but with dealers enjoying increased traffic for black-&-white because of color set on floor.

RCA New York distributor Bruno-New York plans heavy promotion when it introduces set to market in next couple weeks, says it now has orders for 80% of its allotment for next 3 months. Nature of RCA campaign for other cities hasn't been indicated yet.

RCA's prices for color set and servicing are now being adopted generally. Last week, GE went along with the \$1000 for set, \$150 for year's service, established by RCA. Admiral did same this week.

Though Admiral has lowered its sights on color production this year, it's more optimistic than most. Sales v.p. W. C. Johnson says he expects industry to build about 75,000 sets this year—and that Admiral will make 10-15,000 of them. RCA says it's aiming for 10,000 (Vol. 10:14).

Thus, of the Big 3 — Admiral, Philco, RCA — only Philco has nothing to say about marketing sets this year.

Repeated efforts to elicit information from Philco were unavailing. It has demonstrated a color tube in its labs and claims to have developed “the Philco color system,” just as RCA refers to “the RCA color system.”

Though Philco is silent now, presumably it will eventually seek to become strongly identified with color in public's mind and patent-wise. Philco has demonstrated de-

velopments to competitive manufacturers, asking them to refrain from public comment, even giving tube code name of “apple.” It's obvious, however, that Philco's work is not now commercially ready, nor is there any indication when it will be ready. Tube itself is said to be simpler than shadow-mask type but to require “monstrously complicated” circuitry at present stage.

GE's Dr. W. R. G. Baker summed up views of many in April 5 speech before Electric Club of Los Angeles.

“The TV industry is in the untenable position,” he said, “of having announced under political and competitive pressure, a new service to the public without having the technological ability to deliver the service within the standards of economic limits acceptable to the public . . . The nub of the problem is the color picture tube.”

He thought satisfactory tube might be available by mid-1955 “by heroic engineering effort.” He said that “a real marketing job on color” won't come before 1956.

Dr. Baker also intimated that industry could get together on standardization of receiver production just as it did on transmission standards — an unusual concept. His comments:

“Congress did establish the FCC to set up standards to insure that there would be only one uniform signal specification, but the only law governing equipment standardization is [the Sherman Anti-trust Act]. I am told that it is possible even under the Sherman Act for companies to pool such efforts, provided, however, that the fruits of the combined work are made openly available to all on reasonable terms. However, these are matters well beyond the scope of my remarks today.”

Financial & Trade Notes: Allen B. DuMont Laboratories Inc. reports record gross sales of \$91,828,982 in 1953, compared with \$76,166,782 in 1952 and \$50,741,596 in 1951. Net profit after \$1,549,000 Federal taxes was \$1,544,782 (60¢ a share) in 1953 vs. \$1,424,603 (55¢) after taxes of \$1,473,300 in 1952 and loss of \$583,000 in 1951. TV receiver and broadcasting divisions operated at loss last year, reports Dr. DuMont, but CR tube, tube development, instrument, transmitter and govt. divisions showed profit of 12.8% before taxes. CR tube div. alone increased sales by 33%, and govt. contracts accounted for about 17% of total volume.

Regarding color, Dr. DuMont reiterated his oft-expressed position that it's still in an “early developmental stage” and that it “will be a number of years before we will be able to supply large-screen color receivers at a price most consumers can afford.” Meanwhile, he states, the sale of black-&-white sets will be adversely affected. DuMont production this year will concentrate on table models and open consoles.

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Among officers' and directors' stock transactions reported by SEC for Feb.: Lewis Gordon bought 100 CBS “A,” holds 100; Edward R. Murrow bought 300 CBS “A” (June 1953), holds 300; Benjamin Abrams trusts bought 6200 Emerson (Dec. & Jan.), Abrams and trusts & foundations hold 304,439; Elliott V. Bell bought 100 General Precision Equipment, holds 300; Jeffrey S. Granger partnership bought 500 Sentinel Radio, personally and through partnership he holds 2000; E. Finley Carter bought 144 Sylvania, holds 1022; Don G. Mitchell bought 404 Sylvania, holds 3335; Howard L. Richardson bought 106 Sylvania, holds 437; Frederick W. Strauss bought 600 Travler Radio, holds 1000; Hugh Robertson bought 100 Zenith, holds 1000.

Television-Electronics Fund lists total assets of \$36,491,226 (\$7.80 a common share) as of March 31, compared to \$27,835,082 (\$6.93) on Oct. 31, 1953.

Teleprompter Corp., cueing system which recently completed its largest assignment to date in handling more than 100 speeches during 4-day IRE convention, reports \$17,281 net profit before provision of \$9152 for taxes on gross rental business of \$323,188 during 1953. This compares with \$47,277 net profit before provision of \$10,831 for taxes during 1952. Earned surplus on Dec. 31, 1953 was \$26,586 as against \$18,457 Dec. 31, 1952. Teleprompter renewed long-term contract with CBS, reports chairman Irving B. Kahn, and this month is being used for first time in making a full-length Hollywood production. Year has been period of “growing pains” and costly solution of manufacturing problems, Kahn states, but future holds “excellent prospects” and up to April 1 this year volume of business has run double that of same 1953 period.

Muter Co. reports net earnings of \$447,463 (66¢ on 681,680 common shares) after taxes of \$464,791 on sales of \$15,190,004 in 1953, compared to profit of \$345,573 (52¢ on 661,825 shares) after taxes of \$432,445 on sales of \$12,653,060 in 1952. Working capital at year's end was \$2,972,283, compared to \$3,077,975 at end of 1952. Pres. Leslie F. Muter predicted start of color production fore-shadows increased business in coming years because color sets require 3 times as many components as monochrome.

National Union Radio Corp. reports net profit of \$166,458 (10¢ a share) on sales of \$12,158,045 in 1953, compared to \$139,920 (2¢) on \$14,464,694 in 1952 and \$370,910 (21¢) on \$13,671,112 in 1951. Working capital was \$1,713,297 at year's end, compared to \$973,242 at end of 1952. In annual report, pres. C. Russell Feldmann attributed decline in sales to sharp drop in demand for picture tubes in last half of year.

Servomechanisms Inc. reports net profit of \$305,089 (40¢ on 760,700 common shares outstanding) after taxes of \$541,352 on sales of \$13,332,746 in 1953, compared to \$276,024 (36¢ on 758,000 shares) after taxes of \$522,288 on sales of \$10,151,589 in 1952.

Olympic Radio reports net profit of \$62,157 (14¢ a share on 431,925 common shares outstanding) on sales of \$17,667,485 in 1953, compared to \$84,747 (20¢ on 429,925 shares) on \$12,765,708 in 1952 and \$425,534 (\$1.11 on 383,593 shares) on sales of \$14,467,072 in 1951, when company received tax credit of \$235,000. Working capital at year's end amounted to \$2,891,045, compared to \$2,902,780 at end of 1952. Backlog of defense orders was \$14,000,000. In annual report, pres. Morris Sobin blamed TV price-cutting and factory wage increase retroactive to July 1 as major reasons for profit decline. Color publicity, he added, also upset normal industry pattern of high sales in last quarter of year. Several experimental color sets have been built by Olympic and factory personnel are being trained so "regular production may commence as soon as larger color picture tubes and components become available." Proxy notice for annual stockholders meeting April 26 in company's Long Island offices discloses these remunerations paid to officers & directors in 1953: Sobin, \$33,099; Albert Friedman, sales v.p., \$65,600; Dr. R. Bowling Barnes, research & development director, \$31,100.

Wells-Gardner & Co. reports record 1953 sales of \$22,572,069, net income of \$772,939, compared with \$16,301,043 & \$459,976 for 1952. "We enter the new year with a large backlog of govt. work which should result in a substantial sales volume and a profit during 1954," says annual statement. "However at the outset, the reverse is true in the civilian field. Shipments of radio & TV receivers showed a marked drop during the last few months of the year, and our customers entered 1954 with high inventories. [But] reduced production during the last quarter of 1953 and continuing into 1954 is bringing inventories back to normal."

Webster-Chicago Corp. reports profit of \$927,162 (\$1.87 a share) on sales of \$27,757,899 in 1953, compared to loss of \$408,951 on sales of \$19,580,686 in 1952. Govt. billings accounted for 17% of 1953 sales, with backlog of \$13,000,000 at year's end, reports pres. R. F. Blash. He said all divisions—consumer products, laminations, govt. contracts—showed gains in 1953 and predicted 1954 sales of consumer products would be "as good as or better than 1953."

Reeves Soundcraft Corp. reports net earnings of \$284,301 on sales of \$3,566,054 in 1953, compared to \$90,187 on \$3,364,921 in 1952 and loss of \$77,570 on \$2,054,401 in 1951. In addition, Airdesign Inc., wholly-owned subsidiary of Tele-Video Corp. (owned 66% by Reeves), showed net profit of \$30,795 on sales of \$344,542. Company now owns 431,849 common shares of Cinerama Inc., and is contracting with several motion picture studios for use of its magnetic striping process for CinemaScope pictures, said annual report of pres. Hazard E. Reeves.

Stewart-Warner Corp. and subsidiaries report 1953 sales of \$129,797,592, net income of \$4,080,810 (\$3.04 per share), compared with 1952 sales of \$122,551,833, net income of \$4,233,850 (\$3.30). Annual report blames "larger than normal carryover of TV & radio sets" for bulk of \$3,000,000 increase in inventories, but adds that shipments since first of year have substantially reduced this figure. Report says Stewart-Warner expects to build "modest quantity" of color sets this year.

RCA notice to stockholders, asking proxies for May 4 annual meet to vote on new employe incentive plan, reveals following 1953 remunerations to officer-directors: David Sarnoff, \$200,000; Frank M. Folsom, \$165,000; L. W. Teegarden, \$131,096; Walter A. Buck, \$90,625; C. B. Jolliffe, \$70,100; Edward F. McGrady, \$18,100; Harry C. Ingles, \$13,564; John T. Cahill, \$3100 (law firm of Cahill, Gordon, Reindel & Ohl received \$375,000 for legal services to RCA).

Electronics Reports: Defense electronics progress and problems occupied large part of this week's Washington meeting between top electronics industry executives and high officials of Commerce, Defense and Treasury Depts.

Asst. Defense Secy. Donald A. Quarles told conference the research & development program is now at its top level—greater than World War II—at annual rate of \$1.3 billion, but this will be cut back 7-10% in fiscal 1955. Some 60% of research & development is now being contracted to private industry, 10% to non-profit institutions such as universities and research organizations.

Acting director Donald S. Parris of Electronics Div. of Commerce Dept.'s Business & Defense Services Administration (BDSA) revealed that tax-aided expansion of electronics industry's defense production potential approved by Govt. now totals \$328,000,000 in new and proposed facilities. Some 1200 requests for rapid tax amortization have been approved from Jan. 3, 1951 to Apr. 5, 1954, he said, giving this breakdown: tubes, \$102,000,000 in new facilities; components, \$52,000,000; end equipment, \$174,000,000.

Comments and questions by industry representatives included: (1) Opposition to recent Air Force policy of concentrating contracts with a prime "systems" contractor, leaving it to him to control procurement of such items as electronic systems, in place of former policy of giving separate prime contracts for electronic equipment and other items used in aircraft. Quarles replied that Defense Secy.'s office has set up applications engineering group to correct this situation. (2) Complaint that number of electronic engineering graduates has declined to 50% of former level and that shortage is becoming more acute. BDSA official said his office will try to determine what can be done to encourage more young people to study engineering. (3) Request for Defense Dept. to disclose its electronics requirements in the event of all-out mobilization.

Industry representatives attending conference: Dr. Allen B. DuMont; Harry A. Ehle, International Resistance Co.; H. J. Hoffman, Machlett; Richard A. Wilson, Magnavox; Joseph M. Gillies, Philco; A. D. Plamondon Jr., Plamondon Magnetics Co.; Ralph T. Brengle, Potter & Brumfield; Glen McDaniel & James D. Secrest, RETMA; Robert S. Alexander, Wells-Gardner; Max F. Balcom, Sylvania; Sidney R. Curtis, Stromberg-Carlson; W. M. Adams, Sprague Electric; J. A. Milling, Howard W. Sams & Co.; W. W. Watts, RCA; Russell E. Cramer, Radio Condenser Co.

* * * *

Dr. Oliver G. Haywood Jr., recently Sylvania mgr. of engineering planning and a West Point graduate, appointed mgr. of its new Missile Systems Laboratory in Queens County, N. Y., his staff including Frank S. Manov, mgr. of systems analysis dept.; Dr. Maurice E. Bell, mgr. of plans dept.; Ernest Schlieben, mgr. of electronics dept.

Lloyd Espenschied, noted Bell Labs inventor (more than 100 patents, including co-invention of coaxial cable system), retiring after 44 years with Bell System. He was born in St. Louis in 1889, joined AT&T in 1910.

IBEW pres. Daniel W. Tracy resigned, effective April 15, to be succeeded by international secy. J. Scott Milne, whose place will be taken by J. D. Keenan.

T. V. Learson, ex-gen. sales mgr., promoted to director of electronic data processing machines, International Business Machines Corp.

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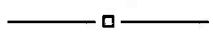
Crosley's Canadian subsidiary doubling floor space of its West Toronto plant to 90,000 sq. ft.; estimated cost is \$800,000 and payroll will be 600.

TALLEST TOWER authorized to date—1572-ft. structure to be used jointly by KWTV (Ch. 9) and educational KETA (Ch. 13), Oklahoma City (Vol. 9:32, 10:14)—was officially underway this week after ground-breaking ceremonies April 5. Wielding shovel and pickaxe were chairman John Griffin and pres. Roy Turner (ex-gov. of Okla. and announced candidate for U. S. Senate). Goal is completion by “late summer or early fall.”

Statistics are startling: tower weight, 1,050,000 lbs.; guy wires, 27,000 ft. weighing 267,000 lbs.; base insulators, 21 porcelain tubes 4-in. in diameter; paint, 650 gals. for one coat; triangular cross-section, 12-ft. on a side; base legs, 10½-in. solid round steel; 4 transmission lines measuring 6500 ft., plus 2000 ft. of lines from transmitters to tower; 1200 cubic yards of concrete reinforced with 30,000 lbs. of steel.

Tower alone, erected, with one coat of paint, costs \$550,000. Most of steel has been fabricated and delivered to Ideco yards in Columbus, O.

Next tallest tower granted is the striking 1521-ft. “candelabra” structure planned jointly by WFAA-TV & KRLD-TV, Dallas (Vol. 10:14).



Reappointment of Rosel Hyde as FCC chairman seems more certain than ever as end of his one-year tenure, April 18, approaches. Boom for Comr. Doerfer as chairman has subsided in face of unprecedented support for Hyde from all quarters—industry, education, fellow commissioners, Republicans, even Democrats. Presidential action is expected next week; if by any chance it doesn't come through by April 18, Communications Act provides that commissioners themselves name chairman temporarily. There has been talk that a dark horse is being pushed for chairmanship, to be named to succeed Doerfer who would be shifted to another govt. agency when his term expires this June 30. Little weight is given to that possibility now.

TV program awards of Ohio State U's Institute for Education by Radio-TV: special interest, *Frontiers of Faith* (NBC-TV) and *Farmland, U.S.A.* (WBBM-TV, Chicago); cultural, *Hallmark Hall of Fame* (NBC-TV) & *The Long Voyage* (WOI-TV, Ames, Ia.); basic freedoms, *American Forum of the Air* (NBC-TV) & *The Independent Mr. Jefferson* (WNBQ, Chicago); public affairs, *United Nations Open House* (CBS-TV) & *They Come Home* (KPIX, San Francisco); children's, *Watch Mr. Wizard* (NBC-TV) and *Wunda, Wunda* (KING-TV, Seattle); instruction, *Shakespeare on TV* (KNXT, Los Angeles); classroom, *District of Columbia Public School Series* (WNBW, Washington).

Edward Lamb challenged FCC's right to examine allegations he was a Communist (Vol. 10:13) at time of renewal of his WICU, Erie, Pa. In brief filed with Commission, he said FCC should have tried to revoke his license instead, putting burden of proof on itself rather than on him. Former Attorney General J. Howard McGrath, now a Lamb v.p., is handling case alone—firm of Fly, Shuebruk, Blume & Gaguine having dropped out after disagreement on how to handle case. Lamb's brief included letters of praise from J. Edgar Hoover and others.

FCC has advised principals in proposed \$350,000 purchase of Carl Haymond's KMO-TV, Tacoma (Ch. 13), with KMO (5-kw on 1360 kc), that hearing will be necessary because purchasers own an overlapping AM in nearby Seattle. It's KAYO (5-kw day, 1-kw night on 1150 kc), buying group being headed by Jessica Longston (Vol. 10:5).

Millionaire oilman H. L. Hunt was authorized by FCC this week to assign CP for projected KTLG, Corpus Christi, Tex. (Ch. 43), to Trinity Broadcasting Co., owned by Gordon McLendon family, for consideration of \$5608 expended to date.

Transfer papers in purchase deal whereby Time Inc. proposes to acquire KLZ-TV (Ch. 7) along with KLZ (Vol. 10:12), filed with FCC this week, disclosed that proposed purchaser, LTF Broadcasting Corp., will pay \$3,533,760 for 100% of stock, which is owned by theatre-men Harry E. Huffman & Frank Ricketson, gen. mgr. Hugh L. Terry (now convalescing in LaJolla, Cal. from serious illness but expected to continue in post), Theodore R. Gamble and J. Elroy McCaw. Replacement value of equipment was put at \$1,273,200, depreciated to \$923,952 since station went on air last Oct. 29. Balance sheets show KLZ (AM & FM) earned profit of \$97,940 before taxes, \$39,060 after taxes during 6 months ending Jan. 31, 1954, which compares with \$135,073 & \$51,598 in same period last year. KLZ-TV operating profit from its start last Oct. until Jan. 31 was \$24,705, profit after taxes \$9985. That the stations are doing increasingly better, especially the TV, is revealed in Jan. figures showing that TV profit before taxes was \$32,839, after taxes \$18,119, while AM-FM profit before taxes was \$8183, after taxes \$3273. Filed with FCC this week also were transfer papers for proposed sale of KOY-TV, sharing Ch. 10 in Phoenix with Gene Autry's KOOL-TV which proposes to consolidate it (Vol. 10:12). Purchase price is disclosed as \$200,000, not \$400,000 as previously reported. KOY-AM will remain in present hands.

St. Louis Ch. 4 merger (p. 3) has following conditions: KXOK (Elzey Roberts) is to buy 14,145 shares of KWK Inc. (Robert Convey) at \$14.64 a share (total: \$207,082) and is to dispose of KXOK. KSTP Inc., St. Paul (Stanley Hubbard), owning 50% of Missouri Valley TV Co., is to buy same amount, and other 39 stockholders of Missouri Valley TV Co. are to buy 1845 shares. Ownership of proposed TV grantee, KWK Inc., is to end up with these percentages: Convey family, now majority stockholders of KWK, 27%; *St. Louis Globe-Democrat*, now minority of KWK, 22%; Elzey Roberts' KXOK, 23%; Stanley Hubbard's KSTP Inc., 23%; the 39 Missouri Valley stockholders, 3%.

Single TV application this week was for Boston's Ch. 5 — sixth applicant for that channel — by *Boston Post*, owned by financier John Fox, who recently purchased radio WCOP, subject to FCC approval (Vol. 10:13). Three applications were dismissed this week, and number pending is now 264 (43 uhf). [For further details, see *TV Addenda 18-N* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* with Addenda to date.]

Westinghouse purchase of KPIX, San Francisco (Vol. 10:11), was formally announced by pres. Gwilym Price at stockholders meeting April 7. He said final approval not only depends on FCC but “upon the outcome of tax legislation now in Congress affecting this type of transaction.” It's understood tax-free deal contemplates exchange of Westinghouse stock valued at about \$6,000,000. Controlling stockholder Wesley I. Dumm retains radio KSFO. Gen. mgr. Philip G. Lasky and staff remain with KPIX.

City Council of St. Petersburg, Fla. voted this week to advertise for sealed bids to dispose of municipally-owned WSUN-TV (Ch. 38) and radio WSUN (5-kw on 620 kc, ABC). Bids are returnable at 11 a.m., April 28. First and only TV station in Tampa-St. Petersburg area, on air since last May 15, WSUN-TV is reputedly profitable, and last year was about to be sold to Ted Mack, Lou Goldberg and others associated with *Original Amateur Hour* (Vol. 9:41) for unnamed sum.

Interconnected to network circuits this week were time-sharing KOOL-TV & KOY-TV, Phoenix. Next on AT&T's hookup schedule, probably next week, are KVAL-TV, Eugene, Ore.; KARK-TV, Little Rock, Ark.; WNET, Providence; KWVL-TV, Waterloo, Ia.

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

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1954
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LOG OF THE 1954 STARTERS TO DATE: So far this year, exactly 36 new TV stations have gone on the air, including the 3 reported for this week on p. 3. Two more started in Canada, and 7 in the U.S. quit operating. So many of you have asked for lists, since our last semi-annual TV Factbook came off the presses just 3 months ago, that we've compiled them for your convenience; you'll find the tabulation on p. 12. Note that detailed data on most of these stations has already been published in TV Factbook No. 18 of last Jan. 15, wherein you will find names of owners, executives, rate data, etc. Similar data on the 1954 starters not covered in the Factbook will be found in our Newsletters Vol. 10:1-16, for as regular readers of Television Digest know, each station gets a "sendoff" report the week it starts test patterns. Incidentally, we are about to start work on our mid-summer Factbook, which will detail all stations on the air to July 15 and as many of the autumn starters as report bona fide plans.

FCC BACKSTOPS RETMA ON RADIATION CONTROL: The "one-two" punch to lick interference problems was nearer completion this week when FCC backed up RETMA plan (Vol. 10:14) by issuing notice of proposed rule-making specifying same limitations on spurious radiations that RETMA has adopted.

So all-inclusive is FCC's proposal -- covering every device in the country employing an oscillator -- that we're reprinting document in full as Special Report herewith. It merits close study by every manufacturer.

RETMA is pleased with Commission's action, doesn't regard such intervention as the brandishing of a punitive "big stick". RETMA now fully concedes FCC's powers in the matter, is happy that Commission endorses industry's voluntary efforts.

RETMA's own proposal is bringing good response, including approval already by several major manufacturers. There seems little doubt that board meeting in Niagara Falls, Ont. April 29-30 will take steps to put plan into effect.

There's nothing new about the fact that FCC says it intends to control the unwanted radiations from TV and FM receivers. Such a provision was part of proposal initiated 5 years ago, which this week's action supersedes. What's new about it is that industry and FCC see eye to eye on it -- former recognizing Commission's jurisdiction and latter accepting RETMA's plans for voluntary policing.

Not only TV and FM receivers would come under the new rule. All "restricted radiation devices" would. These are defined as follows:

"Devices which radiate radio frequency energy and are specifically designed to generate radio frequency energy (whether or not they are intended to be used for communications purposes) and which are not specifically covered in any other part of the Commission's Rules and Regulations."

Also under the rule are "incidental radiation devices" -- defined as "electrical apparatus in which the generation of radio frequency energy is unintentional." No specific standards for these are proposed at this time, though FCC always claims power to stop "harmful radiation" of any device affecting communications.

Another class of radiation covered is "carrier current systems" such as voice and control signals induced on high-voltage power lines, campus radio, etc. New rules will hit some of these quite hard.

Tightest restrictions of all were applied to community TV antenna systems. Limit: 10 uv/m at 10 ft. All new systems built after rule is adopted would have to comply. All existing systems would have until June 30, 1955 to comply. The FCC attitude on this tight limit is that there will always be some people living near the cables who prefer to receive free signals on their own antennas, and that these viewers have a right to protection from cable interference. Rule wouldn't affect multiple outlet systems confined to single building -- such as hotels, etc.

* * * *

The certification plan which FCC endorses is briefly as follows:

- (1) Establishment of an independent certification laboratory empowered to test all TV and FM sets for conformance to standards acceptable to FCC.
- (2) Authorizing manufacturers to affix laboratory seal of approval to their sets if they meet those standards.
- (3) Notifying FCC who meets standards and who doesn't.

One thing RETMA proposes that FCC doesn't is that all manufacturers comply with 41.25 mc IF for TV sets. Commission decided to see how industry reacts to the RETMA plan first, before considering further measures.

* * * *

FCC would thus provide the "mailed fist" within RETMA's "velvet glove". No receiver manufacturer has yet rejected the RETMA proposal. Industry responses to FCC proposal will be accepted until June 16. Meanwhile, RETMA's committee under Hazeltine research v.p. Arthur Loughren is studying various institutions to determine which would best serve as certification laboratory.

NEWSPAPER PROTEST GRANTED; 3 CPs ISSUED: That unique newspaper protest to Ch. 12 grant of WBLK-TV, Clarksburg, W.Va. (Vol. 10:15) succeeded in delaying construction of the station, as expected, though it barely squeezed by FCC on 4-3 vote.

Commission issued 3 CPs and one initial decision, meanwhile. One CP was returned -- KTCO, Ft. Worth (Ch. 20) -- making 67 grants surrendered since freeze, 55 uhf, 12 vhf. This week's CPs:

San Jose, Cal., Standard Radio & TV Co., Ch. 11; Lexington, Ky., WLEX, Ch. 18; Fayetteville, N.C., WFLB, Ch. 18.

Initial decision favored KWK, St. Louis, for Ch. 4 grant after big 3-way merger last week. Uhf station WTVI, in nearby Belleville, Ill., has petitioned FCC not to grant the merged applicant.

San Jose CP came from final decision in which Commission upheld examiner's opinion that competing FM Radio & TV Corp. had been dilatory in preparing for the hearing and had finally defaulted. Lexington and Fayetteville CPs came from final decisions after competitors had dropped out.

