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NEW PHILCO & EMERSON LINES: Philco offers 48 TVs & battery phono; Emerson discloses new pricing policy, promises transistor TV (pp. 9 & 12-13).

TRADE PRACTICE RULES for TV-radio merchandising, issued this week by Federal Trade Commission, run into opposition within RETMA (p. 12).

ELECTRONICS MERGERS: General Dynamics-Stromberg approved by stockholders; Sperry-Remington Rand consummated; new Olympic-Victoreen combine (p. 15).

NOTRE DAME'S UHF STARTS as Newport News & Reading outlets quit; WFIL-TV buys off-air Lebanon (Pa.) station to revive it; other upcoming stations (p. 8).

MILITARY HIGH TOWER "BAN" defied by FCC initial decision overruling Pentagon's rejection of 1610-ft. tower planned by KSWP-TV, Roswell, N. M. (p. 16).

NETWORK TV-RADIO billings for May both up from April; PIB report shows 5-month TV total \$165,539,107 vs. \$125,477,346 in same 1954 period (p. 16).

1955 SPECTRUM CHART IN COLOR: As a service to our subscribers, and in cooperation with Tele-Tech & Electronic Industries, we send you herewith that magazine's newly revised spectrum chart covering not only the FCC Frequency Allocation Spectrum as of this year but also the Electromagnetic Spectrum from subsonic waves to gamma rays. It's 14x20-in., suitable for framing, very handy for quick reference to the broadcasting, marine, aeronautical, governmental, experimental, amateur and other allocations coming within FCC purview. TV-AM-FM segments are shown in dark red; suitable glossaries key the military designations and frequency band nomenclature. We regret we can provide only one copy of the Tele-Tech chart to a subscriber; extra copies can be had at 50¢ each from Caldwell-Clements Inc., 480 Lexington Ave., N.Y.

Note: Pocket booklet detailing all U.S. and international frequency allocations, compiled in 1953 but still up-to-date and very handy, is available on request (while supply lasts, no charge) from RCA Frequency Bureau, 1625 K St. NW, Washington.

'THE ELECTRONICS ECONOMY'—AND PHILCO: The thinking-at-the-summit of dynamic Philco, heretofore most noted for hard drive, hard sell, heavy advertising, potent executive power in depth -- with plenty of young-men-coming-along -- is turning more and more to research & development, patent structure, diversification of product and expansion apace with the burgeoning "electronics economy."

Chairman William Balderston and pres. James H. Carmine, the one an engineer-scholar, the other a sales-&-merchandising genius, told their distributors at Miami Beach convention this week some things that didn't get into press releases but that have considerable significance to the TV-radio-electronics business at large.

That \$20 billion-a-year rate forecast for the industry by 1965, as detailed in these columns last spring (Vol. 11:11), up from current \$9 to \$9.5 billion rate, was the touchstone of their expressed reasoning and planning. It was made plain that Philco expects to exceed by far the \$430,000,000 sales record achieved in 1953, from which it fell last year by some \$80,000,000 due to strikes, and that it intends to make the intense rivalry with RCA even more keen.

RCA is the prime competitor in TV-radio-electronics, and should go to better than \$1 billion this year, much of it from broadcasting and related services. But whereas RCA is strongly entrenched in research, patents and the TV-radio trade and is casting about for a bigger place in home appliances, Philco is notably strong in appliances as well as TV-radio and is bent on entrenching itself more firmly in research & development. Both are heavily engaged in govt. work -- RCA ranking 26th, Philco 30th in post-Korean prime contracts for July 1953-Dec. 1954 (Vol. 11:23).

Philco hasn't done anywhere near the job of publicizing its accomplishments, however, and it remained for Balderston to reveal it now employs 1800 scientists and researchers and is spending \$21,000,000 a year on civilian & govt. research, development, design & engineering. It also was the first time Carmine ever publicly challenged RCA's patent position in color TV (see p. 11), even though thus far Philco is using same tube RCA is now marketing while admitting its own one-gun isn't ready.

At Philco, research means earliest possible adaptation to commercial product -- evidenced by increasing use of transistors and other devices shown the distributors, notably a tiny new hearing aid (p. 9). Balderston said that in 1954 alone 48.4% of Philco's business was in products of its research dept., created during the preceding 10 years. He quoted National Science Foundation's Dr. R.H. Ewell that between 1928-1953 an American research expenditure of \$30 billion brought forth new products, lowered cost of existing products and produced other benefits worth \$400 billion -- hence paid off 13 to 1. Philco, he said, equals or betters that ratio.