* * * *

Clarksburg protest case has stirred a lot of speculation to effect that host of non-broadcast interests will seize upon it as precedent to delay construction of TV stations. No doubt of it, door is wide open -- at the moment.

By acceding to the protest of Clarksburg Exponent & Telegram and by ordering WBLK-TV to hearing, FCC doesn't acknowledge any merit to newspapers' arguments. All FCC says is that they have right to be heard. Matter of fact, chances are they'll get very short shrift in the hearing when it comes.

What decision does mean is that FCC majority has become a bit court-shy after getting its ears slapped down for failure to grant protests in the Spartanburg case (Vol. 10:14). It's felt the Clarksburg protest can be disposed of and station construction started much faster than would be the case if the protest were denied and court granted a stay order, as it did in Spartanburg appeal.

Commission would also like to make "horrible example" of case, encouraging Congress to eliminate or change protest section -- which FCC never did like.

Comrs. Bartley, Doerfer and Lee dissented. Bartley: "I cannot believe that Congress intended that Sec. 309(c) be so subverted, in the light of the mandate contained in Sec. 1 of the Communications Act to make available to all the people of the U.S. an efficient and nationwide radio and TV system." Doerfer: "That the protestant has successfully asserted he is a party in interest within the intent of the law is an absurdity..." Lee: "I cannot conceive of Congress intending to stretch party in interest to ridiculous extremes for the very evident purpose of delay."

UHF OPERATORS ORGANIZING 'UNITED FRONT': At least three "nationwide" groups of uhf telecasters are being formed to try to get together on testimony for hearings beginning May 4 before Senate communications subcommittee.

Some or all of these groups may merge before the hearings -- if they can agree on concrete proposals. Informal regional conferences of uhf operators have also been held, and most of them will be absorbed into new "unified effort."

Behind the meetings is desire to thrash out uhf problems, get together on sound, practical suggestions to bring to hearing -- rather than have large number of uhf telecasters bewilder Senators with a like number of individual panaceas. So far there's been no agreement on specific proposals.

These were the principal groups being convened to prepare uhf testimony:

(1) Uhf Industry Coordinating Committee, formed April 12 by representatives of more than 25 stations, named as temporary chairman Harold Thoms, WISE-TV, Asheville, N.C., retained counsel and is expected next week to invite all uhf stations and groups to join it in formulating all-industry testimony.

(2) Group led by Leon Green, KNUZ-TV, Houston, has meeting scheduled for April 25-26 in Washington (Vol. 10:13), but is likely to merge with Thoms group.

(3) Uhf TV Assn., led by Lou Poller, WCAN-TV, Milwaukee, is calling meeting of its board May 1, and of all interested uhf operators May 3 in Washington.

* * * *

Coordinating Committee met behind tightly closed doors, released no information following meeting. It tentatively selected as counsel Ben Cottone, ex-FCC gen. counsel, and voted also to hire consulting engineer, as yet unnamed. Subcommittees were named to explore various proposals, report to next meeting, possibly next week.

Meeting was devoted to informal discussion of uhf problems and possible suggestions for testimony, but no definitive recommendations were approved. The telecasters heard presentation by a Washington engineer urging allocation of additional vhf channels from govt. and FM bands to replace uhf.

Uhf Assn. petitioned FCC to reinstate freeze, withhold all grants pending the outcome of Senate hearing. Petition was filed after Coordinating Committee meeting, which was attended by Poller and gen. counsel Wm. A. Roberts, and at which merger or agreement between the 2 groups was discussed but not accomplished.

* * * *

List of witnesses for uhf hearings is growing -- and it's doubtful whether the 3 days allotted will be sufficient to hear everyone. Slated to appear so far: FCC; the 4 TV networks; RETMA; GE electronics v.p. Dr. W.R.G. Baker; National Citizens Committee for Educational TV; Storer Broadcasting Co.; Poller; Green; Wm. Johns, WOSH-TV, Oshkosh, Wis. (now off air); Wm. Putnam, WWLP, Springfield, Mass.; David F. Milligan, WFAM-TV, Lafayette, Ind.

NARTB currently doesn't plan to take part in hearings, but v.p. Thad Brown says question is under study and broadcasters' group may decide to come in later. Tied up in the hearings is fate of FCC's multiple ownership proposals (5 vhf, 2 uhf) and Sen. Johnson's sliding-scale substitute permitting ownership of up to 10 uhf.

CHATTANOOGA, DES MOINES & WESLACO: Three vhf "firsts" -- one opening up substantial new market -- went on air this week, bringing U.S. total to 385 (129 of them uhf). Chattanooga area gets first outlet, as does Weslaco, Tex. Des Moines gets first in-town vhf to compete with local uhf & pre-freeze vhf in nearby Ames. Week's starters:

WHO-TV, Des Moines, Ia. (Ch. 13) went on 9 a.m.-noon, 1-4 p.m. & 7-8 p.m. daily test patterns April 15, begins commercial programming April 25 as basic NBC

affiliate. Col. B.J. Palmer, veteran broadcaster, heads project with Paul A. Loyet as v.p.-gen. mgr.; Harold Fulton, commercial mgr.; Jack Kerrigan, program mgr.; Reed Snyder, chief engineer. Owning 40% by reason of merger deal is Ralph Atlass' Independent Bcstg. Co., which sold local KIOA but still owns WLWL, Minneapolis. Only TV competitor in immediate area is KGTW, Des Moines (Ch. 17) and Iowa State College's WOI-TV, Ames (Ch. 5). WHO-TV uses 10-kw RCA transmitter with 700-ft. tower. Its RCA 12-section superturnstile had to be rebuilt after it fell in Feb., causing \$40,000 damages and delaying start. Base hour rate is \$550. Rep is Free & Peters.

WDEF-TV, Chattanooga, Tenn. (Ch. 12) opened up brand new market with April 15 tests which brought "excellent reception reports from more than 100 miles," as wired by pres. Carter M. Parham. Nearest other TV is in Rome, Ga., 54 air miles, with no others nearer than Knoxville, Nashville & Atlanta, all more than 100 mi. Chattanooga still has uhf Ch. 49 WOUC pending since Aug. 1952, also had another Ch. 43 uhf grant which FCC cancelled on oilman Tom Potter for lack of diligence. WDEF-TV becomes NBC interconnected, CBS secondary, goes commercial April 25. It uses 10-kw RCA transmitter, 300-ft. Emsco tower on nearby Signal Mt. FCC this week approved new stock setup whereby WDEF group owns 45%; Tri-State Telecasting Corp., 27.5%; Southern Television Inc., 27.5%. WDEF's Mr. Parham remains pres.-gen. mgr.; Moses Lebovitz (Southern), v.p.; Alex Guerry Jr. (Tri-State), treas.; Edward Finley Jr., secy. Station mgr. is Harold E. Anderson, ex-KOLN-TV, Lincoln, Neb., with Morris Quave, program mgr.; Otis Segler, local sales mgr.; B.C. Baker, chief engineer. Base hour is \$350, rep Branham.

KRGV-TV, Weslaco, Tex. (Ch. 5), long delayed by series of antenna mishaps (Vol. 10:5,13), began operating commercially as an NBC & DuMont affiliate April 11, day after first test patterns went on air. It's just 18 mi. from Harlingen, 36 mi. from Brownsville-Matamoros, where only other stations in rich Rio Grande Valley are located. It uses 5-kw GE transmitter with GE antenna atop 700-ft. tower. Owner O.L. (Ted) Taylor, who recently sold his rep firm to Raymer, is also applicant for Ch. 3 in Wichita. His TV director is Millman Rochester, with Byron Ogle as station mgr.; Allan Page, sales mgr.; Lewis Hartwig, chief engineer. Base rate is \$200, rep Raymer.

Personal Notes: Jules Herbuveaux promoted to gen. mgr. of NBC's WNBQ & WMAQ, Chicago, succeeding the late Harry C. Kopf . . . A. E. Joscelyn, ex-CBS, organizing new KHOF, Stockton, Cal. (Ch. 13), Mt. Diablo project headed by H. Leslie Hoffman, TV-radio manufacturer; Wm. Hollenbeck, ex-KGO-TV, named program mgr.; Stanton D. Bennett, ex-KOMO-TV, Seattle, chief engineer . . . John H. Smith Jr., NARTB promotion mgr., appointed public affairs mgr., assuming publications & information duties handled by administrative v.p. Robert K. Richards . . . Bernard I. Ochs promoted to gen. sales mgr., WLWA, Atlanta . . . Michael Horton, who organized NBC color information program, named network information director, in charge of expanded institutional & public services . . . Roy Dabadie named gen. mgr. of upcoming WBRZ, Baton Rouge, La. (Ch. 2), due in Sept.; Charles Garvey succeeds him as gen. mgr. of AM affiliate WJBO . . . Robert Owen resigns as chief engineer of KOA-TV & KOA, Denver, to join RCA Service Co., Camden . . . Theodore B. Pitman Jr. promoted to gen. mgr. of WTAO-TV & WTAO, Cambridge-Boston, replacing Frederic S. Bailey, resigned; Richard H. Gurley Jr. named TV sales mgr., Fred H. Stein program supervisor . . . Dick J. Kasten named gen. mgr. of KSTM-TV, St. Louis; Wm. Knight, sales mgr. . . . Ralph Sacks resigns as sales mgr. of new uhf KSAN-TV, San Francisco . . . John R. Taylor returns to Pocatello, Ida. to be gen. mgr. of KWIK-TV (Ch. 10), Carmen-Wrathall station due in fall, after being sales mgr. of KIFI, Idaho Falls . . . John B. Burns promoted to midwest mgr., ABC Film Syndication Inc.; Miss Lee Francis, ex-CBS-TV Film Sales, promotion mgr. . . . Charles M. Amory, ex-v.p. Eagle-Lion Studios & Pathe Labs, heads newly formed Minot TV Inc., distribution firm associated with Motion Picture Adv. Service and United Film Service . . . Harry Wayne McMahan, who in 1939 founded Five Star Productions Inc., Holly-

wood, joins McCann-Erickson N. Y. copy plans board in charge of TV-radio commercials . . . Peter Arnold Krug, ex-Hicks & Greist, named TV-radio director, Calkins & Holden, Carlock, McClinton & Smith; he succeeds Henry Hull Jr., now TV consultant in England . . . Timothy J. O'Leary, ex-William Esty Co., joins Calkins & Holden, Carlock, McClinton & Smith as TV-radio timebuyer . . . Dan Potter, ex-Benton & Bowles v.p. on Procter & Gamble account, joins TV dept., William Esty Co. . . . Earl M. Willhite, ex-sales mgr., KMO-TV, Tacoma, Wash., now partner in Hunter Adv. Agency, Hollywood . . . Leonard Blair, ex-ABC eastern program director, recently associate producer of *The Mask*, joins Dancer-Fitzgerald-Sample as producer of *Valiant Lady* on CBS-TV for General Mills & Toni . . . Roger Pryor, TV-radio v.p., Foote, Cone & Belding, nominated for pres., Radio-Television Executives of N. Y.; Robert Burton, BMI v.p., first v.p.; Elliott Sanger, WQXR, 2nd v.p.; Claude Barrere, BMI, secy.; Joe McDonald, NBC, treas.

Top FCC jobs now completely out of civil service merit system—reclassified from Schedule A to Schedule C this week—are gen. counsel, chief engineer and chief accountant. Change makes appointments and removals entirely up to FCC without reference to civil service status. Still pending is FCC request that secretary be given same status.

Edward T. Ingle, for 7 years TV-radio director of Republican National Committee and now in public relations consulting practice, has been retained by Citizens for Eisenhower Committee, Dupont Circle Bldg., Washington, to handle TV-radio-film phases of Congressional campaign.

Edward Barry Roberts, script editor of *Armstrong Circle Theatre* on NBC-TV, author of new book titled *Television Writing & Selling*, published by The Writer Inc.

Telecasting Notes: Everybody's getting into the TV awards act, sure-fire for publicity—and it isn't surprising that one of the *TV Guide* gold medal awards went to *U. S. Steel Hour* for excellence of its Theatre Guild performances. Odd, though, that the *Motorola Hour*, which alternates same time on same network with same kind of dramatic show, didn't get one, too. Incidentally, from where we sit, we'd say Robert Galvin's commercials on *Motorola Hour* are as adult and intelligent as U. S. Steel's are silly. Despite shining example of Alcoa, Reynolds & Revere, whose institutional and sales aims are much the same, U. S. Steel's commercials are incredibly puerile—silly palaver by a simpering young couple expressing juvenile wonderment over the uses of steel and actually insulting the intelligence . . . "TV is opening a tremendous field for us, and it will be a world-wide market before we are through," said Republic Pictures pres. Herbert J. Yates at April 9 stockholders meeting. Republic has released many of its old films to TV via subsidiary Hollywood TV Service Inc., owns one of biggest film processing labs, does big TV business . . . Roy Rogers & Gene Autry films alone will bring in \$3-4,000,000 when and if they're cleared for TV, said Yates. Both cowboy actors have sued to prevent it—Rogers winning, Autry losing in lower courts, both decisions being appealed (Vol. 7:42-44 & 8:20) . . . March of Time library, embracing some 15,000,000 ft. of used & unused film, taken over by NBC film div. for sales & distribution, as of May 1. Thus Time Inc. quits the production end of TV-movie business, while expanding in TV-radio station ownership with outlets in Albuquerque, Salt Lake City and Denver (Vol. 10:15) . . . Telefilm Enterprises formed by Charles Wick, talent agent, as new film syndicate, first show being *Fabian of Scotland Yard* being made in London by Trinity Productions; Bud Austin, ex-

Official Films, named gen. & sales mgr. . . Princeton Film Center producing 15-min. *Rural Review* series, aimed at farm audience and available for quadruple local sponsorships; narrator is Fred Bailey, ex-UP, Washington . . . NBC signs Boston Symphony for 1954-55 season to replace NBC Symphony, being dissolved with retirement of conductor Arturo Toscanini; NBC also announced 6th season starting in Oct. for its *TV Opera Theatre* . . . NBC-TV Burbank studios subject of 10-p. illustrated article in *Progressive Architecture Magazine* . . . Fourth Storer station to become primary basic CBS-TV affiliate is WSPD-TV, Toledo . . . "First revival ever to be presented over TV" offered by WGVL, Greenville, S. C. beginning Easter Sunday, with 30-min. service daily for week following, conducted by evangelist Dr. Bob Jones . . . Who's got the ding dong? TV Merchandising Inc., owner of *Ding Dong School* (NBC), has filed suit against toy mfr. Milton Bradley Co. to restrain it from using the name . . . Good promotion idea: KOA-TV, Denver, holds "matchless menu" contest, with appliance prizes to viewers supplying best recipes for each course of "ideal" 6-course dinner . . . WAYS-TV, Charlotte, N. C., cuts base hour from \$300 to \$200, min. from \$60 to \$40 . . . More rate increases: WTVR, Richmond, adds new Class AA hour of \$875, raises Class A hour from \$625 to \$775, min. from \$120 to \$140; WKTV, Utica, base hour goes from \$425 to \$475, min. from \$75 to \$85; KATV, Pine Bluff, Ark., hour from \$300 to \$350, min. \$60 to \$70; KTVH, Hutchinson, Kan., on May 1 hour from \$400 to \$450, min. \$80 to \$100; WEHT, Henderson-Evansville (Ind.) hour from \$150 to \$200, min. \$30 to \$40 . . . New reps: WAIM-TV, Anderson, S. C. to Headley-Reed; KOLN-TV, Lincoln, Neb., to Avery-Knodel; upcoming KSWM-TV, Joplin, Mo., to Venard, Rintoul & McConnell.

BIGGEST TOWER project yet proposed is Selma, Ala. structure which would measure 1873 ft. from ground to tip of Ch. 8 antenna. Proposal by grantee WSLA (radio WBAM, Montgomery) is now on agenda of regional airspace subcommittee at Ft. Worth, and will be filed next week with FCC. Station received grant in Feb., hopes to get on air by end of 1954 with full power from 50-kw Standard Electronics transmitter.

The 1800-ft. guyed tower will be fabricated in Birmingham by Vulcan Tower Co., owned by WSLA v.p. Wm. E. Benns Jr. and secy.-treas.-mgr. Wm. J. Brennan. It will be erected near Lowndesboro, 22 mi. from Montgomery and 25 mi. from Selma, will take about 3 months to construct, to be topped by GE antenna.

The 752-ft. tower of WBAM (AM) in Montgomery is presently Alabama's tallest structure, according to Benns. TV studios will be in remodeled building in Selma. Rep hasn't yet been named.

Note: Tallest towers so far authorized are 1572-ft. structure in Oklahoma City now being built by KWTW (Ch. 9) and to be used also by educational Ch. 13 KETA (Vol. 10:15), and 1521-ft. "candelabra" tower planned for KRLD-TV and WFAA-TV in Dallas (Vol. 10:15).

First educational fold-up, State of New Jersey's CP for uhf WTLV in New Brunswick is due to be surrendered next week, because of state legislature's refusal to appropriate \$292,000 for station's operating expenses. Democratic Gov. Meyner had opposed appropriation, observing in budget message: "A 20-in. screen should never be allowed to come between teacher and pupil during school hours." Ford Foundation grant of \$100,000 and studio equipment valued at \$150,000 loaned to station by commercial sources will be returned. Granted CP Dec. 3, 1952, station had been beaming closed-circuit telecasts into classrooms in nearby communities.

George Foster Peabody Awards for 1953, as presented April 14 at luncheon meeting of Radio & TV Executives Society of N. Y.: news, Gerald W. Johnson (WAAM, Baltimore); music, *NBC TV Opera Theatre*; entertainment (double award), *Television Playhouse* (NBC-TV) and Imogene Coca (*Show of Shows*, NBC-TV); education (double award), *Cavalcade of Books* (KNXT, Los Angeles) & *Camera Three* (WCBS-TV, N. Y.); children's, *Mr. Wizard* (NBC-TV); international understanding, BBC coverage of Coronation; public service by TV-radio station, WSB-TV & WSB, Atlanta, for *You and Your Health* and *Removing the Rust from Radio*; radio news, Chet Huntley (KABC, Los Angeles); public service by radio station, WBAW, Barnwell, S. C., for *Church of Your Choice*. In addition, a special award went to CBS's Edward R. Murrow, 4th time he has won a Peabody.

Gold Medal program awards of *TV Guide Magazine*: *See It Now* (CBS-TV); *U. S. Steel Hour* (ABC-TV); *Cavalcade of Sports* (NBC-TV). Runners-up for "Show of Year" honors (in alphabetical order): *Adventure* (CBS-TV); *Comedy Hour* (NBC-TV); *Dragnet* (NBC-TV); *Arthur Godfrey and His Friends* (CBS-TV); *I Love Lucy* (CBS-TV); *Life Is Worth Living* (DuMont); *Make Room for Daddy* (ABC-TV); *Omnibus* (CBS-TV); *Toast of the Town* (CBS-TV); *Today* (NBC-TV); *Your Show of Shows* (NBC-TV).

Sigma Delta Chi award winners for distinguished journalism in 1953 included WHAS-TV, Louisville & CBS Radio, both for public service; Gordon Gammack, KRNT, Des Moines, radio reporting; Charles J. Chatfield, WHCU, Ithaca, N. Y., radio news writing.

Kine recordings of Hallmark's widely acclaimed 2-hour *King Richard II* with Maurice Evans, carried on NBC-TV last Jan. 12, are being made available free to schools and colleges in 16mm prints.

PROPOSAL to require uhf stations to start with at least 5-kw transmitters (Vol. 10:8-11, 15) drew scant and unfavorable response as FCC's deadline for comments on its proposed rule-making passed April 16—and it now appears virtually certain to be dropped or drastically modified.

RCA, biggest maker of uhf transmitters, objected to Commission's "arbitrary" minimum on transmitter power, arguing that 1-kw transmitter and high-gain antenna can give 15-20 kw ERP and render good service in many communities. It urged FCC to consider such factors as antenna power, contour of antenna pattern, size of community, etc. Extra cost of higher power transmitters might discourage smaller communities from having their own TV service, RCA added.

Joint Committee on Educational TV said: (1) Antenna height is more important than transmitter power for uhf. (2) 1-kw transmitter is adequate for many small or medium sized cities where terrain is reasonably flat. (3) Proposal would increase construction and operating costs, perhaps prevent some groups from entering TV.

WCOS-TV, Columbia, S. C. (Ch. 25) said its 1-kw transmitter is giving "highly satisfactory local coverage to 40 mi. or more" and surveys have shown "audience is determined by the popularity of the program presented, not whether is it vhf or uhf, and without regard to the transmitter power." It pointed out it would get same coverage with 5-kw transmitter and an antenna 300-ft. above average terrain as it now gets with its 1-kw at 650-ft. Uhf's principal problems were said to be "economic, not technical."

Grantees and applicants continue to ask FCC to substitute vhf channels for uhf and low channels for high channels in their home territories. KFAZ, Monroe, La. (Ch. 43) this week petitioned Commission to substitute Ch. 13 for 43, so it can "compete effectively" with KNOE-TV (Ch. 8). Even though it was first on air, KFAZ stated it had been able to get only a "bonus" affiliation with one network "which costs KFAZ a considerable amount of money each month," and has found it "virtually impossible to get national advertising."

Sunbury Broadcasting Co. asked substitution of Ch. 38 for 74 in Sunbury, Pa., 74 for 38 in Lewistown, addition of 65 to Shamokin. It said it will apply for Ch. 38 if switch is made, stated lower channel offers better chance of success.

Successful pre-freeze TV operators who control and operate WSAZ-TV, Huntington, W. Va. (Ch. 3), with WSAZ, this week bought out WGKV, Charleston, W. Va. (250 watts on 1490 kc, NBC) and thereby obtained new headquarters for own TV-radio sales & studio staff in state's capitol. Purchase price is \$75,000, with WGKV pres. R. M. Venable planning to retire to Florida and 32% stockholder Willard H. Irwin Jr. to devote himself to his accountant's practice and to his 20% interest in CP for WJOL-TV, Joliet, Ill. (Ch. 48). Station staff remains unchanged. Buyers are all identified with Huntington Publishing Co. (*Herald-Dispatch* and *Advertiser*) which owns 89% of WSAZ Inc., with Mrs. Eugene Katz, wife of the rep, owning 11%. In purchase of Charleston AM station, these are stockholders: Col. J. H. Long, pres. of Huntington Publishing Co., 5%; Wm. D. Birke, v.p., 25%; Edward H. Long, 15%; Robert Long, 15%; Lawrence H. Rogers, mgr. of WSAZ-TV, 20%; Leroy Kilpatrick, chief engineer, 10%; Eugene Katz, 10%.

"Re-creation" of baseball games won't be undertaken this year, FCC was advised by stations KLIF, Dallas, and KELP, El Paso (Vol. 10:15). They said plans were called off because complaints filed by Yankee, Dodgers & Cardinals produced too many delays.

General Teleradio Corp. pres.-chairman Thomas F. O'Neill, of the parent General Tire & Rubber Co. ruling family, caustically denies reports Mutual Broadcasting System may soon be sold—replying to hints by both *Broadcasting* and *Variety* that Texas oil millionaire H. L. Hunt (*Facts Forum*), a supporter of Sen. McCarthy, is prospective purchaser. *Variety* recalls Mutual's considerable "trimming" and reshuffling of executives, notes that veteran production v.p. Jules Seebach left April 12 on "a 4-week vacation" and even goes so far as to say all this has been done "to make the operation a more attractive purchase for a potential buyer like Hunt." MBS commentator Fulton Lewis Jr., denying published report he's Hunt's confidante and advisor on broadcast affairs, says "there's not an iota of truth" in the reports so far as he's concerned. Another observer said he doubted very much Hunt's willingness to sink own money into any such enterprise, noting that he has a fetish for making everything pay for itself. Nobody has discussed any such sale with any member of FCC, careful inquiry indicates; it's customary, when any major deal is contemplated, to go over it first with FCC chairman or key member—and that hasn't been done. Trade newsmen, smelling "something cooking" at MBS, led O'Neil some weeks ago to scotch rumors of bad times there by asserting the network never had it so good, with 1953 gross time sales of \$23,000,000, up 10% from 1952 (Vol. 10:11). Fact is that PIB figures show it continuing in Jan.-Feb. of this year slightly ahead of same 1953 months (Vol. 10:14). O'Neil's April 14 denial read: "Since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these 2 corporations with any one at any time. The latest unfounded rumor of sale to H. L. Hunt is the most fantastic I've heard of yet and should be consigned to the oblivion it so richly deserves."

Chronicle Publishing Co., San Francisco (KRON-TV) becomes 97½% owner (instead of 49% as now) of KBAK-TV & KBAK, Bakersfield, Cal. (Ch. 29), formerly known as KAFY-TV, in transfer deal filed with FCC this week. It acquires the 375 shares of stock held by attorney John P. Hearne for \$30,000 and 350 shares from Charles Thieriot for \$37,501. Thieriot, gen. mgr. of KRON-TV, retains 1⅓%; Harold P. See, KRON-TV station mgr., 1%. Founder Sheldon Anderson last Dec. sold his 8.3% interest to Thieriot. Deal includes agreement that if radio KBAK is sold, Thieriot and Hearne, jointly or individually get first refusal rights.

FCC approved Rollins Broadcasting Co. purchase of WAMS, Wilmington, Del. (1-kw on 1380 kc, MBS) for \$5000 plus assumption of \$10,914 liabilities, at same time authorizing stock changes whereby O. Wayne Rollins owns 50% and John W. Rollins 45% in parent firm, which also holds CP for WHRN (Ch. 40) in Dover, Del., owns AMs WJWL, Georgetown, Del.; WNJR, Newark, N. J.; WRAD, Radford, Va.; WRAP, Norfolk, Va. Rollins have proposed to give up daytime WRAP in Norfolk (1050 kc) and buy out WCAV there (1-kw on 850 kc), continuing the WRAP call letters and specializing in Negro programs.

Subscription TV tests with Zenith system are planned by WOR-TV, New York, which filed letter with FCC asking special temporary authority to air scrambled signal before regular programming for 90 days starting May 15. All of signal would be telecast, differing from Zenith's own tests in Chicago several years ago when it employed phone company lines. Station says purpose is to try high-powered transmission; Chicago tests used 1-kw transmitter. WOR-TV previously has tested Skiatron's coded-card method.

"World's smallest" commercial radio will be marketed by Emerson; it measures 3½x3x¼-in., weighs 7½-oz.

Station Accounts: B. F. Goodrich Co., for footwear div.'s B.F.G. and Hood brand "P-F" (Posture Foundation) canvas shoes for youngsters, using 47 stations in 37 markets with film commercials featuring baseball stars in slow-motion action demonstrating their form, placed thru McCann-Erickson . . . Thomas J. Lipton Inc. (Frostee desserts & sherbet mixes), combining with Dixie Cup Co. (home dispensers & refill packages), in latter May starts \$1,000,000 joint campaign, including TV-radio; Ruthrauff & Ryan, N. Y., is the Frostee agency, Hicks & Greist Inc., N. Y., is Dixie agency . . . Frank H. Lee Co. (hats) will buy weather spots 5 nights weekly in 10 markets starting in Sept., thru Grey Adv., N. Y. . . RCA & Radio Corp. of Canada Ltd. have completed 45 filmed commercials at Bill Sturm Studios Inc., N. Y. . . "Guaranteed Viewing Plan" of WOR-TV, whereby advertisers get minimum of 12 one-min. spots per week on run-of-schedule at package rate, now lists 9 sponsors: Block Drug Co. (Polident & Alkaid), thru Emil Mogul; B.C. Headache Powder, thru N. W. Ayer; Kools, thru Ted Bates; Raleighs, thru Russel M. Seeds; Arrid, thru Sullivan, Stauffer, Colwell & Bayles; CVA Corp. (Cresta Blanca & Roma wines), thru J. J. Weiner Adv. and Foote, Cone & Belding; Maybelline Co., thru Gordon Best Co.; White Rock (beverages), thru David J. Mahoney; Wise Potato Chips, thru Lynn-Fieldhouse . . . Among other advertisers reported using or preparing to use TV: U. S. Rubber Co., New York City (Keds footwear), thru Fletcher D. Richards, N. Y.; Chemical Inc., Oakland, Cal. (Vano plastic starch), thru Sidney Garfield & Assoc., S. F.; Hallicrafters Co., Chicago (TV sets, hi-fi phono), thru MacFarland, Aveyard & Co., Chicago; Nash Motors Div., Detroit (Nash Metropolitan), thru Geyer Adv., Detroit; Bev-Rich Products Inc., Philadelphia (canned soft drinks), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Paine & Co., Los Angeles (Kitchen Fresh potato chips), thru Jimmy Fritz & Assoc., L. A.; Zonite Products Corp. (Larvex antiseptic), thru Erwin, Wasey & Co., N. Y.; Eastco Inc., White Plains, N. Y. (Espotabs), thru Street & Finney, N. Y.; Johnson & Johnson (Baby shampoo), thru Young & Rubicam, N. Y.; White Cap Co., Chicago (Vapor-Vacuum sealing & caps), thru H. B. Law Inc., Chicago; Pleasant Grove Canning Co., Salt Lake City (Utah Valley canned foods), thru Axelson, Bennett & Clark, Salt Lake City; Jack's Tasty Snack Corp., Oneida, N. Y. (Cheese-Twists, Pop Corn, Cheddarette), thru Pritchard, Daniels & Dreher, Ardmore, Pa.

Programming aid to uhf stations is nub of novel plans proposed by 2 TV film distributors. Big producer-syndicator Motion Pictures for TV Inc. (MPTV) asked FCC to rule on legality of plan whereby it would sell national spots on local stations at card rate, in exchange for supplying the stations with equivalent value of film programming. Commission this week declined to rule, saying such "advisory rulings" were contrary to its policy—but this doesn't preclude MPTV from trying out the plan. Pres. Matty Fox wouldn't elaborate on proposal or say whether or when he intends to put it into effect, but his petition said it would aid both vhf and uhf stations unable to secure good network programs—and particularly help build up uhf conversions. Another film distributor, Comet TV Inc. (New York), got big response when it offered its wares, in letter to uhf stations, at virtually any price they say they are able to pay. Pres. Oliver Unger told us Comet will soon merge with another TV film distributor to become "major factor," offering 150 top-flight features and enough good TV film series to provide 1000 hours of programming a year.

Theatre Owners of America, headed by Walter Reade Jr., pres. of Walter Reade Theatres (WRTV, Asbury Park, N. J.), holds next convention in Chicago, Oct. 31-Nov. 3.

Network Accounts: Chrysler all but signed this week as sponsor of 13 NBC-TV color "spectaculars" this fall (Vol. 10:13), with its 4 makes of cars sharing promotion. High-budget "spectaculars" produced by Leland Hayward, are scheduled at rate of one every other week Sat. 9-10:30 p.m., Sun. 7:30-9 p.m., Mon. 8-9:30 p.m. . . . Colgate-Palmolive renews *Comedy Hour* on NBC-TV starting Sept. 19, Sun. 8-9 p.m., thru Ted Bates & Co., leaving every 4th Sun. open for color "spectacular" . . . American Chicle Co. buys 20-min. of new Sid Caesar show on NBC-TV in fall, Mon. 8-9 p.m., thru Dancer, Fitzgerald & Sample; current sponsors of time, Block Drug Co. & Speidel (*Name That Tune*, 8-8:30) and Firestone (*Voice of Firestone*, 8:30-9) have been offered first chance at remaining 40 min. of Caesar show . . . Benrus, buying 10 min., became first sponsor of Max Liebman's new *Show of Shows* in fall on NBC-TV, Sat. 8-9:30 p.m., thru Cecil & Presbrey . . . E. I. duPont de Nemours Co., for its nylon products, buys 13 partic. on NBC-TV's *Home*, Mon.-thru-Fri. 11 a.m.-noon, thru BBDO . . . Paper-Mate Pen Co. to be alt. sponsor (with General Mills) of *Stu Erwin Show* on ABC-TV starting April 30, Fri. 7:30-8 p.m., thru Foote, Cone & Belding . . . Lincoln-Mercury Dealers Assn. to sponsor *Toast of the Town* thru summer, with m.c. Ed Sullivan taking 5-week vacation . . . GE sponsors *Bing Crosby Show*, featuring Bing's second star role on TV, on CBS-TV Sun. April 25, 9-9:30 p.m., thru BBDO . . . Dave Garroway's highly-successful 7-9 a.m. *Today* on NBC-TV is running well ahead of last year's time sales pace, is expected to gross \$11,000,000 for year, compared to \$5,000,000 in 1953 (Vol. 10:3) . . . With co-op sponsors, Mon. 9:30 p.m. boxing bouts from Eastern Parkway Arena, Brooklyn, move from DuMont to ABC May 17; DuMont will continue fights at that time from other site.

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Army-McCarthy hearings due to start April 22 will be carried in full at start by all networks except CBS-TV, which gained tremendous stature with Ed Murrow's stand-up battle with Sen. McCarthy (Vol. 10:11,15). With jam-packed daytime commercial commitments to consider, CBS said it would have only filmed highlights of each day's hearings at 11:30 p.m.-12:15 a.m., and preceding day's hearings would be covered on 7-9 a.m. *Morning Show*, with newsman Walter Cronkite interviewing personalities involved. Equally concerned with displacement of commercial schedules, NBC-TV announced it would cover hearings in full first 2 days, then decide whether continuance is worth the enormous time rebates and talent payments involved. ABC-TV & DuMont said they will cover hearings fully. Tentative times are 10:30 a.m.-12:30 p.m. & 2:30-4:30.

Ed Murrow-Sen. McCarthy feud (Vol. 10:15) has put Alcoa in "very uncomfortable position" but has been successful from public relations and advertising standpoint, said sponsor pres. I. W. Wilson. No stockholder has raised any objection, and responses after Murrow's first telcast ran 3 to 1 in his favor, after McCarthy rebuttal remained 2 to 1 in Murrow's favor. CBS reports phone calls, wires and letters up to April 12 totaled 15,443 in favor of Murrow, 6018 pro-McCarthy, or about 2½ to 1.

Advertising Club of N. Y., biggest of them all, to present bronze plaque of achievement at luncheon April 28 to Edward R. Murrow "for his realistic, accurate and individual depiction of the news through the great advertising media of radio and TV." And this week Hamilton College announced it would bestow an honorary degree, his sixth, on Murrow June 6.

ABC-TV's *Dr. I.Q.*, in first telephone quiz since Supreme Court overruled FCC ban on giveaways (Vol. 10:15), on Sun. April 25 and each week thereafter, will give \$1000 to viewer identifying author of famed quotation.

EASTERNMOST North American TV station, nearest to Europe if ever a Transatlantic relay system is devised, will be CJCB-TV, Sydney, Nova Scotia (Ch. 4), whose DuMont studio equipment is due for shipment May 15, presumably coincident with an as yet unannounced 10-kw RCA transmitter & antenna. Owned by N. Nathanson, to be operated by sons Marvin and Norris, CJCB-TV has Aug. 15 target, will be represented by Weed and All-Canada. At present, farthest east station on continent is CSHJ-TV, St. John, N.B. (Ch. 4), which began testing March 22 (Vol. 10:12).

DuMont also reports orders for 25-kw transmitter from John Boler's KXJB-TV, Valley City, N. D. (Ch. 4), and 5-kw from WDXI-TV, Jackson, Tenn. (Ch. 9)—both due on air sometime in July. Mr. Boler is also operator of KCJB-TV, Minot, N. D. (Ch. 13).

RCA this week shipped 10-kw transmitter to upcoming educational non-commercial WGBH-TV, Boston (Ch. 2), last reporting Oct. debut date, and 5-kw to educational KETC, St. Louis (Ch. 9), due on air in June. Week's only shipment reported by GE was new 3-bay Ch. 5 antenna to KTLA, Los Angeles.

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

Buffalo's Ch. 2 grantee of last week, Buffalo-Niagara Amusement Corp., signed basic NBC affiliation this week, promised to be ready by June. It has applied to FCC for permission to take over radio WGR and, if granted, plans to ask for WGR-TV call. *Niagara Falls Gazette* has option to buy 25%. President of large stockholders group is George F. Goodyear, investments (10%), with Myron Kirk, senior v.p., Kudner Agency, as v.p. and largest single stockholder (10.66%). Joe Bernard, onetime mgr. of KOMA, Oklahoma City, recently associated with Kenyon Brown, will be gen. mgr. of new station, with WGR exec. v.p. Karl G. Hoffman as engineering mgr. [For full list of present stockholders, see *TV Factbook No. 18*, p. 218.]

Peninsula Television Inc., last week's grantee for Ch. 6 in Marquette, Mich., hasn't ordered equipment or begun construction, but plans Oct. start, according to pres.-gen. mgr. Jerome Sill. He also owns 25% of WMIL, Milwaukee, TV applicant for Ch. 6 in nearby Whitefish Bay. Rep not yet chosen.

WCNY-TV, Carthage, N. Y. (Ch. 7), planning late summer debut, got call letters just last week, starts construction as soon as weather permits at Champion Rd. site, 6 mi. west of Carthage and 9 mi. east of Watertown where it gave up Ch. 48 CP for proposed WWCNY-TV (Vol. 10:10). It will use 20-kw GE transmitter and 12-bay GE antenna atop 500-ft. guyed tower, expects to cover northern N. Y. and "large area in Canada." Owned by *Watertown Times*, it will be CBS primary interconnected, also will carry ABC. Rep will be Weed.

WISH-TV, Indianapolis (Ch. 8) has 50-kw RCA transmitter ordered for June 15 delivery, expects to meet July 1 programming target, according to v.p.-gen. mgr. Robert B. McConnell. Transmitter house ready, it's now adding 3-story addition to studios. Interim 473-ft. Ideco tower is scheduled for completion by May 1, with 12-bay RCA antenna. Network will be ABC, base hour rate \$800. Rep will be Bolling.

KTVX, Muskogee, Okla. (Ch. 8), granted last week, hasn't finalized construction plans but has ordered GE equipment and hopes to get on air by mid-summer, reports v.p.-gen. mgr. L. A. Blust Jr., ex-mgr. of radio KTUL, Tulsa, which has same control (John T. Griffin). E. Snider, KTUL chief engineer, and George Ketcham, promotion mgr., have also moved to TV. Muskogee is 44 air miles from Tulsa, but KTVX transmitter will be north of Haskell, about half way. Avery-Knodel will be rep.

KLTV, Tyler, Tex. (Ch. 7), call letters changed from KGKB-TV, has ordered 10-kw RCA transmitter with 12-bay antenna to go atop 420-ft. Andrews tower, all due for June deliveries so that test target has been tentatively set for Aug. 1, commercial debut Aug. 15. It will be first vhf in rich oil & cattle area, nearest others being in Dallas, 92 mi. to west, and Shreveport, 100 mi. east. Owner Mrs. Lucille Ross Lansing has acquired hangar and office space at former airport on edge of town, providing 12,500 sq. ft., which is being designed into a TV-Radio Center. Marshall Pengra, ex-KGKB mgr., recently mgr. of KSTM-TV, St. Louis, is returning to Tyler to run KLTV, with Hudson Collins as chief engineer and Jerry Lansing managing KGKB and coordinating TV-AM operations. No rep has yet been selected.

KLIX-TV, Twin Falls, Ida. (Ch. 11), proceeding slowly to keep costs down, won't make May target, probably will get on air next Aug., reports v.p.-gen. mgr. Frank G. McIntyre. Transmitter is being custom built in Salt Lake City workshop operated jointly by all Frank Carman stations. KLIX-TV has published \$120 base rate, has 2 fulltime salesmen out selling time in advance. Rep will be Hollingbery, who may include it under "group market plan" along with 5 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4); and upcoming KUTV, Salt Lake City (Ch. 2), KWIK-TV, Pocatello (Ch. 10), KIFT-TV, Idaho Falls (Ch. 8), KFXD-TV, Nampa-Boise (Ch. 6).

KHOF, Stockton, Cal. (Ch. 13) now has July 15 test target for 25-kw transmitter with 12-bay antenna on order from RCA, plans Aug. 1 programming, reports pres. H. L. Hoffman, TV manufacturer. He's given up plan to utilize Radio Diablo's KSBR building for TV studios, has leased former auto agency building with 15,000 sq. ft. Tower will be on 3849-ft. Mt. Diablo, from which good signal is expected into San Francisco area. Rep not yet chosen.

WBOC-TV, Salisbury, Md. (Ch. 16), construction slowed by wind and rain, now plans May 15 start reports v.p.-gen. mgr. Charles J. Truitt. It will use 1-kw RCA transmitter, 600-ft. Wind Turbine tower, is building own microwave tower at East New Market, Md. to deliver ABC & DuMont, will also carry Baltimore Orioles games. Base hour will be \$200. Burn-Smith will be rep.



Transfer of CP for Atlantic City's WOCN (Ch. 52) from Matta Enterprises to David E. Mackey for \$10,446 was approved this week by FCC. In petition to FCC, partners Wm. G. & G. C. Matta, real estate & coal stripping operators, said they intend to devote efforts to pursuing their application for Braddock, Pa. Ch. 4 (allocated to Irwin, Pa.) and said they have been "unable to obtain the high power [10-kw] uhf transmitter [necessary to] successful uhf operations in Atlantic City." Mackey is former Toledo TV distributor and onetime salesman for KDKA, Pittsburgh, and WBZ-TV, Boston.

Production of TV transmitter filters for reduction of spurious and harmonic emissions (Vol. 9:24) has been started by RCA, shipments beginning in May. No charge will be made for filters for transmitters shipped since July 1, 1953. For others, prices are: Ch. 2-6, 10 kw, \$950; Ch. 7-13, 10 kw, \$750; Ch. 2-6, 50 kw, \$1700; Ch. 7-13, 50 kw, \$1350; Ch. 14-43, 15 kw, \$525; Ch. 44-83, 15 kw, \$525. Vhf transmitters require two filters, uhf stations one.

Community antenna systems are classified as public utilities, Wyoming Attorney General Howard B. Black advised Public Service Commission in case involving Community TV Systems of Wyoming Inc., Casper, Wyo. (Bill Daniels, pres.). Immediate effect is to require Casper system to charge 2% sales tax for service, as do other utilities.

21-in. CONSOLE STILL LEADS ALL SALES: Even while the low-cost 17-in. sets are enjoying resurgence of demand -- both as first and second sets in home (Vol. 10:14-15) -- fact remains that 21-in. receiver is still way out front as hottest seller. That's not as surprising as fact that both production and sales of 21-in. consoles are running far ahead of table models -- this despite enormous publicity surrounding current heavy sales of 17-in. tables retailing as low as \$140.

RETMA estimates for first 2 months, which we've projected for year to date, indicate 21-in. category runs 80% of production, 77% of factory sales, and 75% of distributor sales; and it's fair to assume that retail sales rate (figures unavailable) approximates distributors'. Of the total 21-in. production, 84% are consoles, 15% are table models, 1% combinations. Of factory sales, 85% are consoles, 14% tables. Of distributor sales, 86% are consoles, 13% tables.

Philco for some months has been devoting entire production to 21-in. RCA devotes 85-90% of output to 21-in., though it plans to resume 17-in.

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Other sizes are also doing all right. While 17-in. now total 15% of output, 17% of factory sales, 18% of distributor sales, it's noteworthy that 24-in., once regarded as strictly de luxe item along with 27 & 30-in., has been showing remarkable upturn lately. For example, RCA tells us 10% of its current production are 24-in. consoles, listing -- and selling well, currently -- at \$395 in mahogany, \$415 in blonde. Prospect is that more 24-in. models will be added to RCA's new line.

Foreshadowing possible increased 24-in. output generally are reports of the tube makers indicating pickup in orders for that size from set manufacturers. Our projections of RETMA figures indicate 24-in. (virtually all consoles) thus far in 1954 accounted for 3% of total production, 5% of factory sales, 6% of distributor sales. It should be noted, however, that many of first quarter's 24-in. sales came out of inventory, for factory sales of 54,000 in the first 2 months were more than double the 25,000 produced. Distributor sales in same period were 64,000.

Admiral also expressed "pleasant surprise" at movement of its 24-in., which list at \$400 & \$500 in open-face, \$535 in half-door. But spokesman declined comment on future production plans, hinting further information might be included in details of Admiral's expansion program (Vol. 10:15), expected to be released shortly.

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Buoyed by start of baseball season, set sales continued to maintain steady pace, though volume for full month of April is likely to show normal seasonal downturn -- but perhaps less of a decline than in past years. Industry leaders say they are pleased with sales for this time of year, though still bemoaning lower profits.

Regional differences in trade patterns continue, as always. May Electrical Merchandising Magazine tells how the South is "rising again" as fertile TV market, spurred by opening of new stations. It quotes R. P. McDavid & Co., RCA Birmingham distributor, as having backlog of 500 orders for TVs, taking ads in newspapers to explain delivery delays. It reports "market on the march" again in Atlanta, and better-than-1953 business everywhere in South except Carolinas.

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TV production totaled 124,771 week ended April 9, top week so far this year, compared to 123,280 units preceding week and 124,343 week ended March 26. It was year's 14th week and first of second quarter, brought production for year to date to about 1,570,000, compared to 2,415,000 in corresponding period of 1953.

Radio production totaled 198,461, compared to 180,726 week ended April 2 and 191,149 week before. It brought 14-week production to approximately 2,785,000, as against 4,135,000 in same period year ago.

Topics & Trends of TV Trade: Admiral sales v.p. W. C. Johnson predicts sale of \$5 billion worth of TVs as first sets in 14,000,000 homes during next 3 years. In speech titled "Changing Pattern in TV & Appliance Merchandising," delivered at this week's annual convention of Southern Wholesale Hardware Assn. in New Orleans, he also predicted:

(1) TV replacement market will amount to at least 7,000,000 sets a year by 1957, and 6-7,000,000 annually after that. (2) Within 5 years, 50% of all electrified homes will have either a freezer or combination refrigerator-freezer, and 25% will have an air conditioner. (3) Replacement market potential for refrigerators is about 3,250,000 units a year, representing almost \$1 billion annually at retail.

"At Admiral," he said, "we expect that within a decade the amount spent each year for electrical appliances should double."

He noted a shift in distribution picture toward "more complete stocking of fewer lines," predicted trend is bound to continue because dealers can order merchandise more efficiently and can sell more profitably by concentration."

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Sen. Russell D. Long (D-La.) promised this week to introduce amendment to omnibus tax bill to provide excise tax relief for TV-radio manufacturers, who were excluded from recent tax cut on appliances and other household equipment (Vol. 10:13). After hearing testimony by RETMA pres. Glen McDaniel before same Senate Finance Committee which turned down his earlier request (Vol. 10:13), Long said he would offer amendment as means of stimulating employment. McDaniel's testimony got big play in press, attributable largely to his off-the-cuff remark that color in present form had created a "great monster" for manufacturers seeking to promote black-&-white sales. McDaniel made remark in reply to question by Long as part of his earnest appeal to committee to correct excise tax "injustice" suffered by TV industry. Since Administration spokesmen say there's no likelihood Senate will include any excise tax changes in pending bill, RETMA officials are only faintly hopeful of favorable action.

All RETMA divisions and exec. committees meet April 26-27 at New York's Roosevelt Hotel, with proposal to revise dues and budget structure the major topic for action. If approved by board, it will be submitted to membership at proxy meeting in May and could be made effective Aug. 1. GE's Dr. W. R. G. Baker, chairman of special committee on spurious radiation, will report on response to RETMA's proposal for industry-wide certification laboratory to minimize TV interference caused by radiation. Following N. Y. meetings, RETMA board will meet jointly with Canadian RTMA April 29-30 at Sheraton-Brock Hotel, Niagara Falls, Ont., when annual Medal of Honor winner will be selected.

NARDA chairman Mort Farr, in address to Michigan Appliance & TV Dealers in Grand Rapids, suggested 6 steps dealers can take to prepare for color: (1) Start training service personnel as early as possible, sending them to manufacturers' and distributors' clinics. (2) Let manufacturer and distributor know what profit margin you require to sell color in businesslike manner. (3) Get color set on floor quickly and place price tag on it prominently, next to black-&-white for pointed comparison. (4) Cultivate future color customers by telling them about network program plans, larger screen sizes, etc. (5) Ask local TV stations to purchase inexpensive generating equipment for transmitting color bar signals at station breaks. (6) Read trade papers closely for new color developments, to be prepared for public's extensive questions.

Trade Personals: Jerome J. Kahn, ex-Standard Transformer Corp. v.p., retained by trustee John H. Chatz to reorganize Crescent Industries Inc. (speakers, record changers) . . . Russell Brittingham, gen. mgr. of technical products div., Corning Glass Works, elected v.p. . . . B. N. McLarty named chief engineer, British Marconi, succeeding G. M. Wright, who continues as consultant . . . Justin R. (Ted) Sypher Jr., ex-secy., Electronics Production Board, has set up own office as consulting engineer specializing in electronics at 554 Southampton Dr., Silver Spring, Md., while continuing to serve as Washington field engineer for Micamold Radio Corp., Brooklyn . . . Ralph H. G. Mathews, ex-Beaumont & Hohman Adv., Chicago, and onetime Zenith chief engineer, named Magnavox high-fidelity gen. sales counsel . . . Harold J. Schulman, DuMont TV service mgr. & chairman of RETMA service committee, appointed to new post of CBS-Columbia service director . . . Richard J. Mahler, ex-CBS Labs, named mfg. & engineering v.p., Symphonic Radio & Electronic Corp., Boston . . . Willis O. Jackson resigns as Hoffman Radio southeastern regional mgr. to form own distributorship in Atlanta . . . Wm. E. Stohldrier named public relations director, Federal Telecommunications Labs (IT&T) . . . Richard S. McQueen, ex-Magnecord, named National Co. adv. mgr., succeeding Ralph Leader, resigned; E. MacDonald Nyhen resigns as mgr. of industrial contract sales & high-fidelity equipment products . . . J. C. Flynn Jr. appointed Collins Radio sales v.p., headquartering in Dallas . . . Jay T. Nichols, ex-Armour Research Foundation, now chief engineer, Pentron Corp., Chicago . . . John Bentia promoted to exec. v.p., Alliance Mfg. Co. . . . Hampton Lackey is pres., Howard W. Gates v.p. & chief engineer, newly formed Condenser Manufacturers Inc., Nashville . . . C. Chandler Ward appointed gen. mgr. of Ward Products div., Gabriel Co., replacing James Bradley, resigned . . . John P. Mainn, San Juan plant mgr. of IDEA Inc. (Regency converters), elected secy. of new Electronic Industries Assn. of Puerto Rico . . . Allen J. Mollinger, ex-mgr. of Davega Stores communications div., appointed buyer of electronic products.

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Distributor Notes: Sylvania appoints Merit Distributing Co., Spartanburg, S. C. . . . Philco Distributors Inc., Chicago, promotes Charles Hakimian to gen. sales mgr., replacing John S. Hogerty, resigned . . . Motorola-New York appoints Harold Brenner adv. mgr., succeeding Milton Allenson, resigned; Jack Warganz named service mgr. . . . RCA Victor Distributing Corp., Detroit, appoints Walter Phillips sales mgr. of Grand Rapids branch . . . Delaware Valley Distributors, Philadelphia (Crosley-Bendix) appoints Sidney Goldstein appliance product mgr., Charles Hoffman credit mgr. . . . Columbia Electric & Mfg. Co., Spokane (Zenith), appoints Frank C. Porter TV-appliances sales mgr. . . . Westinghouse Electric Supply Co., Rochester, appoints Hubert S. Theobald district sales mgr. . . . Canadian Admiral Sales Ltd. opens branch at 1250 Rue de la Jonquiere, Quebec City.

TV shipments to dealers totaled 1,073,000 in first 2 months, when production was 847,504, according to RETMA state, county & territorial tables available on request. They compare with 1,348,178 shipped in first 2 months of 1953, when production was 1,449,831. New York led, with 98,203; Pennsylvania second, 72,083; Illinois third, 69,955. For Feb. alone, shipments were 460,378, compared to 611,118 in Jan. and 653,091 in Feb. 1953.

Video Products Corp., 370 Seventh Ave., N. Y. (Richard A. Marsen, pres.), was adjudged bankrupt April 13 after failing to post \$25,000 indemnity bond in Chapter XI proceedings begun last Sept. (Vol. 9:38). It formerly made Sheraton TVs, its ownership interlocking with Sheraton Television Corp.

Color Trends & Briefs: Most ambitious immediate plans for color by any single station yet reporting are those of Baltimore Sunpapers' WMAR-TV (Ch. 2), basic CBS outlet managed by E. K. (Jack) Jett, onetime member of FCC and its ex-chief engineer. With a "library" of about 100 color slides, he is already putting color on daily at 9:30-9:45 a.m.—using color picture of U. S. Capitol, for example, as background of news from Washington and similar shots. In week or two, he expects to have all of the 5-min. local segments in CBS 7-9 a.m. *Morning Show* done with color slides. Throughout the day's schedule he proposes to put on all local public service announcements in color as well as all introductory cards for local sustaining shows.

WMAR-TV has ordered an RCA 3-tube vidicon camera chain with projectors for Sept. delivery at cost of \$51,700, claims it has highest priority. By then, it's planned to have color on air at least once every hour, 7 days a week—all local and in addition to the CBS weekly colorcasts Fri., 5:30-6 p.m.

Jett says he estimates only 20 color TV sets in Baltimore up to now, of which his own company has 5. But he foresees 1500 by Xmas if the industry really produces and sells its estimated 50,000 this year. He expects to offer sponsors 10-sec. ID announcements in color, hasn't decided what charge to add to compatible black-&-white rates.

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First live local color origination, non-network, was 5-min. program April 8 on WKY-TV, Oklahoma City. Using brand new tri-color camera, station had pres. E. K. Gaylord giving dedicatory message which was received on color sets at Oklahoma Home Builders' Show in Municipal Auditorium. WKY-TV was first non-network station to obtain RCA color camera (Vol. 10:13); it plans to start regular local color shows in addition to network.

Stations with GE transmitters are being lined up for color by Telechrome Inc., makers of special color equipment. It has helped WCBS-TV, New York; WMAR-TV, Baltimore; WHEN-TV, Syracuse. Pres. Ray Clurman also reports plans for manufacture of color test equipment for picture tube manufacturers.

Devoted entirely to color, RCA's Jan.-Feb. *Broadcast News* is aimed at giving station engineers and managers the fundamentals of color transmission. Issue includes 12 articles, from description of system to test equipment.

AT&T's rates for color transmission were again postponed this week, phone company filing to extend present experimental rates to Sept. 15.

Robert L. Henry, developer of "tinkertoy" automatic production of electronic equipment for Bureau of Standards (Vol. 9:38 & 10:12), who recently became manufacturing mgr., ACF Electronics, Alexandria, Va., receives Arthur S. Flemming award from Washington Jr. Chamber of Commerce as "outstanding young man in the Federal Govt. in the field of science & technology." This week 6 members of Bureau staff received Commerce Dept. Gold Medal awards for work on Project Tinkertoy—Henry, J. G. Reid, Dr. Benjamin L. Davis, Charles C. Rayburn, James G. Black Jr., Harold S. Horiuchi. All except Dr. Davis are now with ACF Electronics.

Samuel W. J. Welch, administrative officer of Corona (Cal.) Naval Ordnance Lab and ex-administrative officer of National Bureau of Standards' Central Radio Propagation Lab, named executive officer of Bureau's Boulder (Colo.) Labs, as principal asst. to director F. W. Brown.

Lehman Corp., big investment trust, reveals that as of March 31 it held 30,000 shares of American Broadcasting-Paramount Theatres, 8800 shares of CBS "A" and 11,200 of CBS "B", 20,000 shares of RCA.

COLOR LEADOFF cities for RCA will be Washington and Oklahoma City, with full-page ads scheduled to break there Sun., April 25. Time schedule hasn't been released, but it's known that New York, Philadelphia and Baltimore promotions start May 2. All 38 cities equipped for color will have RCA sets by May 9.

Promotional details will be left largely to individual distributors. Company spokesman told us: "As in every other program, certain basic promotional recommendations will come from the factory, but each distributor—who after all knows his market best—is empowered to modify them according to local conditions." Southern Wholesalers Inc., RCA Washington distributor, reported at weekend it was still consulting with factory on details of introduction.

RCA will place samples of the \$1000 set on dealer floors without charging for installation, as means of assuring good position for demonstration purposes. Normally, installation of each set costs dealer \$15-25.

As many other RCA distributors are expected to do, Philadelphia's Raymond Rosen & Co. already has scheduled series of dealer meetings, first to be April 21 after dealers witness *Kraft Theatre* colorcast. Meanwhile, first RCA color set sold was installed 2 weeks ago in home of Norwalk, Conn. customer.

To list of VIPs with color sets, add the 7 FCC commissioners who now have sets on loan from RCA. State Dept.'s Blair House, used for visiting foreign dignitaries, now also has color set. One of first sets sold in Washington by RCA was to Woodward & Lothrop dept. store, where it has already been installed. White House has had receiver for several months, as have NBC executives, *Broadcasting-Telecasting Magazine* and *Television Digest*.

Admiral reported first color set sale this week. It went to Michael J. Joyce, retired Chicago moving company executive.

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How electronics is taking up slack in New England cities deserted by textile industry is detailed in April 10 *Wall Street Journal*. Article reports textile jobs in New England slumped from 275,000 before World War II to 221,000 last year, while "electrical machinery" jobs (including electronics) rose from 53,000 to 137,000. Specifically mentioned are new plants of Eastern Air Devices Inc. and Clarostat Mfg. Co. in Dover, N. H.; Sprague Electric Co. in Nashua, N. H., Western Electric in Lawrence, Mass.—among the "dozens" of electronics companies filling idle plant space and bringing jobs back to New England textile centers.

Magnavox reports sales of slightly more than \$51,000,000 for 9 months ended March 31, up 12% over the \$45,000,000 in comparable period of last fiscal year. Earnings report is not available yet. Pres. Frank Freimann said decline in TV sales last fall was more than offset by increases in high-fidelity volume. He attributed TV decline to "the public's erroneous belief that commercial color TV is imminent." He predicted this trend will reverse itself by fall as consumers "develop an awareness of the limitations of color in its present stage of development and begins to recognize that color TV, at commercially acceptable prices and satisfactory picture sizes, is still years away."

Radio Condenser Co. 1953 profit declined to \$384,001 from 1952 earnings of \$525,916, even though sales advanced from \$14,743,068 to record \$21,465,247. Pres. Russell E. Cramer blamed such "abnormal" factors as heavy initial production costs on new products and lower demand for TV & radio receivers last fall. In addition, annual report says company "was forced to share an industry setback attributable to the failure of uhf stations to commence broadcasting in the numbers and rate originally anticipated by set manufacturers."

THIRTY-SIX new stations have gone on the air and 7 have quit since Jan. 1, 1954—and the list is printed herewith in response to requests by many subscribers. Two more can be added in Canada, too.

Note that most of the stations here listed (those indicated by asterisks) are given detailed listings in our *TV Factbook No. 18* of last Jan. 15, wherein you can find data on their ownership, executives, rates, etc. Details on those not listed in the *Factbook* will be found in the issue of *Television Digest* indicated in brackets. These are the 1954 starters to date:

- KARK-TV, Little Rock, Ark. (Ch. 4) [Vol. 10:13]
- KBID-TV, Fresno, Cal. (Ch. 53)*
- †KQED, San Francisco, Cal. (Ch. 9) [Vol. 10:15]
- KSAN-TV, San Francisco, Cal. (Ch. 32) [Vol. 10:10]
- WINK-TV, Fort Myers, Fla. (Ch. 11)*
- WEAR-TV, Pensacola, Fla. (Ch. 3)*
- WALB-TV, Albany, Ga. (Ch. 10) [Vol. 10:15]
- WRDW-TV, Augusta, Ga. (Ch. 12) [Vol. 10:7]
- * WTOC-TV, Savannah, Ga. (Ch. 11)*
- * WSJV, Elkhart, Ind. (Ch. 52)*
- * WHO-TV, Des Moines, Ia. (Ch. 13) [Vol. 10:16]
- * WMGTV, Adams, Mass. (Ch. 74)*
- WNEM-TV, Bay City, Mich. (Ch. 5)*
- †WKAR-TV, East Lansing, Mich. (Ch. 60)*
- * KDAL-TV, Duluth, Minn.-Superior, Wis. (Ch. 3) [Vol. 10:9]
- * WDSM-TV, Duluth, Minn.-Superior, Wis. (Ch. 6) [Vol. 10:9]
- * WSLI-TV, Jackson, Miss. (Ch. 12) [Vol. 10:12]
- KFBB-TV, Great Falls, Mont. (Ch. 5)*
- WMUR-TV, Manchester, N. H. (Ch. 9)*
- WTRI, Schenectady, N. Y. (Ch. 35)*
- * WMFD-TV, Wilmington, N. C. (Ch. 6) [Vol. 10:15]
- * KCET, Tulsa, Okla. (Ch. 23)*
- KVAL-TV, Eugene, Ore. (Ch. 13) [Vol. 10:13]
- †WQED, Pittsburgh, Pa. (Ch. 13)*
- WARM-TV, Scranton, Pa. (Ch. 16)*
- WNET, Providence, R. I. (Ch. 16)*
- * WDEF-TV, Chattanooga, Tenn. (Ch. 12) [Vol. 10:16]
- KBMT-TV, Beaumont, Tex. (Ch. 31) [Vol. 10:15]
- KRGV-TV, Weslaco, Tex. (Ch. 5)*
- * WBTM-TV, Danville, Va. (Ch. 24)*
- WJPB-TV, Fairmont, W. Va. (Ch. 35)*
- †WHA-TV, Madison, Wis. (Ch. 21) [Vol. 10:13]
- KFBC-TV, Cheyenne, Wyo. (Ch. 5)*
- KULA-TV, Honolulu, Hawaii (Ch. 4) [Vol. 10:15]
- WAPA-TV, San Juan, Puerto Rico (Ch. 4)*
- * WKAQ-TV, San Juan, Puerto Rico (Ch. 2)*

Canadian Starters

- CKCO-TV, Kitchener, Ont. (Ch. 13) [Vol. 10:5]
- CHSJ-TV, St. John, N. B. (Ch. 4)*

Stations Going Off Air in 1954

(with suspension dates)

- KCTY, Kansas City, Mo. (Ch. 25), Feb. 28*
- KFOR-TV, Lincoln, Neb. (Ch. 10), March 13*
- WIFE, Dayton, O. (Ch. 22), March 13*
- WOSH-TV, Oshkosh, Wis. (Ch. 48), March 22*
- WACH-TV, Newport News-Norfolk, Va. (Ch. 33), March 26*
- KRTV, Little Rock, Ark. (Ch. 17), March 31*
- KACY, Festus-St. Louis, Mo. (Ch. 14), April 2*

* Asterisk indicates details about station listed in *TV Factbook No. 18*; for details about others, see issue of *Television Digest* indicated in brackets.

† Dagger indicates non-commercial educational station.

Foreclosure suit against KETX, Tyler, Tex. (Ch. 19), to recover transmitter and other equipment, has been filed by General Electric in Federal Court in Tyler. Involved is \$344,687 promissory note for equipment, and 3 rented klystron tubes. Suit followed filing of involuntary bankruptcy action against KETX and owner Jacob A. Newborn Jr. by Tyler Woodworks, Layton Engineering Co. and John A. McCullars Sheet Metal Works, which claim station owes them \$11,000. Newborn has also been named defendant in \$1736 civil action by local merchant for alleged unpaid balance on furniture. Station went off air for 2 days last month when most of staff left, is now being managed by owner Newborn (Vol. 10:14-15).

Regular TV ownership audit (Vol. 10:4), one of industry's crying needs, looks no closer though NARTB this week appointed 2 subcommittees to "finalize and recommend specific plans" for circulation study. Date for start of study still hasn't been set. Paul Raibourn, KTLA, Los Angeles, heads committee on organization-implementation; Hugh Beville, NBC, is chairman of organization & finance.

Biggest radio station sale-deal in history was approved by FCC and completed this week—new owners being scheduled to take over New York's independent and fabulously successful WNEW (50-kw on 1130 kc) as of April 27 with Richard D. Buckley, ex-Blair pres., as pres., gen. mgr. & 25% stockholder. Total purchase price was \$2,100,000, which included about \$500,000 in net quick assets, so that the \$1,600,000 net price exceeded by far the \$1,000,000 net paid last winter for Cleveland's WGAR (50-kw on 1220 kc, CBS) out of a total purchase price of \$1,750,000 that included about \$750,000 net quick (Vol. 9:50). Purchasers, along with Buckley, are Horace Lohnes, Washington attorney, secy.-treas. of new WNEW Broadcasting Co. Inc., also 25% (50,000 out of 200,000 authorized shares); Harry R. Playford, St. Petersburg banker, v.p., 33,334 shares; H. W. Holland, St. Petersburg attorney, director, 33,333; Ed C. Wright, financier, director, 33,333. Sellers are Wm. S. Cherry Jr. of Providence's big Cherry & Webb dept. store (WPRO), who owned 48%, and who with local associates controlled 95%; Bernice Judis, gen. mgr., and her husband Ira Herbert, sales mgr., whose stockholdings and options brought them \$250,000 of the total sale price. This group bought WNEW in 1950 for \$2,000,000, which included \$500,000 net quick. Miss Judis and Mr. Herbert will return to the stations in consulting capacities after vacation. Profitability of WNEW is indicated by fact, as shown in FCC papers, that it had net profit after taxes of \$109,204 during 3 months ended Jan. 31, 1954 (on gross sales of about \$750,000). During 1953, it had record sales of \$2,800,000, and as of Oct. 31, 1953 it had an earned surplus of \$783,765. It's expected the new WNEW owners will drop application for New York City's uhf Ch. 31.

Overwhelming approval of NCAA football TV control plan (Vol. 10:14) was voted by member colleges in mail referendum. Although Big Ten had proposed alternative program of regional telecasting (Vol. 10:10), only 26 schools opposed NCAA plan, while 184 voted in favor. TV networks, ad agencies and prospective sponsors will meet with NCAA TV committee in New York April 21-23 to submit proposals for telecasting and sponsorship. NCAA member votes on TV controls to date: 1951 convention, 161-7; 1952 convention, 163-8; 1952 mail referendum, 185-15; 1953 convention, 172-13; 1953 referendum, 157-12; 1954 convention, 172-9; 1954 referendum, 184-26.

Channel shifts and power increases: NBC's WNBK, Cleveland April 25 switches from Ch. 4 to Ch. 3, increases power to 100-kw ERP, using non-directional antenna for first time. New transmitting plant is in Parma, antenna atop Cleveland's Terminal Tower Bldg. NBC flagship WNBT, New York (Ch. 4) April 11 raised ERP to 30-kw, highest permitted for its Empire State Bldg. antenna. WOOD-TV, Grand Rapids, Mich. (Ch. 8) this week boosted to 316-kw ERP.

Sen. Dwight Griswold (R-Neb.), who died in Bethesda, Md. Naval Hospital May 12 after heart attack, was member of Senate Interstate & Foreign Commerce Committee since he came to Senate in Jan. 1953 to fill out unexpired term of late Sen. Wherry (R-Neb.). He was also member of recently appointed communications subcommittee under Sen. Potter (R-Mich.). At week's end no replacement on Committee or subcommittee had been announced.

Interconnected to network facilities this week: KARK-TV, Little Rock, Ark.; KWVL-TV, Waterloo, Ia. Scheduled for AT&T hookup April 17 was KVAL-TV, Eugene, Ore.; April 19 WNET, Providence, R. I.; April 25 WHO-TV, Des Moines; WDEF-TV, Chattanooga; WSEE, Erie, and WDBO-TV, Orlando, Fla.

FCC chairmanship was still unsettled at press time, with Rosel Hyde's one-year tenure expiring April 18. If President says nothing by then, commissioners will select own temporary chairman—undoubtedly picking Hyde.

Full Text of FCC's

Proposed Restrictions on Spurious Radiations

To Control Spurious Emissions of All Radio Devices Not Now Covered by FCC Rules & Regulations
including

All TV and FM Receivers

PROVIDING SYSTEM OF EQUIPMENT CERTIFICATION TO INSURE COMPLIANCE

Notice of Proposed Rule-Making Issued April 15, 1954 as FCC Public Notice 54-502, Mimeo 3909

Comments Due by June 16, 1954 (see *Television Digest*, Vol. 10:16)

In the Matter of
Amendment of Part 15 of the
Commission's Rules Governing
Restricted Radiation Devices } Docket No. 9288

NOTICE OF FURTHER PROPOSED RULE MAKING

1. Notice is hereby given of further proposed rule making in the above entitled matter.

2. On April 13, 1949 the Commission issued a Notice of Proposed Rule Making in this Docket which proposed to amend Part 15 of the Commission's Rules relating to Restricted Radiation Devices. By order of July 29, 1949 this Docket was subdivided into four parts: Part A pertained to Incidental Radiation Devices; Parts B, C and D of the Docket pertained to Restricted Radiation Devices.

3. The rules proposed in 1949 would have limited radiation from incidental radiation devices to 15 microvolts per meter at 100 feet or 15 microvolts per meter at a distance in feet equal to 157,000 divided by the frequency in kilocycles, whichever is greater. Comments addressed to this proposal expressed the opinion that comprehensive studies of the technical and economic aspects of regulation of incidental radiation devices were necessary before any rules governing this type of equipment were put into effect. Studies in this field directed to radio devices have developed limits which can be adopted at this time, whereas the studies of interference from electrical apparatus, such as power, lighting and ignition systems, are inconclusive. For this reason, the Commission proposes to classify radio receivers and some other forms of radio frequency generators as restricted radiation devices and to provide the class of incidental radiation devices for electrical apparatus in which the generation of radio frequency energy is unintentional. No specific radiation limits are proposed for incidental radiation devices but in the event that interference is caused to authorized radio services by operation of these devices, the operators of the devices will be required to take prompt action to eliminate the interference.

4. Subpart A of the attached proposed rules contains general provisions for the operation of restricted radiation devices. These provisions are in the form of minimum power and field intensity limitations, and will apply to all restricted radiation devices except insofar as specific provision for the operation of certain devices is contained in Subparts B and C. These limitations are set forth in terms of decibels above one microvolt per meter (dbu), and, merely for convenience, they are also set forth in terms of approximately equivalent microvolts per meter. Two sets of field intensity limitations are set forth in the proposed rules. The Commission proposes to place one set into effect as soon as these rules become effective, to be

superseded by the second set on June 30, 1956. The limits to be placed in effect initially are based primarily on the Radio-Electronics Television Manufacturers Association's present radiation standards for television and FM receivers. Since it is not now known to what extent the RETMA standards can immediately be made applicable to all receivers, it is proposed to make the rules applicable now only to FM and TV receivers, and land mobile receivers above 25 mc, which have been the source of the most serious interference problems caused by receivers. The rules would become applicable to all receivers manufactured after January 30, 1956.

5. The rules proposed by the Commission in 1949 would have limited the operation of carrier current devices to the frequencies 10-200 kc with a radiation limit of 15 microvolts per meter at a distance in feet of 157,000 divided by the frequency in kilocycles. Comments directed to those proposed rules generally opposed the adoption of any rules which would restrict the operation of such carrier current devices.

6. Subpart B of the rules now proposed contains provisions for the operation of carrier current systems. Such systems operating in the band 10-425 kc which meet the radiation requirements of Subpart A could be operated without certification. However, provision is made for such systems to be operated with greater radiation if they are certified in accordance with the procedure set forth in Subpart B.

7. Carrier current systems operating above 425 kc for the purpose of distributing programs to more than one receiver and which are installed after the effective date of these rules would have to be certified as meeting the requirements specifically applicable to them. Such systems which are in operation on the date these rules are made effective would have to comply with all applicable provisions by June 30, 1955, and, until that date, such systems operating in the band 425-1605 kc would continue to have to meet the existing radiation standard set forth in Part 15 of the Rules. Moreover, all systems would immediately be governed by the provision of the rules which provides that the users or operators of restricted and incidental radiation devices which cause harmful interference to any authorized radio service shall promptly take such steps as may be necessary to eliminate such interference.

8. Subpart B of the proposed rules also provides that receivers shall be certified as complying with the applicable radiation limitations by the manufacturers thereof or by an appropriate certifying authority, or where this has not taken place, by the users of the receiver.

9. Subpart C of the proposed rules provides a procedure whereby restricted radiation devices which do not comply

with the provisions of Subpart A or B can be operated pursuant to a license issued by the Commission. Such licenses would be granted by the Commission only if it found that the device in question could not meet the requirements of the rules, but that its operation would serve the public interest, convenience and necessity.

10. The Commission also wishes to point out that while various radiation limits are now being proposed, the Commission may find it necessary in the future to impose stricter radiation limits in light of new developments in the electronics field, and the necessity for providing adequate protection from harmful interference to authorized radio services.

11. These proposed rules are issued pursuant to the provisions of Sections 4(i), 301 and 303(r) of the Communications Act of 1934, as amended.

12. Any interested person may file with the Commis-

sion on or before June 16, 1954 a statement or brief setting forth his comments in regard to the proposed amendments of the Commission's rules. Comments in reply to the original comments may be filed within 20 days from the last day for filing original comments. No additional comments may be filed unless (1) specifically requested by the Commission or (2) good causes for the filing of additional comments is established. The Commission will consider all comments before taking action in the matter, and if any comments are submitted which appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or oral argument will be given.

13. In accordance with the provisions of Section 1.764 of the Commission's rules, an original and 14 copies of all statements, brief or comments filed shall be furnished to the Commission.

APPENDIX

Part 15—Rules and Regulations Governing Restricted and Incidental Radiation Devices

Subpart A—General

15.1. Statement of basis and purpose.—(a) Section 301 of the Communications Act of 1934, as amended, provides for the control by the Federal Government over all the channels of interstate and foreign radio communication and further provides, in part, that no person shall use or operate apparatus for the transmission of energy, communications, or signals by radio when the effects of such operation extend beyond state lines or cause interference with the transmission or reception of energy, communications, or signals, of any interstate or foreign character by radio, except under and in accordance with the Communications Act and a license granted under the provisions of that act. Restricted and incidental radiation devices emit radio frequency energy on frequencies within the radio spectrum and constitute a serious source of interference to authorized radio communication services operating upon the channels of interstate and foreign communication unless precautions are taken which will prevent the creation of any substantial amount of such interference.

(b) The following rules and regulations are designed to have a two-fold effect:

(1) They set forth the conditions under which the operation of equipment of the type covered by this part of the rules will not be considered to fall within the category of situations covered by the provisions of Section 301 of the Communications Act, for which a station license is required as a condition of lawful operation.

(2) They provide a procedure for the licensing of devices covered by this part of the rules which are unable to meet the conditions set forth for operation without a license.

15.2 Definitions.—For the purpose of this part the following definitions shall be applicable:

(a) *Incidental Radiation Devices*: Devices which radiate radio frequency energy but which are not specifically designed to generate radio frequency energy.

(b) *Restricted Radiation Devices*: Devices which radiate radio frequency energy and are specifically designed to generate radio frequency energy (whether or not they are intended to be used for communications purposes) and which are not specifically covered in any other part of the Commission's Rules and Regulations.

(c) *Carrier Current Systems*: Restricted radiation devices comprising systems for the transmission of intelligence, including control signals, principally by means of conducted radio frequency currents.

(d) *Harmful Interference*: Any radiation or any induction which endangers the functioning of a radio navigation service or of a safety service or obstructs or repeatedly interrupts a radio service operating in accordance with the table of frequency allocations contained in Part 2 of the Commission's Rules whether or not such interference occurs within the normally recognized field intensity contours of the authorized station.

15.3 Operation of Incidental Radiation Devices: Until further order, all devices of this nature shall be governed solely by the requirements specified in Section 15.6 of this Part.

15.4 Operation of Restricted Radiation Devices: The operation of all Restricted Radiation Devices manufactured or installed after the effective date of these rules shall be in accordance with the limitation¹ set forth in sub-sections (a) and (b) below except insofar as Subparts B and C contain specific provisions for the operation of certain types of restricted radiation devices, in which event the operation of such devices shall be governed by those provisions of Subparts B and C.

(a) The device shall not deliver more than the following amounts of power to an artificial load having electrical characteristics that provide maximum transfer of energy from the device to the load:

¹ Prior to July 1, 1956, these limits shall not be applicable to radio receivers other than television and frequency modulation broadcast receivers and land mobile receivers above 25 mc.

Frequency	db above 1 watt (dbw)	Power
10 kc — 1600 kc	$20 \log_{10} \left(\frac{1600}{F_{kc}} \right) - 77$	Approximate Micromicrowatts $\left(\frac{1600}{F_{kc}} \right)^2 \times 20,000$
1.6 — 27.5 mc	— 77	20,000
or		

(b) The device shall not create an electromagnetic field in excess of the values shown in the following table:²

Frequency	Distance	db above 1 uv/m (dbu)	Approximate uv/m	db above 1 uv/m (dbu) ²	Approximate uv/m
10-157 kc	1000'	$20 \log \frac{157}{F_{kc}} + 23.5$	$(157/F_{kc}) \times 15$	$20 \log \frac{157}{F_{kc}} + 23.5$	$(157/F_{kc}) \times 15$
157-1600 kc	100'	$20 \log \frac{1570}{F_{kc}} + 23.5$	$(1570/F_{kc}) \times 15$	$20 \log \frac{1570}{F_{kc}} + 23.5$	$(1570/F_{kc}) \times 15$
1.6-27.5 mc	100'	24	15	24	15
27.5-70 mc	100'	30	32	26	20
70-130 mc	100'	34	50	30	32
130-174 mc	100'	34-44 ⁴	50-150	30-38	32-80 ⁴
174-260 mc	100'	44	150	38	80
260-470 mc	100'	44-54 ⁵	150-500	38-46	80-200 ⁵
470-940 mc	100'	54	500	46	200
940-1700 mc	100'	58	800	52	400
above 1700 mc	100'	62	1260	56	630

² Measured in accordance with, or equivalent to, applicable methods of the Institute of Radio Engineers.

³ As an alternative to the provisions, the Commission is considering using the following formula for frequencies of 40 mc and above:

$$E_{dbu} = 20 \log \frac{F}{10 \text{ mc}} - 8.$$

⁴ Use linear interpolation between 50 and 150 microvolts per meter for frequencies between 130 and 174 mc.

⁵ Use linear interpolation between 150 and 500 microvolts per meter for frequencies between 260 and 470 mc.

15.5 Information Concerning Apparatus: Upon request by the Commission the owner or operator of any device which is required by the provisions of this part to be certified, shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment, including a copy of any field intensity measurements made by or for the user in determining that radiation complies with the limits specified in this part.

15.6 Interference From Incidental and Restricted Radiation Devices: No incidental or restricted radiation device, irrespective of whether it otherwise operates in accordance with the provisions hereof, shall be operated in a manner which causes harmful interference to any licensed radio service. Where harmful interference is in fact caused by the operation of any such device its operation must cease immediately until the condition responsible for such interference has been eliminated.

Subpart B—Operation of Restricted Radiation Devices That Require Certification

15.101 Certification of equipment: The owner or operator of a restricted radiation device which requires certification under this subpart shall have posted in the room in which such equipment is operated, a certificate of a competent engineer setting forth the general conditions under which such equipment should be operated and certifying that the equipment involved is capable of complying with the radiation limits set forth in this part as applicable to such equipment. The certification required by this section shall describe with certainty the equipment covered thereby and a brief, but specific statement of the engineering tests upon which such certification is based and the results thereof.

15.102 Renewal of Certification: No regular renewal of certification is required. However, the certification required by Section 15.101 shall be renewed for particular equipment by such date as the Commission may specify if the Commission has reason to believe that the operation of such equipment may be inconsistent with the provisions of this subpart or a source of interference to authorized radio services.

15.103 Carrier Current System Operating in the Range 10-425 kc:

(a) Carrier current systems operating at frequencies between 10-425 kc may exceed the limit set forth in Section 15.4 provided the system is certified in accordance with Section 15.101 and provided further that the field intensity shall not exceed 1000 microvolts per meter for frequencies between 10 kc and 157 kc, and 250 microvolts per meter for frequencies between 157 kc and 425 kc at a distance greater than 1000 feet from any point in the system, and that radiation at distances greater than 500 feet from any point in any carrier current system operating under the provisions of this section and located within the 50 uv/m contour of a co-channel authorized station, shall not exceed an intensity of 15 db below the prevailing field intensity of such co-channel station.

(b) As a precautionary measure to avoid interference to navigational service, carrier current operators should discuss proposed installations and changes in existing installations within the frequency bands allocated to the aeronautical and marine services with the field offices of the Civil Aeronautics Administration, the United States Coast Guard and the Federal Communications Commission.

(c) Carrier current systems that normally radiate for a period of less than one second duration at intervals of more than one minute shall not be subject to the field intensity limitation and certification requirements set forth in this part.

(d) Spurious and harmonic emissions from carrier current systems shall not be in excess of the values specified in Section 15.4.

15.104 Carrier Current Systems Operating Above 425 kc.

(a) The following provisions shall be applicable after the effective date of these rules to all carrier current systems which operate on frequencies between 425-1605 kc for the purpose of distributing programs to more than one broadcast receiver, provided, however, that until June 30, 1955, existing carrier current systems in this band shall be required in the alternative to meet the radiation limit of 15 microvolts per meter at a distance from any radiating source of 157,000 feet divided by the frequency in kilocycles:

(1) Radiation shall not exceed an intensity of 40 uv/m at distances of 100 feet or more from any radiating source, provided, however, that such radiation shall not exceed 15 uv/m at the border of the property exclusively under the control and for the exclusive use of the owner and operator of the system.⁶

(2) The carrier frequency on which the system operates shall be an odd multiple of 5 kc, and the system shall not deviate more than plus or minus 100 cycles from the carrier frequency.

(3) The system shall be certified in accordance with the provisions of Section 15.101.

(b) Carrier current systems, including wired television distribution systems, used for the purpose of distributing programs to broadcast receivers at frequencies above 1600 kc, shall be certified in accordance with Section 15.101. Such systems installed after the effective date of these rules shall not radiate in excess of 10 microvolts per meter at a distance of 10 feet or more from any point in the

⁶ Where persons other than the owner or operator of the system control or have the use of a portion of the property in question, the radiation limit shall be 15 uv/m at the border of that portion of the property, unless such persons have agreed in the contract or agreement providing for their use or control to accept any interference from the system, or they have agreed in writing to the operation of the system.

system. All existing systems shall comply with this limit after June 30, 1955. This subsection shall not be applicable to distribution systems whose operation is confined to a single building.

15.105 Certification of Receivers Above 25 Mc. (Including FM and Television Broadcast Receivers and Land Mobile Receivers).

(a) Receivers which are required to meet the radiation limitations set forth in Section 15.4 of these rules, shall be certified as to their compliance with such requirements in accordance with the procedure set forth in Sec. 15.101.

(b) The owners and operators of receivers need not themselves comply with the certification requirements of

subsection (a), provided that the manufacturers of such receivers or an appropriate certifying authority have certified that they are capable of operating within the radiation limits set forth in Sec. 15.4, and the manufacturers have marked or identified each receiver accordingly.

15.106 Information and Inspection.

(a) Upon request by the Commission the owner or operator of any restricted radiation device governed by this subpart of the rules shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment. The premises on which such devices are operated, and any certificate required hereby, shall be available for inspection by representatives of the Commission at all reasonable hours.

Subpart C—Operation for Which a License Is Required

15.201 When a license is required:

No restricted radiation device which does not comply with Subparts A or B or this Part shall be operated except pursuant to a station license issued by the Commission.

15.202 Showing required:

An authorization for the operation of a restricted radiation device may be granted upon proper application therefor in accordance with the provisions of this Part and a showing that in the light of the following considerations the public interest, convenience, and necessity would be served by such a grant:

(a) The purpose for which the equipment sought to be licensed will be used.

(b) The reasons why the equipment involved cannot be operated in compliance with the provisions of this Part for unlicensed operation.

(c) The nature and extent of interference that may be caused to authorized radio services by the operation of such equipment.

(d) The procedures that will be followed to eliminate promptly any actual interference to authorized radio services.

15.203 Filing of Applications:

All applications for new station authorizations, or applications for modification or renewal of station authorizations shall be submitted to the Commission's offices at Washington, D. C. Each application shall be submitted in duplicate and one copy shall be signed under oath or affirmation by the applicant if the applicant be an individual, by any one of the partners if the applicant be a partnership, by an officer if the applicant be a corporation, or by a member who is an officer if the applicant be an unincorporated association. Each application shall contain full and complete information concerning the station location, proposed equipment, operating frequency,

expected magnitude of the radiated field and all information required by Section 15.202 or other sections of this Part. (The precise form of the application will be specified at such time as these rules may be finalized.)

15.204 Station License: Each station license authorizing the operation of a restricted radiation device will be issued for such period as the Commission may specify after consideration of the facts in a particular case; provided, however, that no license will be issued for a term in excess of 1 year. Such licenses shall be renewable upon application if the Commission finds the renewal will be in the public interest. Each station license shall be non-transferable and if the equipment for which the license is issued passes from the possession of the licensee, for any reason whatsoever, the licensee shall notify the Commission thereof and, when possible, include in such notification the name and address of the recipient of the equipment. The original license shall be posted in the room in which the equipment is operated or attached to the equipment itself.

15.205 Operator Requirements: The operator requirements for stations licensed under this Part will be determined and prescribed by the Commission after consideration of the application for station license.

15.206 Revocation of License: Any license issued pursuant to this Part of the Rules may be revoked by the Commission for the reasons and in accordance with the procedure set forth in Section 312 of the Communications Act and Section 1.402 of the Commission's Rules.

15.207 Information and Inspection: Upon request by the Commission the owner or operator of any restricted radiation device governed by this subpart of the Rules shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment. The premises on which such devices are operated, and any license required hereby shall be available for inspection by representatives of the Commission at all reasonable hours.

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

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TELEVISION ADVERTISING BUREAU PLANNED: Success of ANPA's Bureau of Advertising (it was even host to President Eisenhower for his address during newspaper publishers convention this week) has prompted the managements of an imposing list of top-flight stations to plan a similar organization for TV. They envisage it as a "centrally-directed promotional and educational effort to educate new advertisers to the value of the TV medium" as well as a permanent liaison with advertisers, agencies, etc.

They'll call it Television Advertising Bureau, plan headquarters in N.Y., and propose that it should function entirely separate from NARTB. Group has retained Richard P. Doherty, recently resigned NARTB employe-employer relations v.p., now in consulting practice, to draw up organization plan for initial meeting -- possibly at time of NARTB convention in Chicago, May 23-27.

Networks weren't represented at quietly-arranged and unpublicized sessions in New York's Biltmore Hotel, April 22-23, where executives representing 24 major stations agreed on necessity of TAB, pledged finances, got pledges of support from other managers. The heads of the major rep firms were present, including Station Representatives Assn. pres. John Blair and managing director T.F. Flanagan.

Publisher Norman Chandler, Los Angeles Times, which owns KTTV, urged group to organize TAB, told them ANPA's Bureau of Advertising has proved to be "the most important factor in the development of national and local newspaper advertising." Organizing committee is under chairmanship of KTTV's Richard Moore (see p. 6).

OLD ORDER CHANGING, BUT TRENDS ARE SAME: Two major station deals this week -- sale of Kansas City's KMBC-TV & KMBC for more than \$2,615,000 and Buffalo's radio WGR for approximately \$1,000,000 -- illustrate again the constantly "changing order" that TV is bringing about in the business of broadcasting. Yet they also prove that basic economic trends are unchanging. Consider:

KMBC-TV has been sharing Channel 9 with WHB-TV, equally with a common transmitter but on a split-schedule basis, since operation began last Aug. 1. This week, it was sold, along with KMBC (5-kw, 980 kc, CBS) and satellite KFRM, Concordia, Kan. (5-kw daytime on 550 kc, CBS), to Cook Paint & Varnish Co., Kansas City. Sale price was \$1,750,000 cash, plus assumption of approximately \$865,000 in obligations, plus 10-year contract at \$25,000 a year under which KMBC founder and chief owner Arthur B. Church and his wife agree not to go into TV or radio in that area.

Purchasing firm is owner of half-time WHB-TV and radio WHB (10-kw daytime, 5-kw night on 710 kc, MBS), and proposes to merge the 2 TV half-timers, to retain the KMBC-TV call letters, to keep radios KMBC and KFRM, and to sell radio WHB.

Ill health of veteran broadcaster Arthur B. Church, who built up KMBC since 1921 as one of the nation's leading stations and won for himself the reputation of being one of the industry's finest operators, hastened this particular deal.

Most significant factor is the "merger" of share-time stations, the second involving post-freeze grantees. It has happened in radio through the years; it's

happening again in TV -- and this one won't be the last, either, for TV sharers are finding such operation as uneconomical and confusing as it has always been in radio. There are very few time-sharing radio stations left.

But the fact is that, despite FCC's zeal to hasten TV stations on the air, causing it to sanction "mergers" of competing applicants even to point of issuing 2 "half licenses," the long-range trend is inevitable. They may deny it at present, but the other time-sharing TV stations on the books -- all of them post-freezers -- will undoubtedly go the same way, eventually.

First TV time-sharers to propose merger are KOY-TV & KOOL-TV, Phoenix (Ch. 10); Gene Autry owns latter and has made deal to buy KOY-TV for \$200,000 (Vol. 10:12). Other time-sharers now on air: KMBY-TV & KSBW-TV, Monterey-Salinas, Cal. (Ch. 8); WTCN-TV & WMIN-TV, Minneapolis-St. Paul (Ch. 11); WHEC-TV & WVET-TV, Rochester, N.Y. (Ch. 10). Holding CP to share are KLFY-TV & KVOL-TV, Lafayette, La. (Ch. 10).

* * * *

The retirement of Arthur B. Church comes coincidentally with retirement of 2 other leaders of the broadcasting industry who have similarly been high in the CBS councils -- Leo J. Fitzpatrick and I.R. (Ike) Lounsberry. They completed deal to sell WGR, Buffalo (5-kw on 550 kc, CBS) to city's new Channel 2 grantee, Buffalo-Niagara Amusement Corp., for \$1,450,000. Price includes about \$450,000 in net quick assets. Fitzpatrick owns 70%, Lounsberry 30%. FCC approved transfer April 21.

This deal involves TV-network maneuvering -- but it also means that a well-heeled newcomer on the Buffalo broadcasting scene (for Ch. 2 grant details, see Vol. 10:16) takes over in both TV and radio after radio interests had failed to get TV. New station will be known as WGRB (though may elect to take WGR-TV) and will become basic NBC outlet when completed in June. It will replace Buffalo News' WBEN-TV (Ch. 4) whose defection to CBS was a recent industry cause celebre (Vol. 9:42).

Radio WGR presumably also will switch to NBC. Neither Fitzpatrick, pioneer broadcaster who announced the famed Kansas City Nighthawks in the early '20s, nor Lounsberry, who recently headed the CBS affiliates advisory committee, will be connected with the new combined TV-radio operation.

Note: Indicating that you can expect more and more TV station sale deals, was near sale of Nashville's WSIX-TV (Ch. 8), with WSIX (5-kw on 980 kc, ABC), to unnamed New York buyers this week. WSIX-TV has been on the air only since last Nov. Negotiations collapsed when chief owner & gen. mgr. L.R. Draughon turned down terms.

(For further details about these and other station deals, see p. 12.)

ST. LOUIS VHF GRANTED, 3 MORE STARTERS: FCC granted only one CP this week -- but it was a big one, Ch. 4 to KWK Inc., St. Louis. CP came via final decision following 3-way merger and dismissal of 2 competing applications (Vol. 10:15-16). FCC approval was over objections of uhf station WTVI, Belleville-St. Louis, whose counsel says it will appeal. WTVI had also filed Ch. 4 application this week.

Another applicant was readied for CP when the much-litigated Mansfield (O.) Journal dropped from hearing, leaving Fergum Theatres free to get Ch. 36.

Third station in Portland, Me., second in Erie, Pa., first in Kingston, N.Y. were this week's additions to log of TV stations now in operation. These, minus the 2 more uhf quitting this week (see p. 3), mean 386 on the air, 129 of them uhf. And one more Mexican border station also began, opposite El Paso. Week's new starters:

WGAN-TV, Portland, Me. (Ch. 13), city's third outlet, second vhf, after preliminary tests April 21, begins daily 9 a.m.-3 p.m. test patterns as of May 3, goes commercial May 16. It uses 20-kw GE transmitter, temporary 2-bay antenna on 62-ft. steel pole at site of 240-ft. Truscon tower now being built atop Blackstrap Hill, W. Falmouth, Me., on which 12-bay superturnstile will be placed. Owner Gannett Co. (Guy P. Gannett) publishes Portland Press-Herald and Express and other Maine newspapers. C.E. Gatchell is gen. mgr.; Richard Gates, sales mgr.; S.G. Henderson Jr., program mgr.; Roger Hodgkins, chief engineer. Base rate is \$250, rep is Avery-Knodel.

WKNY-TV, Kingston, N.Y. (Ch. 66), 81 mi. up Hudson River from New York, began regular test patterns April 23, goes commercial May 15 with interconnections

with NBC, CBS & DuMont. It opens up new primary coverage area, being 51 mi. from Albany, 60 mi. from Schenectady, 70 mi. from New Haven. It uses 1-kw RCA transmitter with 600-ft. Stainless tower at Port Ewen, some 10 mi. from Poughkeepsie. Pres. Joseph Close also controls WKNE-TV, Ch. 45 grantee for Keene, N.H. Robert Peebles is v.p.-gen. mgr.; Robert Sabin, TV operations mgr.; Robert Perry, program mgr.; Carl Egolf, chief engineer. Base rate is \$100. Rep is Meeker.

WSEE, Erie, Pa. (Ch. 35), first local competitor for pre-freeze WICU (Ch. 12) links with CBS April 25 as a primary interconnected affiliate following week of test patterns that elicited good reception reports in its tri-state area. Station uses 12-kw GE transmitter, 700-ft. Stainless tower with 4-bay GE helical antenna, located about 5 mi. south of city. New stockholders recently added include George J. Mead (16.6%), now president, and John J. Mead Jr. (13%), co-publishers of the Erie Times. Also a stockholder is John W. English (6.9%), who is pres. of WNAO-TV, Raleigh, N.C. Charles Denny is v.p.-gen. mgr.; Donald Boyce, commercial mgr.; Frank Palmer, program director; Ed Zellefrow, chief engineer. Base rate is \$200, rep is Avery-Knodel.

* * * *

XEJ-TV, Juarez, Mexico (Ch. 5), across border from 2-station El Paso, is now testing, plans May 17 inaugural program. It's first of 2 projected all-Spanish language stations, Gordon McLendon's KELP-TV, El Paso (Ch. 13) having June 15 target. It's third Mexican border station seeking to derive main sponsorships from U.S., the others being in Matamoros (opposite Brownsville, Tex.) and Tijuana (near San Diego). Owner Pedro Meneses Hoyos says programs will be built around sports, including films of bullfights in Mexico City and other films and kines in Spanish. R. Hurtado is program mgr.; J. L. deLira, chief engineer. RCA 500-watt transmitter is used.

NO DRASTIC UHF PLANS UP FCC'S SLEEVE: Don't look for FCC to advance any radical proposals when it presents its testimony before Senate communications subcommittee at the uhf hearings scheduled to begin May 4.

Certainly some drastic suggestions will be submitted -- but not by the FCC. Newly organized UHF Industry Coordinating Committee (Vol. 10:16), for example, will ask reallocation of the nation's TV channels to minimize or eliminate intermixture of vhf & uhf stations in same communities.

Hearings will be held against backdrop of mounting concern over the future of many uhf stations now near end of their financial rope. Two more suspended operations this week--WKLO-TV, Louisville, Ky. (Ch. 21) and WBKZ-TV, Battle Creek, Mich. (Ch. 64) -- and 2 other CP-holders relinquished their grants, deciding not to build.

Some well-situated uhf operators say business is good, and insist that some dropouts are inevitable due to the too-rapid buildup of new stations. As against 9 uhf outlets which went off air, they point to 129 now telecasting (including 2 new ones which went on air this week; see p. 2). We've been told by several telecasters that nothing has hurt their business so much as recent uhf scare-talk, and some fear is expressed that the Senators may not be told there are some successful uhf stations.

Here's general thinking on uhf problems among the commissioners -- likely to be reflected in Chairman Hyde's testimony as lead-off witness:

One way to help uhf is to liberalize multiple ownership rules to permit ownership of 5 vhf & 2 uhf, as proposed by FCC. (Hearing will consider Sen. Johnson's substitute measure to permit ownership of as many as 10 uhf on sliding-scale basis, depending on how many vhf are owned; see Vol. 10:11,13.)

Commission will oppose as impractical proposals to take over part of FM band to provide more vhf channels, or to move all stations to uhf -- and it certainly won't be receptive to suggestions involving compromise in engineering principles, such as reducing station separations, etc.

FCC will consider granting immediate STAs for satellites or boosters (p. 4) -- but only to fill in a station's local service area, not to expand it. The commissioners feel it's too soon to determine whether TV service should be extended by such means rather than by regular stations.

To help uhf stations get more network programs, some commissioners are interested in plan to bar interconnected stations from carrying network shows on delayed

basis as long as another station in same area is available to carry them live.

One FCC proposal certain to go by the boards is its plan to require minimum of 5-kw transmitter power for uhf stations (Vol. 10:8-11,15-16). Rule-making proposal on this measure drew 11 comments in opposition, none in favor (see p. 11).

* * * *

Backing reallocation, 23-member UHF Industry Coordinating Committee this week invited all uhf stations and grantees to join it in preparing testimony for hearing, in letter over signature of temporary chairman Harold H. Thoms, WISE-TV, Asheville, N.C. (for members, see p. 6). Enclosed was summary of previous meetings at Washington and Charlotte, N.C., which endorsed this proposal:

"Legislative or administrative proceedings should immediately be instituted to explore methods of reallocation or reassignment of channels in such a manner that ...equality of competitive opportunity is more readily available. [Meanwhile] there should be an immediate suspension of any further grants of applications for new TV permits and for changes in existing TV authorizations affecting coverage."

Eighteen witnesses are now tentatively slated to appear before subcommittee. In addition to those listed last week (Vol. 10:16), list now includes: RCA technical products v.p. W.W. Watts; Dr. Allen B. DuMont; NBC finance v.p. Joseph V. Heffernan; Bloomington, Ind. vhf telecaster (WTTV) and equipment maker Sarkes Tarzian; pres. Ronald Woodyard of uhf WIFE, Dayton, O. (now off air); pres. Harry Tenenbaum of uhf WTVI, Belleville-St. Louis.

Hearings will have to be postponed again if McCarthy-Army airing drags on longer than anticipated. Originally scheduled to begin April 27, the uhf probe was pushed ahead to May 4 because communications subcommittee chairman Potter (R-Mich.) is also member of committee which is hearing McCarthy dispute.

* * * *

Going off air for economic reasons April 20, WKLO-TV, Louisville, told FCC it hopes to "re-survey the situation" and resume operations July 25. It was the only uhf in a city with 2 pre-freeze vhf outlets, first went on air last September.

WBKZ-TV, Battle Creek, Mich., owned by John L. Booth of Michigan newspaper family, went dark April 23, hopes to resume June 1 after increasing power and height to afford "greater assurance of success." It was losing \$9000 to \$10,000 a month.

Another uhf station revealed heavy losses in balance sheet filed with FCC in unsuccessful attempt to forestall Ch. 4 grant to KWK, St. Louis (see p. 2). WTVI, Belleville-St. Louis, showed deficit of \$330,000 since its debut last August. It's one of 2 uhf stations on air in St. Louis area. Third -- KACY, Festus -- went off air April 2 to seek additional capital, having lost more than \$250,000 (Vol. 10:15).

Relinquishing CPs this week were WOUC, Chattanooga, Tenn. (Ch. 49) and WGLM, Lawrence, Mass. (Ch. 72) -- making 69 surrendered since freeze, 57 uhf, 12 vhf.

MORE BOOSTER EXPERIMENTS IN THE WORKS: Efforts to fill "holes" in uhf station coverage have stepped up recently, particularly after FCC indicated willingness to issue quick special temporary authority for boosters and satellites (Vol. 10:7). Boosters are in limelight at the moment, with several organizations experimenting.

FCC's thinking on subject should be clearly understood. There's no intention to allow the repeaters to extend service areas. As Chairman Hyde explained it this week: "We'd consider them in filling in weak signal areas within the logical service radius of the station. It's too early to consider them for extending service to towns which might have their own local stations when TV matures further."

RETMA group on boosters and satellites, under GE's W.J. Morelock, met in New York March 21, discussed problem with FCC Comr. George Sterling, NARTB engineering chief Prose Walker and others. Conclusion was that more information is needed.

Long-time experimenter WSM-TV, Nashville, has for years tested booster in Lawrenceburg, Tenn. on vhf Ch. 4. Pres. J.H. DeWitt remains enthusiastic over results, and residents of Lawrenceburg are extremely pleased with the service.

FCC is more concerned with uhf, however, and the fillip that boosters might give to their coverage. Now experimenting in uhf is consulting engineer Ben Adler,

New Rochelle, N.Y., who recently obtained FCC experimental grant. This week, he reported good results with preliminary tests (for details, see p. 11). After further tests at labs, he plans to move to point within Grade B contour of WICC-TV, Bridgeport, and experiment with actually filling "holes" in station's coverage. Explaining his purpose to FCC, Adler said:

"Careful measurements have been made on [stations we have engineered] and it is our opinion that a booster system of this type is greatly needed by the industry to improve uhf as a TV broadcasting service to the public."

Proposing to work with WJTV, Jackson, Miss. (Ch. 25), RCA this week filed application for FCC permission to test booster at Vicksburg, 37 mi. from Jackson. Town is behind bluff, gets little signal. RCA proposes to use transmitter up to 10 watts, radiating about 1-kw ERP from directional antenna. Location will be about 2½ mi. north of Vicksburg. Plan is to start about May 1, run tests for 90 days. Project is under Dr. George Brown of Princeton Labs, pioneer uhf experimenter.

GE says it is also planning booster tests in South, but it hasn't disclosed station with which experiments will be made.

With more experience behind them, RETMA, NARTB and individual stations can come to FCC with firm recommendations. Manufacturers tend to favor satellites, considering them better from interference standpoint because they would use regularly allocated channels. Broadcasters like boosters because they use same channel as mother station, and viewers would have no confusion over identity of originating station. Satellites, using different channels, could produce confusion.

PATTERN OF UHF RECEIVER CIRCULATION: Transcendental importance of top-notch network programs in influencing public to buy uhf receivers and converters is demonstrated more strikingly with each new batch of statistics.

To build conversion rapidly, the uhf station must present good programming which does not duplicate that on any other channel available to local viewers. We drew that conclusion nearly a year ago when we analyzed the first survey of vhf-uhf metropolitan areas by American Research Bureau (Vol. 9:24). Subsequent quarterly ARB surveys have further strengthened this prime theorem of uhf.

Using data from ARB's just-completed April survey of 56 vhf-uhf areas (we're not permitted to reveal individual area percentages), and correlating it with our own study of today's 126 commercial uhf stations in regard to proximity of vhf competition, the pattern is clear:

Uhf stations 60 miles or more from nearest vhf -- there are 29 in 24 cities. ARB has measured 14 of these areas (which have 19 uhf stations) in recent surveys. Disregarding length of time the stations have been on air, ARB survey shows in these markets an average of 90% of receivers are equipped for uhf. Area with lowest conversion has 71%, highest 100%.

Uhf stations with only one vhf within 60 mi. -- there are 57 in 47 cities. April ARB survey covered 32 of these stations in 24 market areas, showing an average conversion of 61.4% -- ranging from 16.8% for the lowest to 99% for the highest. Fourteen cities on this list were also measured 3 months ago, and since then their conversion increased an average of 7.4 percentage points, ranging from zero to 11.8. TV saturation as a whole increased at the same time, making the gain for uhf more significant than it may appear at first glance.

Uhf stations with 2 or more vhf within 60 mi. -- there are 40 in 35 cities. The 26 stations (22 cities) in this category included in survey showed an average conversion of 32.7%, and ranged from 3% to 75%. Comparison sample of 16 of these areas showed average increase of 4.7 percentage points in 3 months -- individual areas ranging from loss of .2 to gain of 14.2 points.

Note: Foregoing figures illustrate more than geography. The availability of unduplicated network programs to uhf stations nearly always depends on the number of vhf competitors. A uhf with 2 vhf competitors has virtually no chance of getting the best shows from the biggest networks.

Bear in mind, too, that conversion is not a synonym for success -- it's mere-

ly a prerequisite. In uhf as in vhf -- or in any business -- other prerequisites include good management, aggressive promotion, wide-awake sales force. Of the 9 stations which have gone off air, several were in areas with over 70% conversion.

Production of vhf-uhf sets to date has totaled about 1,645,000. Added to this are an estimated 2,000,000 or more "field conversions" -- external and internal converters and sets of strips -- for total of at least 3,650,000 uhf reception units manufactured to date.

Personal Notes: George R. Dunham, gen. sales mgr. of WCBS-TV and veteran of 16 years with CBS, on May 17 becomes gen. mgr. of WNBF, Binghamton, N. Y., reporting to TV-radio v.p. Cecil D. Mastin . . . Thomas S. O'Brien promoted to business mgr. of NBC-owned stations and NBC spot sales, succeeding Henry T. Sjogren, named asst. gen. mgr. of WNBQ & WMAQ, Chicago, under new gen. mgr. Jules Herbuveaux . . . Vinton Freedley Jr. promoted to national sales mgr., NBC radio network . . . John D. Scheuer Jr., ex-executive asst. to Roger Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, becomes exec. v.p. & gen. mgr., WTVI, Belleville-St. Louis . . . Richard Depew named asst. to ABC-TV eastern program director Robert F. Lewine . . . George F. Hartford heads TV, Lloyd Dennis takes over for radio in separation of functions by WTOP Inc., Washington . . . Harry Bubeck, ex-NBC western div., now with Zenith Radio Corp. working on its Ch. 2 case, scheduled for May 7 hearing . . . Peter B. Kenney promoted to exec. v.p., WKNB-TV & WKNB, New Britain, Conn. . . . George Nickson succeeding Robert H. Wesson, resigned, as gen. mgr. of John Poole's new KBID-TV, Fresno, will also continue as KBIF gen. mgr. there; Gene Grant promoted to sales director for TV & radio, Ray Grant promoted to KBIF sales mgr. . . . Walter M. Windsor, ex-WGBA, Columbus, Ga., succeeds Frank A. Myers as gen. mgr. of KCMC-TV, Texarkana, Tex. . . . Louis F. Allen resigns as sales mgr. of KOMU-TV, Columbia, Mo., to join WCPO-TV, Cincinnati . . . Robert O. Paxson promoted to regional sales mgr., KEDD, Wichita . . . John M. Haberlan promoted to national TV sales rep of WKY-TV, Oklahoma City . . . Pat Freeman resigns as research director, Canadian Assn. of Radio & TV Broadcasters . . . Bert Briller promoted to ABC-TV sales development mgr. . . . George C. Dibert, J. Walter Thompson v.p., transferred to Chicago office to work on Swift & Co. account . . . Leonard F. Erikson returns April 30 as v.p. & gen. executive, McCann-Erickson, after 10 months as director of Voice of America . . . A. N. (Bud) Armstrong Jr., ex-gen. mgr. of WCOP, Boston, appointed gen. mgr. of General Teleradio's WEAN, Providence . . . Roy J. Battersby, onetime NBC & AP, elected v.p., Hill & Knowlton Inc., public relations . . . Donald S. Shaw, onetime NBC national sales mgr., now adv. director of *New Milford* (Conn.) *Gazette*, daily published by Joseph V. Connolly Jr. . . . Edmund Rogers Jr., onetime WFIL-TV, Philadelphia, recently N. Y. mgr. of TV-radio production, Ward Wheelock Co., joins N. Y. TV-radio dept., N. W. Ayer.

American Newspaper Publishers Assn. elected Richard W. Slocum, gen. mgr. of *Philadelphia Bulletin* (WCAU-TV & WCAU), as new president, succeeding George C. Biggers, pres. of *Atlanta Journal and Constitution* (WSB-TV & WSB). William Dwight, *Holyoke Transcript* (WHYN-TV & WHYN), was elected v.p.; Franklin B. Schurz, *South Bend Tribune* (WSBT-TV & WSBT), reelected to board.

Murry Brophy, 56, onetime CBS artists mgr. in Los Angeles, recently owner of KRUX, Phoenix, and wartime OWI radio chief, died suddenly April 18 in Washington, where he had been serving as consultant to Senate and House appropriations committees.

Of the 17 members of projected Television Advertising Bureau's organization committee, representing 24 stations, these attended N. Y. meetings this week (see p. 1): Richard A. Moore, KTTV, Los Angeles, temporary chairman; Ben Berenston, WGN-TV, Chicago; Richard Borel, WBNS-TV, Columbus; Norman Gittleston, WJAR-TV, Providence; Payson Hall, 4 Meredith stations; George B. Storer Jr. & Tom Harker, 5 Storer stations; Wm. Kiley, WFBM-TV, Indianapolis; Wm. Quarton, WMT-TV, Cedar Rapids; George Whitney, KFMB-TV, San Diego. Not attending but pledging support: Roger W. Clipp, WFIL-TV, Philadelphia; John H. DeWitt Jr., WSM-TV, Nashville; John Fetzer, WKZO-TV, Kalamazoo; Howard Lane, KOIN-TV, Portland; Lee Ruwitch, WTVJ, Miami; Charles Thieriot, KRON-TV, San Francisco; P. A. Sugg, WKY-TV, Oklahoma City.

Members of UHF Industry Coordinating Committee (see p. 4), under temporary chairman Harold H. Thoms, WISE-TV, Asheville, N. C.: Wilton E. Hall & James Posten, WAIM-TV, Anderson, S. C.; Gary L. Cohen & Sherwin Grossman, WBUF-TV, Buffalo; Lou Poller, WCAN-TV, Milwaukee; Gil Hutchison, WCOG-TV, Greensboro, N. C.; Charlie Pittman, WCOS-TV, Columbia, S. C.; Allen M. Woodall, WDAK-TV, Columbus, Ga.; Ben K. McKinnon, WGVL, Greenville, S. C.; John Pomeroy, WILS-TV, Lansing, Mich.; Robert L. Heald, WITV, Ft. Lauderdale, Fla.; Joe L. Smith Jr., WKNA-TV, Charleston, W. Va.; Earl Welde, WNAO-TV, Raleigh, N. C.; Harold C. Arcaro, WNET, Providence, R. I.; Ellsworth Hall, WNEK-TV, Macon, Ga.; Walter Reade Jr., WRTV, Asbury Park, N. J.; Louis J. Appel Jr., WSBA-TV, York, Pa.; Frank Lyman Jr., WTAO-TV, Cambridge-Boston; John G. Johnson, WTOB-TV, Winston-Salem, N. C.; Harry Tenenbaum, WTVI, Belleville, Ill.-St. Louis, Mo.; Haygood S. Bowden & Tom Richards, WACA-TV, Camden, S. C. (CP); John Doley & H. A. Seville, WACH-TV, Newport News, Va. (CP); L. W. Allen, WFLB-TV, Fayetteville, N. C. (CP).

Associated Press, which gained 83 TV & radio station members in last year to bring total to 1253 (as against 1738 newspaper members in U. S.), has TV-radio ownership prominently identified on its board of directors as constituted at this week's annual meeting. Robert McLean, *Philadelphia Bulletin* (WCAU-TV & WCAU), was reelected pres.; Clarence B. Hanson Jr., *Birmingham News* (WABT & WAPI), was elected first v.p. Re-elected to board were John C. Knight, *Knight Newspapers* (owning 45% of WAKR-TV & WAKR, Akron; applicant for Miami); James M. Cox Jr., *Cox Newspapers* (WHIO-TV & WHIO, Dayton; WSB-TV & WSB, Atlanta); Mark Ethridge, *Louisville Courier-Journal* (WHAS-TV & WHAS). Newly elected to board was Bernard M. Ridder Jr., *Duluth News Tribune* (WDSM-TV & WDSM; WCCO-TV & WCCO, Minneapolis). On executive committee are Ben McKelway, *Washington Star* (WMAL-TV & WMAL); Paul Miller, *Gannett Newspapers* (WHEC-TV & WHEC, Rochester, et al.).

Dr. David D. Henry, New York U, elected chairman of Joint Committee on Educational TV, succeeding Edgar Fuller, now vice-chairman; Ralph Steetle re-elected exec. director.

COLOR PROGRAMS won't cost much more than black-&white—averaging only 10% more—and advertisers would be wise to climb aboard soon even though whole color situation is temporarily locked on “dead center.” That was essence of telecasting-manufacturing industry's advice to sponsors during symposium on color TV at AAAA convention this week in White Sulphur Springs, W. Va.

CBS-TV pres. Jack Van Volkenburg projected network rates to 1958, going beyond his projections last year when he predicted 1956 setup (Vol. 9:39). He said he expected 90% black-&white saturation in the top 100 markets in 1958. Average advertiser using 100-station CBS network, he said, would pay about \$58,000 for time & cable charges for nighttime half hour, plus about \$25,000 for typical talent & production costs—a gross of \$83,000. This, he added, would be \$2.31 per 1000, same as today.

To buy same show in color, Van Volkenburg said, typical show would run \$91,000, or \$2.54 per 1000. Costs will range from 5% extra for such programs as *What's My Line?* to 20% more for hour-long drama.

He had no doubt that most advertisers would choose color at those prices because they've been willing to pay average of 48% extra for magazine color.

“The time to start color TV is this fall,” NBC pres. Pat Weaver told the group. Alert advertisers, he said, will employ even the limited distribution of color sets to “excite their organizations” through dealer demonstrations, color TV parties for prospects, etc.

Promoting NBC-TV's “magazine concept,” Weaver said: “Whatever an advertiser wants for his program, that he can get on a national basis in color from NBC, no matter how big or small his budget. All-night spectaculars, 5-second billboards, 365-day continuity, once-a-year explosions—you name it, and we'll have it, in color.”

RCA's Joseph B. Elliott, executive v.p., consumer products, told group his firm's first production run of

color sets was almost sold out, urged whole advertising & manufacturing industry to get behind color TV. (For further details on Elliott's remarks, see Trade Report, p. 13.)

CBS pres. Frank Stanton had role of summing up, and he put it this way: “Right now it looks to me as though [color TV] is on dead center. Color TV is in a locked-in situation because of the interdependence of the problems of the manufacturer, the broadcaster and the advertiser.”

“The key to the lock,” he said, “is the color tube.” He said he couldn't predict when proper tubes would be developed but stated, “I suspect it will be sooner than most people think.” Once manufacturers are ready to mass produce sets, he went on, “it is of the utmost importance for them to get together on a comprehensive campaign to promote the sale of color TV receivers.”

Stanton called on broadcasters to minimize duplication of colorcasts, so as to gain maximum exposure of public to color. And, he told the advertisers, “The time is rapidly approaching when a substantial competitive advantage will attach to getting into color TV early.”

Concluding, Stanton said: “Color has probably been carried farther in the laboratory than any invention of comparable significance. [However,] because the universal adoption of color TV by the American public still awaits further technical development, there is a natural human tendency to suspend action until perfection is achieved. This implies a misunderstanding of the process of technical improvement . . . What we can hope for, and what we are on the threshold of achieving, is a degree of performance and reliability that makes the widespread acceptance of color TV inescapable. The acceleration of this end-result is likewise inevitable if only because of the inherent appetite of the public for color TV, the technical probability of satisfying that appetite, and the contribution which color TV will make to our national economy.”

Color Trends & Briefs: First color efforts of individual stations are gradually developing. Following expansion plan reported last week by WMAR-TV, Baltimore (Vol. 10:16), first sale of a locally-originated live program was announced by WKY-TV, Oklahoma City, the first to get RCA camera. Second station to get cameras—2 chains—is WBAP-TV, Ft. Worth. Next RCA cameras go to CBS and NBC.

WKY-TV's initial commercial colorcast was half-hour variety show April 21, sponsored by Dulaney's, local RCA distributor. On April 26, station inaugurates regular daily 1-2 p.m. cooking show in color. Mgr. P. A. Sugg says: “We're in color all the way and we hope to expand our schedule of live shows as quickly as possible.”

WMAR-TV has set up a system of prices for color slides, calling it a “service charge.” It comprises: (1) monochrome rates plus 10%, (2) production costs equal to out-of-pocket expenses plus 10%. If advertiser supplies color photo suitable for reproduction in 2x2-in. slide, station charges \$3 for processing it.

WMAR-TV sold first slides April 22 to Schmidt Baking Co. whose president Harold A. McManus said: “The package showed up beautifully, and the bread slices looked not only good but appetizing.”

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NBC-TV color network will comprise 54 stations by year's end, 31 more than now carry colorcasts, engineering v.p. O. B. Hanson reported this week. The 54 stations will put color signals in reach of 27,100,000 homes and 22,000,000 set owners. The 31 additional stations that will be able to broadcast signals obtained from AT&T “color guaranteed” facilities are, according to NBC: WDAF-TV, Kansas City; WKY-TV, Oklahoma City;

WBAP-TV, Ft. Worth; WFAA-TV, Dallas; WBRC-TV, Birmingham; WFMJ-TV, Youngstown; KMJ-TV, Fresno; WLWD, Dayton; WLWC, Columbus; WSAZ-TV, Huntington; WRGB, Schenectady; WKTU, Utica; WSUR-TV, Syracuse; KPRC-TV, Houston; WOAI-TV, San Antonio; WSJS-TV, Winston-Salem; WMCT, Memphis; WDSU-TV, New Orleans; WSB-TV, Atlanta; WOC-TV, Davenport; WTTV, Bloomington; WAVE-TV, Louisville; WOOD-TV, Grand Rapids; WTRF-TV, Wheeling; WSLS-TV, Roanoke; KFSD-TV, San Diego; KPTV, Portland; KOMO-TV, Seattle; WFTL-TV, Ft. Lauderdale; WLBT, Jackson; WEEK-TV, Peoria. Some of these now get color via their own microwave facilities or through unguaranteed AT&T facilities.

Color dot generator, serviceman's instrument for testing picture tube beam convergence, is offered by Sylvania at list of \$129.50.

Color monitor, type IT-146R, now being offered by Industrial TV Inc., 369 Lexington Ave., Clifton, N. J.

Color set census has been started by WTMJ-TV, Milwaukee, which found 55 in use in its area as of April 23.

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American Assn. of Advertising Agencies, at White Sulphur Springs convention this week, elected Wm. R. Baker Jr., Benton & Bowles, as chairman of board to succeed Earle Ludgin, Chicago; Henry G. Little, Campbell-Ewald Co., Detroit, vice chairman; Robert E. Grove, Ketchum, McLeod & Grove Inc., Pittsburgh, secy.-treas. Elected directors-at-large for 3-year terms: James M. Cecil, Cecil & Presbrey; J. Davis Danforth, BBDO; George C. Reeves, J. Walter Thompson; Ken R. Dyke, Young & Rubicam.

Station Accounts: Federal Home Loan Bank board deferred action for about 2 months on its controversial proposal to stop 3304 member savings & loan associations from advertising dividend rates more than 50 mi. from their headquarters after protests by American Newspaper Publishers Assn. and U. S. Savings & Loan League. Ban was intended to halt competitive ads by banks with different dividend rates. It's estimated some 75 member banks advertise rates on TV—virtually all within 50-mi. radius . . . Standard-Toch Chemical Inc. to use TV-radio on co-op basis in consumer campaign for its new "Automatic Color Carousel," machine for automatically mixing paints that precludes expensive color inventories in the store; thru Kiesewetter, Baker, Hagedorn & Smith, N. Y. . . . Liggett Drug Co., for its 74 Rexall stores in metropolitan N. Y.-N. J. area, buys *Encore Theatre*, 60-min. feature film, on WATV, Newark, Tue. at 10:30, with these products participating: Schick Razors, Hudnut Shampoos, Kler Glass, Charles Antell, Anti-Decay Toothpaste, Paper-Mate Pens, Zotox . . . Sinclair Refining Co., for new Power-X Gasoline, using 26 TV stations in 21 cities, thru Morey, Humm & Johnstone, N. Y., and Standard Oil of Indiana, for new Super Permalube Oil, using 11 stations in midwest, thru McCann-Erickson, Chicago . . . General Tire & Rubber Co. buying about 60 markets for TV version of Mutual's *General Sports Time with Harry Wismer*, sports-reel produced by Hearst-Metrotone News, thru D'Arcy Adv. . . . Ames-Bell Co., Long Island City, N. Y., manufacturer of Coupettes, plastic container in shape of sherbet glasses and in 8 colors, has filmed a 45-sec. TV commercial at Animated Productions Inc., N. Y.; since Coupettes are suitable as containers for dairy products, film is open-end to permit sponsorship by local dairies . . . Among other advertisers reported using or preparing to use TV: Gwenn & Loraine Inc., Los Angeles (Pink Ice home facial), thru Western Adv. Agency, L. A.; International Paint Co., San Francisco (paints), thru Sherman Adv. Co., S. F.; R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes), thru Wm. Esty, N. Y.; Realemon Puritan Co., Chicago (Realemon & Realime juices), thru Rudledge & Lilienfeld Inc., Chicago; S. B. Thomas Inc., Long Island City, N. Y. (protein bread), thru Robert Orr & Assoc., N. Y.; Parrot Packing Co., Fort Wayne, Ind. (meat packers), thru Baker, Johnson & Dickinson, Milwaukee; Wm. Wrigley Jr. Co., Chicago (chewing gum), thru Arthur Meyerhoff & Co., Chicago; Pavelka Bros. Co., Cleveland (meat products), thru C. Wendel Muench & Co., Chicago; Adolph's Food Products, Burbank, Cal. (Adolph's Meat Tenderizer), thru Erwin, Wasey & Co., L. A.; American Greeting Corp., Cleveland (greeting cards & gift wrappings), thru Fuller & Smith & Ross, Chicago; American Hair & Felt Co., Chicago (Ozite rug & carpet cushion), thru Grant Adv., Chicago; Beltone Hearing Aid Co., Chicago (hearing aid), thru Olian & Bronner, Chicago; Brillo Mfg. Co., Brooklyn (Brillo scouring pads), thru J. Walter Thompson, N. Y.; Consolidated Cosmetics, Chicago (Spic deodorant pads), thru BBDO, Chicago; Consolidated Royal Chemical Corp., Chicago (Liquenette & Krank shave cream), thru Dancer-Fitzgerald-Sample, Chicago; Ludman Corp., Miami (Jalousie windows), thru Hirshon-Garfield, Miami; Chesapeake Bay Frosted Foods Corp., Newport News, Va. (Mr. Frosty frozen seafoods), thru Advertising Assoc., Richmond.

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Crosley and NBC Spot Sales completed "reciprocal" national sales arrangement this week, whereby latter will represent in Detroit and on West Coast Crosley's WLWT & WLW, Cincinnati; WLWD, Dayton; WLWC, Columbus; WLWA, Atlanta. Crosley in turn will represent all NBC Spot Sales stations in Cincinnati, Dayton & Columbus and will continue own exclusive sales offices in N. Y. & Chicago.

Network Accounts: Toni Co., with 6 shows, emerges as major network sponsor this summer, most recent purchases being Sun. 10-10:30 p.m. on NBC-TV for modification of old *Kay Kyser's College of Musical Knowledge*, and Sat. 9:30-10 p.m. on CBS-TV for undisclosed program. It previously signed to sponsor *Break the Bank* on NBC-TV Tue. 8-8:30 p.m., *Tony Martin Show* on NBC-TV Mon. 7:30-7:45 p.m., *Meet Millie* on CBS-TV Tue. 9-9:30 p.m., & *Place the Face* on CBS-TV Thu. 10-10:30 p.m., all thru Weiss & Geller . . . Noxzema to be alt. sponsor with Amoco of Ed Murrow's *Person to Person* on CBS-TV starting in May, Fri. 10:30-11 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Gillette CBS-TV sponsorship of Kentucky Derby Sat. May 1 will be on 124 stations, one of largest one-shot sports events . . . Pabst to continue Wed. 10 p.m. boxing bouts thru summer on CBS-TV, thru Warwick & Legler . . . Armour Products & Dow Chemical buy alt. weeks of 9-9:30 portion of *Saturday Night Revue* during summer on NBC-TV, Sat. 9-10:30 p.m., former thru Foote, Cone & Belding, latter thru MacManus, John & Adams . . . International Harvester (air conditioners) buys Wed. & Fri. 7:50-7:55 portion of *Morning Show* on CBS-TV, starting May 15, Mon.-thru-Fri. 7-9 a.m., thru Leo Burnett . . . Wynn Oil Co., Azusa, Cal. (Wynn's motor oil) buys 52 partic. on NBC-TV's 7-9 a.m. *Today*, thru BBDO; Diamond Crystal Salt Co. buys 12 partic., thru Benton & Bowles . . . GE starts new weekly *General Electric Theatre* series on CBS-TV in Sept., Sun. 9-9:30 p.m., thru BBDO . . . 71 stations have been cleared to date by NBC-TV for fall start of *Lux Video Theatre*, Thu. 10-11 p.m. . . . ABC-TV to originate *Paul Whiteman Show* from Atlantic City's Steel Pier starting June 13, Sun. 8-9 p.m. . . . Motorola drops *Motorola TV Hour* on ABC-TV, effective June 1, alt. Tue. 9:30-10:30 p.m. because of expense (reportedly \$1,400,000 for 13 productions); its plans for fall TV activity are indefinite . . . Pontiac drops *Dave Garroway Show* on NBC-TV in fall, Fri. 8-8:30 p.m., is expected to purchase another show . . . Procter & Gamble drops *Paul Winchell Show* on NBC-TV in fall, Sun. 7-7:30 p.m.

TV's role in mid-term political campaigns this fall is still to be thrashed out in detail by both parties—but thus far Republicans have much more ambitious plans than Democrats. National GOP publicity director James Bassett says "substantial" portion of its budget has been earmarked for TV, with additional funds to be raised by local committees. "At least one and probably more network programs" are planned, remainder of funds being allocated for spot purchases in politically-strategic areas. In addition, film strips of campaign issues will be provided GOP candidates. Campaign director Robert Humphreys told recent Republican Women's Centennial Conference that TV might be deciding factor in doubtful states, adding "we have already had instances where a complete unknown has been put over because he had a TV personality." Democratic National Committee may map TV plans at budget meeting in Washington May 5-6, but publicity director Sam Brightman says "very modest" use of TV is contemplated, with virtually all available funds channeled to local use. Nationally, Democrats will confine their contribution to providing film and scripts to local candidates. Very little network time will be bought, he said.

Essentials of both TV & radio from production, station management and programming standpoints are treated in new textbook, *Introduction to Radio & Television*, written jointly by U of Connecticut speech dept. head David C. Phillips, Wm. Esty agency's John M. Grogan and CCNY TV-radio supervisor Earl H. Ryan (Ronald Press, 423 pp., \$5).

Telecasting Notes: TV-radio should be as free to discuss controversial topics as are newspapers and magazines, in the opinion of nearly 9 out of 10 of the respondents to *Tide Magazine's* survey of "the country's 2200 top marketing executives," as reported April 24. Citing recent TV & radio discussions of McCarthyism, touched off by Edward R. Murrow's widely praised *See It Now* telecast (Vol. 10:11, 15), *Tide* said 10% of those responding thought controversial subjects should be limited to sustaining time, but only 2 respondents wanted TV-radio industry to prohibit such discussion and only one wanted tighter FCC censorship—although "quite a few admen indicated they would hesitate themselves to sponsor controversial programs" . . . Big Music Corp. of America has been quietly seeking to unload its TV film production, chiefly handled by subsidiary Revue Productions, so as to restrict telefilm activities henceforth to representation and distribution, reports *Hollywood Variety*. Prerequisite to any takeover would be exclusive representation. Revue's network shows: *Pride of the Family* and *Pepsi-Cola Playhouse*, on ABC; *Meet Mr. McNutley*, CBS. Spot shows: *Adventures of Kit Carson*, *City Detective*, *The World and I* (Joan Crawford), *Affairs of Ann*, *Soldiers of Fortune* . . . Survey of 273 TV and 1568 radio stations by Wallace A. Ross for *Sponsor Magazine*, published this week as 120-p. *Program Guide*, tabulates program specialties of individual stations, showing notably [in TV] that 47% of stations have farm service programs, 52% stressed play-by-play sports, 76% are equipped with kitchen sets for home economic shows, 10% program at least partly for specialized audience (foreign-language, Negro, etc.) . . . "What's the big ID?" captions reply by rep Joe Weed to critics of excessive TV commer-

cial who don't like station identifications and other forms of spots. He says: "Stations make no bones about it. The IDs are there to help make a profit in a business beset by high operational costs [and] are ethical, based on sound business practice and in good taste if the station adheres to its continuity acceptance principles. [They] can inform and entertain—and sell a sponsor's product or service. If the spot is in close proximity to network commercials, then network commercials are in close proximity to the spots. Both network and spot are essential for many stations' operations" . . . More rate increases: KERO-TV, Bakersfield, which raised base hour by \$50 on Jan. 1, now goes from \$250 to \$300 for Class A hour, \$50 to \$60 for min.; WTTV, Bloomington, Ind., hour from \$600 to \$800, min. from \$120 to \$150; KOIN-TV, Portland, Ore., hour from \$500 to \$600, min. \$100 to \$120; WCAN-TV, Milwaukee, hour from \$400 to \$500, min. \$70 to \$85; WKBN-TV, Youngstown, hour from \$300 to \$350, min. \$60 to \$70; KROC-TV, Rochester, Minn., hour from \$150 to \$200, min. \$30 to \$40. In addition, all raising hour from \$250 to \$300, min. from \$50 to \$60, are: WKJG-TV, Ft. Wayne; KSLA, Shreveport; WATE, Knoxville (formerly WROL-TV). And KGNC-TV, Amarillo & KFDX-TV, Wichita Falls, both raise hour from \$200 to \$250, min. \$40 to \$50 . . . Rep appointments: WMAZ-TV, Macon, Ga., to Avery-Knodel; KIVA, Yuma, Ariz., to Hollingbery; new WMSL-TV, Decatur, Ala., to Walker . . . New rep offices: Adam Young TV on May 1 moves to 477 Madison Ave., N. Y. (phone Plaza 9-1810) and opens new Houston office, 520 Lovett Blvd. (phone Justin 1601); Forjoe-TV, now at 580 Fifth Ave., N. Y. (phone Judson 6-3100).

SUBSCRIPTION TV has aroused almost no interest at FCC lately — despite current splurge of promotion, deals, speeches, trade press headlines, etc. Inquiry at Commission discloses no change in attitude that main job is getting stations on air and keeping them there. Right now, anything else in TV is considered subsidiary.

Commissioners and staff say they'd like to get into subject some day, but no one will guess when. They also remind that Congress has shown interest through Hinshaw Bill which would classify service as common carrier (Vol. 9:31, 41). There's little disposition to open matter while bill is pending.

Only when some uhf stations and grantees argued that subscription TV might help uhf did Commission show some interest—but not much. When FCC and Congress met recently (Vol. 10:10), subject didn't even come up.

FCC staff started boning up on fee TV many months ago but was assigned more urgent tasks later. Main emphasis at Commission today is on rendering final decisions in contested TV cases—area of greatest pressure from Congress.

Skiatron was in headlines last couple weeks because of deal with Matty Fox's Motion Pictures for TV (Vol. 10:13). Zenith has stepped up activity by proposing to test techniques over WOR-TV, New York (Vol. 10:16) and by sponsoring publicist Millard Faught in series of speeches. Paramount Pictures' International Telemeter recently reported results of first month's test with closed-circuit system in Palm Springs, Cal. (Vol. 10:8). FCC this week granted permission for the Zenith tests over WOR-TV, May 15 to Aug. 15.

Trade press reports on these activities frequently give impression that FCC hearing and decision on fee TV are imminent. Commissioners and staff say they'd like to get to it, but no one is lobbying for it within FCC—as ex-Comr. Robert Jones did for color and Comr. Frieda Henneck did for educational TV. General attitude: "Don't hold your breath. We have more urgent business."

Robert W. Sherwood, good journalist as well as great playwright and author, columning for Herald Tribune Syndicate's John Crosby, writes that "TV has helped to provide the theatre with what it needs most and for want of which it seemed dying: new playwrights." Last few years, he continues, have produced "a bonanza of young playwrights," and he cites some of the writers of current Broadway smash hits "who would not have had the essential training and sustenance had it not been for the labor provided for them by NBC, CBS, ABC and DuMont." For example: Robert Anderson, *Tea and Sympathy*; George Axelrod, *The Seven Year Itch*; Howard Teichman, co-author with George S. Kaufman of *The Solid Gold Cadillac*; Herman Wouk, *The Caine Mutiny Court Martial*; Samuel Taylor, *Sabrina Fair* and *The Happy Time*; John Patrick, *The Teahouse of the August Moon* and *The Hasty Heart*—all "alumni" of the scriptwriting stables. The vastly successful *Dial M for Murder* was first written by Frederick Knott for TV, as was Horton Foote's *The Trip to Bountiful*. Arthur Miller wrote for radio long before he came to glory with *All My Sons* and *Death of a Salesman*; Maurice Valency, who adapted *Ondine* and *The Madwoman of Chaillot*, still writes TV dramas. "There are others," add Sherwood, "who have not quite yet arrived on Broadway, but who are moving fast in that direction; among them, Paddy Chayefsky and Arnold Schulman."

Hulbert Taft Sr. has retired as the editor and publisher of *Cincinnati Times-Star*, which with Taft family (including TV-radio gen. mgr. Hulbert Taft Jr., 12½%) owns WKRC-TV & WKRC, Cincinnati; WTVN, Columbus; 20% of WBIR, Knoxville, TV applicant. David S. Ingalls, of Cleveland, campaign mgr. for late Sen. Robert A. Taft and onetime Asst. Secy. of Navy for Aeronautics, now pres.-publisher.

Herbert Bayard Swope Jr., NBC-TV executive producer-director, will direct Norman Brooks' all-male play, *Fragile Fox*, for Oct. premiere on Broadway.

U OF ILLINOIS' projected WCLT, Champaign-Urbana (Ch. 12) got windfall this week when GE donated demonstrator model water-cooled 5-kw transmitter, which may make is possible for station to get on air before "late 1954" as last reported. GE this week got order for 20-kw transmitter for WCNY-TV, Carthage, N. Y. (Ch. 7), which will be shipped with 12-bay antenna and miscellaneous studio equipment in mid-June.

Shipped by GE this week were 35-kw transmitter, visual portion only, along with 6-bay antenna, to upcoming WDBO-TV, Orlando, Fla. (Ch. 6); new 5-kw transmitter with 12-bay antenna to KTNT-TV, Tacoma, Wash. (Ch. 11); 35-kw amplifier to KCMC-TV, Texarkana, Tex. (Ch. 6); 5-bay antenna to upcoming WINT, Waterloo, Ind. (Ch. 15); 4-bay antenna to upcoming CKCK-TV, Regina, Sask. (Ch. 2).

DuMont reports April 20 shipment of 25-kw transmitter with studio equipment to KGLO-TV, Mason City, Ia. (Ch. 3), due on air in May. RCA reports shipment April 22 of 10-kw transmitter to WJNO-TV, W. Palm Beach, Fla. (Ch. 5), and 1-kw March 21 to WMSL-TV, Decatur, Ala. (Ch. 23).

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

KGLO-TV, Mason City, Ia. (Ch. 3), plans test patterns first week in May, programming May 15 from new TV-radio building, reports exec. v.p.-gen. mgr. Herbert R. Ohrt. Its 400-ft. Truscon tower, with 100-ft. RCA 6-bay antenna, now is ready at Kensett (Ia.) site, 15-mi. north of city, with 25-kw DuMont transmitter due to arrive this week. Ownership interlocks with *Mason City Globe-Gazette*, KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill. It will be interconnected CBS and DuMont affiliate. Base hour will be \$200. Rep will be Weed.

KXJB-TV, Valley City, N. D. (Ch. 4), now building 1085-ft. tower which it says is "tallest in upper midwest," expects to meet July 1 target, wires pres. John W. Boler, who also operates KCJB-TV, Minot. It has ordered DuMont 25-kw transmitter, will have studios both in Valley City and Fargo. It plans Oct. 1 programming as interconnected CBS primary affiliate. Weed will be rep.

KGEO-TV, Enid, Okla. (Ch. 5), now plans June 1 tests, June 10-15 programming start, reports mgr. George Streets, who also is secy. & 18% owner of grantee Streets Electronics Inc. (appliances). It has 10-kw RCA transmitter on hand, has RCA 12-bay antenna promised for May 5, and Emsco 650-ft. tower scheduled to be ready by May 20. It will be ABC affiliate. Base hour will be \$225. Pearson will be rep.

KFXJ-TV, Grand Junction, Colo. (Ch. 5), waiting for FCC approval of new tower height, also having trouble with live camera facilities, still hopes to begin tests May 15, programming May 30, reports pres.-gen. mgr. Rex G. Howell. It will use 500-watt Gates transmitter purchased from KTVI, Nampa-Boise, Ida. formerly KFXD-TV), with 3-bay GE antenna on 340-ft. Aerial tower. It has already sold "substantial block" of evening time to local and regional accounts, plans to book NBC, ABC & DuMont shows on non-interconnected "per program" basis. Base rate will be \$100. Hal Holman will be rep.

KTRE-TV, Lufkin, Tex. (Ch. 9), got CP extension to July 1 recently, but hasn't set a target date, according to v.p.-gen. mgr. Richard Lewin. It has ordered RCA equipment, plans tower 666-ft. above av. terrain. Rep will be Venard, Rintoul & McConnell.

KVOL-TV, Lafayette, La. (Ch. 10), share-time grantee with KLFY-TV, which had early spring target, now hasn't date, reports gen. mgr. George H. Thomas. KVOL-TV hasn't reported a rep; KLFY-TV rep is Rambeau.

KVAN-TV, Vancouver, Wash. (Ch. 21), which had tentative April 15 target, is having difficulty in obtaining all essential equipment, now hasn't specific target, according to gen. mgr. Fred F. Chitty. It plans tower across Columbia River in Portland, Ore., on Healey Heights location to be shared with KPAM & KPFM, but Portland City Council must first act on protests by nearby property owners. It will use 5-kw DuMont transmitter, 16-bay RCA antenna. Transmitter house is ready, as are Vancouver studios in converted Coca-Cola plant. Owner Sheldon F. Sackett also is applicant for Ch. 2 in Oakland, Cal. Rep will be Bolling.

WMIE-TV, Miami, Fla. (Ch. 27), has ordered 1-kw RCA transmitter for Sept. 1 delivery, plans to get going in Oct. or Nov., reports pres. E. D. Rivers Sr., ex-Gov. of Georgia. Although building construction is still in planning stage, 400-ft. self-supporting tower with RCA antenna is scheduled for completion by Oct. Gov. Rivers also holds CP for WCTV, Thomasville, Ga. (Ch. 6), and owns 60% of WOBS-TV, grantee for Jacksonville, Fla. (Ch. 30). Rep will be Stars National.

WINT, Waterloo, Ind. (Ch. 15), with 12-kw GE transmitter in warehouse and ready for shipment as soon as transmitter house is completed, plans June 15 programming, reports pres. R. Morris Pierce. GE antenna was shipped April 19 to site, about 16 mi. north of Fort Wayne, where 800-ft. Stainless tower is scheduled to be ready about May 15. Other area outlet, WKJG-TV, Fort Wayne (Ch. 33), got on air last Nov. 14. WINT rep not yet chosen.

WMSL-TV, Decatur, Ala. (Ch. 23), didn't make April 25 target because of equipment delays, will not begin before June, reports mgr. Bill Guy. It will use 1-kw RCA transmitter with 380-ft. RCA tower & antenna. Base rate will be \$100. Rep will be Walker.

WBEC-TV, Pittsfield, Mass. (Ch. 64), has GE transmitter and antenna ordered for July delivery, but hasn't begun work on buildings or set completion date for 200-ft. Wind Turbine tower, reports gen. mgr. Wendell Budrow. Owned by *Pittsfield Berkshire Eagle*, it will be second station in area—WMGT, (Ch. 74), having begun last Feb. 5. Everett-McKinney will be rep.

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CBWT, Winnipeg, Man. (Ch. 4), will be CBC's fifth on air when it joins network on non-interconnected basis about June 1, reports CBC commercial mgr. W. E. Powell. It's first outlet for CBC's projected Prairie Region network which later will include privately owned stations in Regina, Saskatoon, Calgary, Edmonton. CBWT plant May tests of 10-kw RCA transmitter and 240-ft. tower. Base hour will be \$200.

CHCH-TV, Hamilton, Ont. (Ch. 11), won't make April 25 target, now plans start about June 1, reports gen. mgr. Ken Soble. RCA 10-kw transmitter is on hand, but Dominion Bridge firm, building 540-ft. tower, still has RCA-designed wavestack antenna to get in place. Owners are radio stations CKOC, CHML & CJSH-FM. Base rate will be \$300. Reps will be Adam Young (for U. S.) & All-Canada Television.

CHEX-TV, Peterborough, Ont. (Ch. 12), recommended April 6 by CBC, equivalent to TV grant, hasn't finalized construction plans or ordered equipment and expects to begin "sometime in Jan. 1955," according to H. S. Freeman, station supervisor for Northern Bestg. Co. Ltd. Owners are Sen. W. R. Davies and R. H. Thompson, but Northern Bestg., which operates their radio properties, is building CHEX-TV along with CKWS-TV, Kingston, Ont. (Ch. 11), which has fall target. Sen. Davies publishes *Peterborough Examiner* and *Kingston Whig-Standard*; Mr. Thompson is chain newspaper publisher. Canadian rep will be All-Canada TV; U. S. rep not yet chosen.

Experimenting with uhf booster (see p. 5), consulting engineer Ben Adler has .1-watt transmitter feeding Ch. 25 signal into single dipole atop his New Rochelle, N. Y. labs. Signals are received on high-gain antenna about 1000 ft. away, amplified in 60-db gain system, fed into single dipole and reflector mounted just a few feet behind the receiving antenna. Adler reports: "The system seems to operate perfectly under these conditions, with the boosted signal clear and noise-free for some distance beyond the booster. Comparative tests were conducted with the booster amplifier turned off, and the clear, noise-free boosted signal immediately dropped to an unusable, noisy signal received from the mother transmitter . . . We expect later to raise the booster system up to 70 ft. and make measurements over most of the New Rochelle area." Thereafter, whole system will be moved to point within Grade B contour of WICC-TV, Bridgeport.

Study of lighting and marking of high towers got underway this week when special ad hoc study group of Air Coordinating Committee's subcommittee on airdromes, air routes & ground aids held organizational meeting (Vol. 10:4-5,10). Headed by T. G. Andrews, chairman of U of Maryland psychology dept., ad hoc group's members are: R. H. Clinkscales, CAB; John Rodgers, CAA; W. B. Hawthorne, FCC; Lt. Col. Marshall McGovern, Air Force; James A. Ausland, Army; Lt. Cmdr. E. S. Ogle, Navy. First phase of study will be to determine whether present standards are satisfactory. Industry trade associations will be invited to next meeting, probably in about 2 weeks. If group decides new rules are necessary, manufacturers, broadcasters and all other interested parties will be asked to participate.

Important aspect of FCC's TV hearings will be argued before Commission en banc April 29 when it hears debate over merits of requiring parties to agree on "points of reliance" before starting hearing. Counsel for many applicants have claimed the requirement to be virtually meaningless (Vol. 10:9), though FCC instituted practice believing it would sharpen issues, reduce trivia, speed hearings. Matter came to head when parties in two hearing—Miami's Ch. 7 and Charlotte's Ch. 9—submitted only general "points of reliance." FCC's Broadcast Bureau immediately urged that it insist on regular procedure. Commission decided to hear parties and Broadcast Bureau on oral argument.

Opposing 5-kw uhf "transmitter floor" (see p. 4 and Vol. 10:10-11,15-16) in comments filed with FCC: RCA; DuMont; Joint Committee on Educational TV; WCOS-TV, Columbia, S. C.; WNAO-TV, Raleigh, N. C.; WTVP, Decatur, Ill.; WBTM-TV, Danville, Ill.; WELI-TV, New Haven, Conn. (CP); WCHA-TV, Chambersburg, Pa.; WKNY-TV, Kingston, N. Y. No comments were filed in favor.

Standard Electronics Corp., subsidiary of Claude Neon Inc., planning expansion of TV station equipment sales, appoints these new sales engineering district managers: Edward W. Stone, Chicago (for midwest); Clyde Rush, Los Angeles (Pacific Coast); Lew Pett, Los Angeles (No. Dakota south to and including Texas).

Power boosts and channel shifts: Gov. Lausche will push button April 25 to switch WNBK, Cleveland, from Ch. 4 to Ch. 3, with 100-kw ERP from new 905-ft. tower in Parma. KCCC-TV, Sacramento, Cal. (Ch. 40) next week increases transmitter power to 12-kw.

DuMont has issued revised 36-p. bulletin illustrating and listing its entire list of TV broadcast products, with prices on 480 items; it's available on request from TV transmitter dept., Clifton, N. J.

Japan imported 14,425 TV sets in 1953. Japanese industry manufactured record 1,407,110 radios last year.

MOST PARENTS approve of the TV programs their children watch. This was main finding of detailed survey made in New Haven for National Council of Churches of Christ in the USA by Yale Divinity School—and may come as refreshing surprise to those who have followed the surveys of "experts" which have consistently viewed-with-alarm the effects of kiddie shows.

Survey was preliminary report of extensive \$70,000 project on use and effect of TV-radio, to be published by U of Chicago Press. New Haven poll was based on random sampling of 3559 households, or 5% of all homes in area, with basic data coming from 650 families with both TV and children. Principal findings:

Of parents expressing their attitude, 69% "generally favored children's programs as they are"; 26% generally disapproved; 5% "favored some aspects of children's broadcasting and opposed others, without apparent bias toward either side." Children averaged 13 hours a week of TV viewing—about half the amount of time they spend in school.

Parents approving children's shows generally weren't the least bit critical—some 50% of those questioned giving such answers as "they're fine." Others said they kept the kids out of trouble. Many of the disapproving parents objected to number of westerns, and one-fourth of all objections were directed at "excessive violence." There were also complaints of lack of variety in programming—parents' suggested such "new" fields as classic literature, fairy tales, the Bible and science. Most objections came from wealthier and better educated families.

Note: Dr. John Q. Schisler, of Nashville, addressing annual meeting of Methodist Board of Education in Detroit April 1, said many TV programs are "objectionable from the standpoint of moral, ethical and religious content" and urged churches "to develop special TV programs for children."



NBC Souvenir Shop has been opened on mezzanine floor of studios in RCA Bldg. in line with plans to develop new fields of subsidiary rights and activities. Among articles it sells, all NBC-identified, are charm bracelets, pennants, pen & pencil sets, compacts, T-shirts, key rings, Howdy Doody toys, etc. Shop is staffed by guest relations dept., comes under Ted Cott, operating v.p. of radio network. He has also licensed manufacturers to make Pinky Lee items and J. Fred Muggs hand puppets. This week, also, CBS-TV announced that stores throughout country are now selling Winky Dinky Kits—4 color crayons, tinted plastic transparent sheets to cover the TV screen, erasing cloth—plugged on its *Winky Dinky and You* show, Sat. 11-11:30 a.m.; CBS itself previously handled them, sold more than 500,000, but has turned the manufacture and distribution over to Standard Toycraft Products Inc., Brooklyn.

Some 12,000 "public interest" programs occupying more than 3100 hours on air are carried weekly by TV stations, according to NARTB projection of survey conducted Jan. 11-17 by questionnaires. Only locally-originated non-network programs were tabulated. "Public interest" programs amounted to 20.2% of all non-network programs; 62% were sustaining, 38% sponsored. About 52% were broadcast during Class A evening hours, 31% in afternoon, 17% morning. Radio survey starts April 26.

Demon rum rears its ugly head again on Capitol Hill May 19-21 when House Commerce Committee under Rep. Wolverton (R-N. J.) holds hearings on long-pending bill introduced by Rep. Bryson (D-S. C.) to curb advertising of alcoholic beverages, including beer. Drys have been bombarding congressmen with petitions to hold immediate hearings on bill. Companion measure was introduced in Senate by Sen. Langer (R-N. D.).

Financial & Trade Notes: Sylvania's first quarter sales dropped to \$66,994,451, net income to \$2,121,487 (67¢ on 2,677,726 shares) compared with 1953's record first quarter sales of \$80,060,308 and net of \$2,773,243 (\$1.01 on 2,425,438). But pres. H. Ward Zimmer told stockholders at annual meeting April 21 that company feels 1954 will be at least as good as 1953. He said Sylvania's TV sales to distributors were only slightly lower in units than in first quarter 1953, but dollar volume was considerably less because of intense price competition and shift in consumer demand to lower-priced sets. Sylvania's lamp and photo-flash sales are well ahead of 1953 period.

Chairman Don G. Mitchell said company is in pilot production of 15-in. color tubes, but he couldn't predict when the industry would begin producing 21-in. When that size screen can be sold for about \$600, the mass color TV market will open up, he added—bringing a rush of business even greater than the early days of black-&-white. He estimated that probably fewer than 150,000 color sets will be built this year, selling from \$800 to \$1200.

Defense buying of electronic equipment this year, said Mitchell, may reach \$2.9 billion, up from \$2.8 billion in 1953—and assuming no hot war, it should reach annual rate of \$3.1 billion in 1957-59.

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American Broadcasting-Paramount Theatres Inc. reports estimated earnings of \$1,100,000 (25¢ a share) for first quarter, including \$1,039,000 from operations and \$71,000 capital gains. This compares with \$5,732,000 (\$1.42) same 1953 period, which included \$1,480,000 from operations and \$4,252,000 from capital gains—the 1953 results including earnings from \$6,000,000 sale Feb. 9 of WBKB, Chicago, to CBS. Said pres. Leonard Goldenson:

"Theatre grosses for the first quarter were close to 1953 levels for the same period. Theatre earnings, however, were off due primarily to continued high film rental costs and to the increase of approximately \$325,000 in depreciation charges over the first quarter of 1953 [which] resulted from the installation of new screen and sound equipment in many of our theatres. In addition, theatres in many of the smaller cities and towns, particularly in the South and Midwest, are feeling the effects of TV for the first time and their grosses and earnings have been adversely affected. As we mentioned in our 1953 annual report [see Vol. 10:15], we feel that, based upon our experience in other areas, an upward trend will take place in these communities as the novelty of TV wears off."

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Storer Broadcasting Co. reports first quarter profits of \$803,235 (70¢ a share) on 1,106,000 shares of common stock outstanding; profit before taxes was \$1,653,495. This compares with \$513,460 (44¢) after taxes and \$1,328,460 before taxes same 1953 quarter. For whole of 1953, Storer showed profit after taxes of \$1,985,677 (\$1.70 a share after preferred dividends) and estimated Federal income and excess profits taxes at \$3,947,675 (Vol. 10:11).

CBS business for first quarter ran ahead of same period last year, chairman Wm. Paley told stockholders meeting this week. He gave no specific figures, said they'd be issued next month. In first 1953 quarter, CBS earned \$1.03 a share on 2,340,896 shares. Stockholders voted to authorize directors to declare stock dividends in Class A & B stock at their discretion.

WJR The Goodwill Station Inc., Detroit, reports gross sales of \$780,271 during first quarter 1954 compared with \$714,708 same 1953 period. Net profit after taxes was \$118,075 (22¢ a share) vs. \$133,209 (25¢).

Muter Co.'s net income for first quarter was \$111,173 (16¢ a share on 694,784 shares outstanding) as against \$117,888 (18¢ on 661,825) same 1953 quarter.

TRANSFER DEAL whereby Kansas City's KMBC-TV and radio stations are to be sold to owners of time-sharing WHB-TV (see p. 1), involves sale of Midland Broadcasting Co.'s 52,000 shares of issued stock, of which pres. Arthur B. Church owns 20,000 shares; his wife Cicely, 17,500; daughter Mrs. Margaret C. Battison, 2500; daughter Mrs. Virginia Peters (wife of rep Preston Peters), 2500; Arthur B. Church Jr., 1875; Gerald L. Taylor, 2000; Dupuy A. Warrick, gen. counsel, 2000; George J. Higgins, station mgr., 1350. It's understood Higgins will remain with the stations.

Cook Paint & Varnish Co.'s WHB-TV call letters will be dropped in favor of KMBC-TV, and radio KMBC and KFRM, Concordia, Kan., will be retained—all as CBS affiliates. Radio WHB, which has grossed about \$600,000 annually, has been sold for \$400,000 cash, plus accounts receivable at time transfer is approved (expected to be about \$40,000), to Robert H. Storz and son Todd, who own KOWH, Omaha, and WTIK, New Orleans. The elder Storz heads an Omaha brewing company, is director of Omaha National Bank and Union Stockyards Co.

President of WHB Broadcasting Co. is Lathrop G. Backstrom, who with Cook Paint & Varnish Co, chairman Robert B. Caldwell negotiated the deals. Donald D. Davis, WHB v.p. & sales mgr., and John T. Schilling, v.p. & gen. mgr., will remain with the new company—management duties presumably to be apportioned to Davis, Higgins and Schilling.

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Transfers approved by FCC this week: (1) KBAK-TV & KBAK, Bakersfield, Cal. to *San Francisco Chronicle* interests (Vol. 10:16). (2) Radio WTIK, Durham, N. C., to owners of WCTC, New Brunswick, N. J., for \$110,000, following consolidation of WTIK & WDNC applications for TV. (3) Radio WLCS, Baton Rouge, La., for \$135,000 to local group headed by commercial mgr. A. Lamar Simmons, who becomes gen. mgr.—sale forced because former owners want to exercise option to buy 50% of WBRZ, Ch. 2 grantee in Baton Rouge, in partnership with Man-ship family (*Baton Rouge Advocate* and *State Times*). (4) Radio KFEL, Denver, for \$300,000 to KIMN Inc., owned by publisher A. L. Glassman of *Ogden Standard-Examiner*—the seller Gene O'Fallon quitting AM to devote entire interest to his KFEL-TV, Denver. Also announced was \$258,000 purchase of radio WHKC, Columbus, by TV station WTVN, Columbus; sellers are *Cleveland Plain Dealer* interests, and purchasers are *Cincinnati Times-Star* interests (Hulbert Taft Jr.) who bought the TV station last year from Edward Lamb for \$1,500,000 (Vol. 9:39).

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Stromberg-Carlson reports profit of \$571,553 (\$1.13 a share on 504,118 common shares outstanding) on sales of \$16,285,006 in first quarter of 1954, compared to \$576,300 (\$1.55 on 353,283 shares) on sales of \$13,339,203 same period year ago. Pres. Robert C. Tait attributed lower earnings to delays in production caused by rescheduling of 2 large electronics contracts. He predicted sales this year will exceed 1953 record of \$65,241,861.

General Electric stockholders approved 3-for-1 stock split at April 20 meeting in Schenectady, increasing to 105,000,000 the number of common shares. GE's first-quarter profits hit record \$48,029,000 (\$1.67 a share), 42% over \$33,849,000 (\$1.17) same period last year, while sales declined 8% to \$715,596,000 from last year's first-quarter record of \$777,819,000. Big increase in earnings was attributed to expiration of excess profits tax.

IT&T reports record 1953 consolidated net income of \$22,377,611 (\$3.12 a share) on all-time high sales of \$362,193,214, compared with 1952 net of \$22,147,753 (\$3.09) and sales of \$352,007,882.

FIRST BIG-SCALE PROMOTION OF COLOR: RCA launches its color merchandising program week of April 26 with full-page ads in Denver, St. Paul, Minneapolis & Washington newspapers inviting consumers to "see and order." These are first of introductory ads planned by May 15 in 38 cities equipped to receive color (full schedule on p. 15).

Eyes of the whole industry are focused on this first large-scale effort to merchandise color sets -- everybody looking for clues on selling techniques and consumer acceptance as guideposts for their own color plans.

Even as newspapers were processing RCA's first ads for Sun. April 25 release, RCA v.p. J. B. Elliott was telling American Assn. of Advertising Agencies at White Sulphur Springs April 23 his company had nearly sold out its first production run of 15-in. sets less than month after opening of production line. He didn't say how many sets that represented, but RCA has stated plans to produce 5000 of 15-in. and the same number of 19-in. color receivers this year (Vol. 10:13).

Promotion in 4 leadoff cities, which RCA said would be "general pattern" in other areas, consisted of 2 types of ads: (1) full-page institutional message prepared by factory and signed by local distributor; (2) various-sized tie-in displays by local dealers having color sets on their floors.

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All ads stress fact color sets are definitely for sale (though the \$1000 price is rather inconspicuously displayed), also play up black-&-white -- emphasizing compatibility. First institutional ad traces RCA development of monochrome TV, cites debut at New York World's Fair April 30, 1939. It says:

"The color tube electronically 'paints' all the color of the rainbow on the screen of the set. Imagine! TV pictures so true-to-life you can see the delicate skin-tones of actors and actresses...the flashing colors of ornate costumes as the dancers swirl across the stage...the vivid green of the baseball diamond."

Ad goes on to urge purchase also of RCA service contract to meet the cost of trouble calls. Price of set is in small type under a picture of set (model CT-100). Washington dealer ads play down price -- though NARDA's Mort Farr has urged dealers to display price prominently on floors as way of selling black-&-white (Vol.10:15).

Promotions vary in individual cities, depending largely on distributor. In New York, closed-circuit color programs will be beamed into RCA Exhibition Hall when sets go on display May 2. NBC-TV has set up color studio in hall, where Garroway's "Today" show originates, to transmit live programs, thus enabling consumers to see performers in person and to compare their images on color screens.

Special promotions are planned for dept. stores and other "heavy traffic" outlets. Titled "Festival of Color," promotion presents illustrated suggestions for tying in color sets with other depts. of stores, such as summer furniture, garden, clothing, etc. In addition, local TV-radio spot campaigns will also be used.

Washington dealers seemed divided on question of selling color sets. Several said they would strongly try to sell them, on basis of assurances that they could get more on reasonable delivery schedule. Others said they would discourage color sales now, using set for traffic-building and stimulating black-&-white sales.

Other manufacturers were also active in color promotions. Westinghouse put color sets in Baltimore April 23 with 7-column ad bearing this message: "Be the first in Baltimore to own a color TV set. Trade in your black-&-white set now." Motorola announced its first 100 color sets will be distributed by Colgate-Palmolive Co. as prizes in nationwide contest starting May 9, promoting Fab detergent.

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Elliott predicted color demand would exceed supply in 1954 and 1955, in his talk to admen. And he appealed to fellow manufacturers to support color programming "either directly or indirectly" as means of assuring color's growth with same speed

as black-&-white. Color success, he said, is entirely dependent on good programs.

"The total of our production accomplishment is not yet in the millions," he said, "but I anticipate that the output of color sets will grow in the same proportion as did black-&-white." With advent of color, he said, "we start all over again, for every family in the nation is a potential for color receivers."

Turning to tube sizes, he declared: "We knew, as everyone interested in the industry knew, that the trend in tube-size preference had been pointing toward the 17-in. and then 21-in. But we wanted to launch the industry as early as possible because we had deep faith in the public demand for color TV."

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TV production dipped to 108,752 week ended April 16, the lowest for any week since Feb. 12, down from 124,771 preceding week and 123,280 week ended April 2. It was 15th week of year, brought production for year to date to about 1,680,000, compared to approximately 2,565,000 turned out in corresponding period of 1953.

Radio production also went down, totaling 182,685 as against 198,461 turned out week ended April 9 and 180,726 week before. It brought 15-week production to approximately 2,967,000, compared to 4,450,000 in same period year ago.

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We inadvertently erred last week in breakdown of 21-in. production & sales by types of sets for year to date, though our basic theme that 21-in. consoles are biggest seller remains correct. The figures given for 21-in. actually referred to 24-in. The correct breakdown of 21-in. production shows consoles & tables each representing about 45%, combinations accounting for about 10%. However, in factory and distributor sales (and presumably retail sales, though no statistics are available), consoles lead tables by about 40% to 35%, with combinations about 25%. RETMA was source of original data, and mistake stemmed from misreading of statistics.

Trade Personals: Charles D. Hilles Jr., granted year's leave as IT&T gen. attorney, sworn in this week as special legal advisor to U. S. High Commissioner for Germany, Dr. James B. Conant . . . Benjamin R. Shute succeeds W. E. Miller, retired, as attorney in charge of Westinghouse legal dept. . . . Bruce A. Coffin, ex-CBS v.p. and ex-pres. of CBS-Hytron, elected chairman of Victoreen Instrument Co., Cleveland manufacturer of radiation detection instruments and color TV & electronic components; elected to board were his brother, ex-CBS-Hytron treas. Lloyd H. Coffin, and ex-CBS-Columbia pres. David H. Cogan . . . James B. Conkling, CBS v.p. & pres. of Columbia Records Inc., elected to board of Louis Braille Music Institute of America; Carl Haverlin, BMI pres., and Stanley Adams, ASCAP pres., appointed to advisory council . . . Edward C. Bonia, ex-Bendix Radio, recently head of own TV-appliances marketing firm, joins Emerson Radio as mgr. of dealer relations . . . Harry E. McCullough, ex-Crosley TV-radio sales mgr., named Magnavox merchandising consultant, specializing in radio & high-fidelity promotions with dept. stores . . . Francis D. Edes, administrative asst. to Raytheon TV-radio v.p. Henry F. Argento, elected asst. secy.-treas. of parent company, but will continue to head-quarter in Chicago . . . J. Roy Costello appointed Sylvania international div. controller . . . Allan Straus named export director, Olympic Radio, succeeding late Ernest Beyer . . . Bruce Morehouse, ex-Avco, named national merchandising mgr., Addison Industries Ltd., Toronto, makers of own TVs and Norge appliances . . . Joseph Hatchwell, DuMont mid-Atlantic sales mgr., named TV service director, succeeding Harold Schulman, now CBS-Columbia . . . Robert Starek promoted by Sylvania to asst. midwest sales mgr. . . . H. J. Mitchell promoted to Crosley-Bendix market development mgr. for home appliances . . . J. Leonard Cohen resigns as DeWald asst. sales mgr. to become sales mgr. of Shuratone Products Inc., Brooklyn (phonographs), replacing Irving B. Shurack, resigned . . . Hugh L. Overbey Jr.

appointed Channel Master district sales mgr. for South Carolina, Georgia & Chattanooga; Carlos L. Bailiff, for Alabama, Columbus, Ga. & Pensacola, Fla.; George McAlister, for rest of Florida . . . Don Larson resigns as Hoffman Radio merchandise mgr. . . . Joseph R. Horenstein, Nadine Electronics Co., N. Y. & ex-Motorola-N. Y., named managing director of new National Assn. of Discount Merchants, 551 Fifth Ave. . . . David D. Coffin, mgr. of Raytheon missile & radar div., named asst. v.p.

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Distributor Notes: CBS-Columbia appoints Appliances Inc., Atlanta . . . Hoffman Radio appoints Graybar, 421 E. Elm St., Lansing, Mich. (Walter Bronson, gen. mgr.) . . . DuMont appoints Mid-South Appliances, 601 W. Capitol St., Jackson, Miss., and Ramon Cuellar & Cia. Ltd., Bogota, Colombia . . . Capehart-Farnsworth appoints W. T. Crockett Co., Nashville, replacing Currey's Radio Service . . . Arvin appoints E. E. Pritchett Inc., Salt Lake City . . . Avco of Canada Ltd. appoints John B. Norton sales mgr. of Montreal & Quebec City branches . . . Emerson-New Jersey elects Murray Golden president.

A. Mack Seybold, RCA tube div. chemical engineer, wins ARRL award, including \$300 cash, for important contributions to elimination of TV interference caused by amateur radio signals; his selection was based on article "Harmonic Radiations from External Nonlinear Systems" in January, 1953 issue of *QST*. He's a "ham" himself (W2RY1), works in RCA Harrison plant.

Sam Poncher, pres. of Newark Electric Co., Chicago parts distributor, reported by April 20 *Retailing Daily* to be selling his 67% interest in Jackson Electronics & Television Inc. to pres. David Krechman. Following sale, he's expected to resign as exec. v.p. & treas. of Jackson.

Westinghouse centralizes showrooms in 9400-sq. ft. space on 11th floor of Chicago's Merchandise Mart, moving TV-radio & appliances from American Furniture Mart.

Topics & Trends of TV Trade: Summer plant shut-down schedules, released by RETMA this week after survey of its 373 members, include the following vacation periods thus far arranged with unions and employes in accordance with industry tradition:

Set manufacturers: Arvin, June 19-July 6; Avco, July 1-16; Bendix Radio, June 27-July 12; CBS-Columbia, July 1-15; Capehart-Farnsworth, July 2-19; DuMont, July 1-13; Emerson, June 27-July 10; GE, July 5-19; Hallcrafters, June 28-July 9; Hoffman Radio, July 16-30; Magnavox, June 28-July 9; Motorola, July 2-19; Olympic Radio, June 25-July 13; Packard-Bell, June 21-July 5; Philco, July 1-22; RCA, July 17-31; Raytheon, July 2-16; Stewart-Warner Electric, July 2-18; Stromberg-Carlson, July 5-19; Sylvania, July 19-Aug. 2; Wells-Gardner, July 2-16; Westinghouse, July 19-Aug. 5; Zenith, July 5-19. Admiral, not a RETMA member, hasn't announced its schedule yet, but usually closes down first 2 weeks of July.

Tubes: CBS-Hytron, July 2-16; DuMont, June 24-July 15; Eitel-McCullough, July 31-Aug. 14; Tung-Sol, July 19-Aug. 2. Among those not shutting down is Kimble Glass Co.

Components and others: Aerovox, July 4-12; Alliance Mfg. Co., July 3-19; American Condenser, July 5-19; American Phenolic, July 19-Aug. 2; David Bogen Co., July 5-19; Clarostat, July 4-11; Erie Resistor, July 5-19; Gabriel Co., July 30-Aug. 9; General Instrument (F. W. Sickles div.), July 18-Aug. 1; Hazeltine, July 26-Aug. 9; Machlett Labs, Aug. 2-16; Oak Mfg. Co., July 5-19; Quam-Nichols, June 26-July 11; Radio Condenser, July 19-Aug. 1; Sangamo Electric, July 16-Aug. 1; Weston Electrical Instrument, July 19-Aug. 2.

Among those not shutting down: Andrew Corp., Indiana Steel Products, JFD Mfg. Co., Mallory, Muter, Plamondon Magnetics, Sprague Electric, Telechrome.

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These are dates & places for introduction of RCA color sets between now and May 15 (see p. 15): April 25—Denver, Minneapolis, St. Paul, Washington. May 2—Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, Grand Rapids, Harrisburg, Pa., Huntington & Charleston, W. Va., Kansas City, New York, Omaha, Oklahoma City, South Bend. May 3—Houston, Newark, Jersey City, Trenton. May 7—Salt Lake City. May 9—Dallas, Hartford, Los Angeles, Milwaukee, New Haven. Dates are still to be determined for Johnstown & Lancaster, Pa., Philadelphia-Camden, San Francisco-Oakland, St. Louis, Tulsa, Wilkes-Barre, Wilmington & Youngstown.

Motorola sales are currently 45% in TV, 30% in communications & electronic products, 18% auto radios, 7% home & portable radios, according to tribute to company in April 16 *Printers' Ink*. Its big problem now is "to broaden the public's conception of Motorola from a maker of car radios to a leading electronics manufacturer of many products," says the article.

Picture Tube Mfrs. Assn. is new association formed by 10 independent TV picture tube makers, with offices at 1328 Broadway, N. Y. Jack Sonkin, Progressive Electronics, Yonkers, N. Y., is pres.; Jack J. Rosenberg, Greater Pittsburgh TV Co., secy.; Charles Hampson, General Electronics, Paterson, N. J., v.p.

RCA Victor Co. Ltd. starts construction of 45,000-sq. ft. addition to Prescott, Ont. plant, with annex to be devoted to TV-radio production; costing \$500,000, it's expected to be ready by fall.

Washington Woodcraft Corp., Washington, N. J. (TV cabinets) has filed Chapter XI petition in Federal court in Trenton, listing liabilities of \$544,313, assets of \$419,050.

NEWSPAPER publishers were urged this week by their association's retiring president to improve their product if they want to stave off what he called "competition" of TV for advertising revenue and reader's time. Advice came from George C. Biggers, publisher of *Atlanta Journal and Constitution* (Cox) and onetime director of *Journal's* pioneer WSB, in speech to American Newspaper Publishers Assn. convention in N. Y.

"Almost incredible" was way he characterized growth of TV—and he should know, for Cox newspapers operate not only WSB-TV, Atlanta, but WHIO-TV, Dayton, and are co-applicants for Ch. 7 in Miami. He called recent General Foods all-network 25th anniversary TV program an "atomic advertising bomb," declaring: "Think of it! \$750,000 spent in 1½ hours! Can you imagine an advertiser figuring such an expenditure in the newspapers of this country on a given day?"

He outlined 8-point program for self-improvement of newspapers: (1) Better editing, more local stories, more "how to do it" articles, features for teen-agers. (2) Livelier editorial pages "because this is one feature that TV hasn't got and never can have." (3) Better selling to advertisers. (4) Earlier delivery of newspaper. (5) Mechanical improvements to set type faster and print papers in greater quantities. (6) Co-operation of employes in preventing "feather-bedding" contracts. (7) More printing in color in view of approaching color TV. (8) Development of new features by syndicates.

He said color TV "is closer than you think . . . Next fall it may be common. When that comes about, newspapers must be ready to compete with color as well as black-&-white."

Biggers' forebodings notwithstanding, convention was told daily newspaper circulation and advertising broke records last year—circulation going to 54,472,286, national advertising to \$634,000,000, retail advertising to \$2.021 billion. In addition, some 70 representative publishers in the under-10,000 circulation category agreed unanimously that TV wasn't hurting newspapers. Robert E. Malik, *Shamokin* (Pa.) *News-Dispatch*, said "TV will no more usurp or displace newspapers than radio did."

ANPA voted full cooperation with Justice Dept. in preliminary investigation of advertising commission practices in TV-radio-newspapers (Vol. 10:6). NARTB is also cooperating fully.

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Implosion of picture tube in home of Joseph Zeleznak family, Cleveland, was reported this week by UP and widely picturized in newspapers. No one was hurt, though safety glass was shattered while group was watching program. In early days of TV, industry was on tenterhooks for long time, fearing that even a few widely publicized implosions might raise havoc with sales. But such accidents have been so rare as to be almost unheard of, and there hasn't been a single case reported of home viewer injured by implosion.

Met opera's opening night Nov. 8, to be carried on theatre TV (Vol. 10:5), will be "gala performance of great scenes from favorite operas." The performance will be carried closed-circuit in theatres as joint benefit for Met Opera Assn. and local charities, and is first of 3 annual opening nights to be televised through Theatre Network TV Inc. Also via theatre TV, Ford Motor Co. will hold second nationwide sales meeting 11 a.m.-1 p.m. April 29, using theatres in 39 cities, via Box Office TV Inc.

Marciano-Charles heavyweight title fight June 17 in New York is latest to be sold exclusively to theatre TV, through Theatre Network TV—10th major bout carried in theatres, all through TNT.

J. WALTER THOMPSON Co has updated to Jan. 1, 1954 its last report (Sept. 1, 1953) on *Where The Sets Are*—but hasn't made it available yet for distribution outside its own organization and clients. It's the fourth such report since first was published Jan. 1, 1953, and undertakes to show the status of TV in the 312 top markets of the U. S., plus 27 others having TV stations but not among the 312, as delineated by JWT in the book *Population and Its Distribution*, published in 1951 by McGraw-Hill Book Co.

Like the earlier reports, this one tells only where the TV sets are, market by market, and does not purport to show total number of sets reached by individual stations — recognizing that station signals not only transcend market boundaries but in many instances overlap signals of other stations. The agency states that coverage information showing total sets that may be reached by the signal from any TV market is in preparation for use by its own TV timebuying depts.

We've secured permission from JWT to publish the Jan. 1, 1954 counts of TVs and percentages of households in the top 20 markets, omitting retail sales and other data in this as in previous reports (last one we published, for April 1, 1953, having been carried in our *TV Factbook No. 17* of July 15, 1953). These are the figures—the areas being defined according to U. S. Census Bureau and not purporting to be coverage areas:

New York, 3,358,269 TV homes, or 83.6% saturation; Chicago, 1,531,197 (85.3%); Los Angeles, 1,372,029 (78.5%); Philadelphia, 1,027,488 (90.2%); Detroit, 776,869 (80.1%); Boston, 725,836 (83.6%); San Francisco-Oakland, 473,170 (56.4%); Pittsburgh, 554,182 (84.6%);

Televised McCarthy-Army hearings were exciting drama, drew widespread editorial praise as valuable public service. But at week's end, after only 2 days of hearings, it began to look as if this show might run much longer than had been expected—and in view of fact TV audience was considerably smaller than had been anticipated, it won't be surprising to see at least one other network drop live telecasts and follow CBS's lead in filming hearing highlights for presentation in late evening. ABC, DuMont & NBC are carrying 10:30 a.m.-12:30 p.m. & 2:30-4:30 hearings live; CBS, with virtually a full daytime commercial schedule, carries 45 min. of filmed highlights at 11:30 p.m. Cost of live airings will run to many millions in pre-emptions, time, labor & equipment if hearings drag out. ABC & DuMont have virtually no pre-emption problems; between them, there is only one commercial network show during periods covered by hearings. NBC is losing most heavily, canceling good number of daytime shows. First Hooper ratings reported for TV hearings: In New York, 10 on first day, 12 second day, as compared for 32 for Kefauver crime hearings in 1951. Second day's hearings had rating of 8 in Chicago, 14 in Washington.

Two new applications were filed with FCC this week, making total on file 260 (41 uhf). Week's applications were for St. Louis, Ch. 4, by WTVI, Belleville-St. Louis (KWK received Ch. 4 grant this week), and for Mt. Cheaha, Ala., educational Ch. 7 (allocated to Munford), by Ala. Educational TV Assn. [For further details about these applications see *TV Addenda 18-P* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with Addenda to date.]

Silence of President Eisenhower about FCC chairmanship left everyone baffled as Rosel Hyde's appointment for year expired April 18. In absence of official word, Commission followed provisions of Communications Act and unanimously voted Hyde acting chairman.

St. Louis, 446,722 (79.7%); Cleveland, 420,521 (89.8%); Washington, 399,328 (83.8%); Baltimore, 360,461 (86.5%); Minneapolis-St. Paul, 262,791 (72.5%); Buffalo, 306,889 (89%); Cincinnati, 272,316 (89.9%); Milwaukee, 245,881 (89.5%); Kansas City, 192,223 (64.5%); Houston, 181,638 (61.6%); Providence, 189,088 (82%); Seattle, 158,722 (59%).

Of the 319 other markets tabulated, only these had 85% or better TV saturation: Indianapolis, Worcester, New Haven-Waterbury, Albany-Troy-Schenectady, Bridgeport, Columbus, Rochester, Dayton, Allentown-Bethlehem-Easton, Akron, Toledo, Omaha, Syracuse, Johnstown, Salt Lake City, Wilmington, Reading, Davenport-Rock Island-Moline, Trenton, Erie, York, Binghamton, Hamilton-Middletown, O., Pittsfield, Mass., Springfield, O., Anderson, Ind., Kokomo, Ind., Long Branch-Asbury Park, N. J.

Highest saturation for any single town is shown for Rochester, N. Y., 94.2%; next Bridgeport, Conn., 93.2%; York, Pa., 91.3%. Runners-up, each with 91.1%; Indianapolis, New Haven-Waterbury, Columbus, Toledo, Syracuse, Reading, Trenton, Erie. Only others 90% or better: Davenport-Rock Island-Moline, 90.9%; Wilmington, 90.4%; Hamilton-Middletown, 90.4%; Philadelphia, 90.2%; Long Branch-Asbury Park, 90%.

Note: More conservative than CBS-Nielsen report on *TV Set Ownership by Counties*, full text of which we published as a Special Report last Feb. 27, the JWT grand total of TVs in U. S. is estimated at 27,000,000, or 56.6% of all U. S. homes. The CBS-Nielsen survey, dated Nov. 1, 1953, put total at 27,506,500, or 58%. The JWT survey of 339 markets embraces 83.7% of all TV homes for a grand total of 22,602,380 TVs, or 69.3% of saturation.

ABC's successful bid for NCAA college football games was that network's second big TV programming coup within a month—first being its long-term contract with Walt Disney productions (Vol. 10:14). NCAA TV committee and ABC made joint announcement April 23 after committee considered bids of all 4 networks. Amount of successful bid wasn't announced, but it was believed to be higher than the \$2,000,000-\$2,500,000 reputedly paid last year by NBC. ABC exec. v.p. Robert O'Brien said several sponsors are "interested," and games will be carried by at least 150 stations at total cost which will probably be "in excess of \$4,000,000." Under NCAA's 1954 rules, 13 games will be televised Sept. 18-Dec. 4, and schedule doesn't have to be determined in advance. Since inception of NCAA's "controlled TV" program, NBC-TV has been successful bidder for the games—with Westinghouse as sponsor in 1951, General Motors in 1952 & 1953.

Taking strong exception to examiner's decision favoring Mobile TV Corp. over WKRG for Mobile's Ch. 6 (Vol. 10:7), FCC's Broadcast Bureau stated flatly that WKRG should have the grant. It said that newspaper connection of Mobile TV Corp. would increase monopoly in news; that applicant "has not used other Commission grants in the best interests of Mobile"; that it has a director "who is not primarily interested in promoting TV's growth"; and that its dominant stockholders "are strangers to Mobile." Mobile TV Corp. is 24% owned by Edgar Stern Jr., 10% by Robert Swezey, both principals of WDSU-TV, New Orleans; Dwight Martin, pres. and 15% owner, is former v.p. of Crosley and General Teleradio.

One of last big hearings to be scheduled, for Pittsburgh's Ch. 4 (allocated to Irwin, Pa.), is due to start May 21. Five applicants are seeking the channel—WCAE, KQV, WLOA, Irwin Community TV Co., Wespen TV Inc.

Interconnected by AT&T this week was WNET, Providence, R. I. Due April 25 are WHO-TV, Des Moines; WDEF-TV, Chattanooga; WSEE, Erie, Pa.