As for the economic outlook, Carmine kept reiterating that it's "on a firm foundation" and expressed confidence "our business will continue at a high level for the foreseeable future." Balderston spelled it out in figures:

"The economic roadsigns for the next 10 years are certainly favorable," he said. "Our population will increase to 190,000,000 persons; our present 47,000,000 households will increase to 56,000,000.

"Our gross national product -- the amount Americans pay for goods and services -- will go well over the \$500 billion mark in 1965 as compared with the current record rate of \$370 billion. And the figure we are most interested in -- disposable income -- the money people have to spend for our products -- will skyrocket from \$250 billion in 1953 to an estimated \$380 billion in 1965, an increase of more than 50%."

* * * *

Note: Factory volume of electronics production will total \$6.2 billion this year, Commerce Secy. Weeks predicted this week end in mid-year economic statement. He thus revised upward his New Year's figure of \$6.1 billion (Vol. 11:1), despite fact that earlier prediction included an anticipated 150,000 color sets and that the current forecast is based on only 15,000. Higher-than-predicted output of black-&-white sets and military electronics more than makes up the difference.

The \$6.2 billion figure comes within a shade of the record \$6.3 billion in electronics production for 1953, and compares with \$5.8 billion in 1954. Unlike some industry estimates, Commerce Dept. figures are based on factory prices alone, do not include broadcasting revenues, repairs & servicing, wholesale or retail markups.

BRILLIANT COLOR LINEUP IN FALL SCHEDULES: Powerful network color programs are now assured for fall-winter season -- though color is almost completely dormant this summer (Vol. 11:25). It's agreed that last season's combination of too few color programs and high receiver prices is what left the consumer cold. Now, it's hoped at all levels of the industry that they'll have the right "formula" next fall.

Color programs already in prospect should do plenty to perk public interest -- and once sets begin to sell, color should unfold in a hurry. Whole industry has every incentive to push color. Manufacturers, distributors and dealers are most anxious to find a new "big ticket" item -- something with a heavy markup, in contrast with today's fast-moving but low-margin, low-end-of-line sets. Telecasters, near set saturation in many areas, look to color to "sweeten" and step up rate cards. Here's the fall color lineup of NBC and CBS (ABC still silent):

NBC-TV -- "Max Liebman Presents," every 4th Sat., 9-10:30 p.m., starting Oct. 1, series of 10 shows, sponsored by Oldsmobile; "Color Spread," every 4th Sun., 7:30-

9 p.m., starting Sept. 11, series of 14, numerous sponsors; "Producers' Showcase," every 4th Mon., 8-9:30 p.m., starting Sept. 19, series of 14, Ford & RCA; "Milton Berle Show," every 4th Tue., 8-9 p.m., starting Sept. 27, series of 13, Whirlpool, Sunbeam & RCA; "Howdy Doody," daily, 5:30-6 p.m., multiple sponsors.

Beyond that fixed schedule, NBC will offer in color some of the big Maurice Evans shows, Sun., 3:30-5 p.m.; some operas, some NCAA football, some World Series, some "Home" and "Today" inserts -- and still-to-be-determined special one-shots. There are also plans in the works for frequent daytime programs and/or test signals to permit dealer demonstrations and set servicing & installation.

CBS-TV -- "Shower of Stars," every 4th Thu., 8:30-9:30 p.m., date not yet set, series of 10, Chrysler; "Ford Jubilee," every 4th Sat., 9:30-11 p.m., starting Sept. 24, series of 10, Ford; Omnibus (majority color), every Sun., 5-6:30 p.m., starting Oct. 16, Aluminium Ltd. & 3 others to come.

In addition to these, CBS will have minimum of 2 regular weekly programs in color -- details not yet disclosed.

Both CBS and NBC will undoubtedly expand color schedules if conditions warrant, limited only by their color studio & remote facilities, playing situation by ear -- according to sale of sets and sponsor interest. Though ABC indicates nothing about color plans, quite a few affiliates are color-equipped and there's recurring rumor some Disney programs may be colorcast; they're on color film, easy to handle.

Note: For story on color receiver plans and prospects, see p. 11.

ADMINISTRATION HITS UHF TAX EXEMPTION: Aid to uhf in form of excise tax exemption for all-channel receivers -- endorsed by telecasters, set makers and Senate Commerce Committee -- can be written off as dead for this year, despite plans for a last-ditch effort next week to push it through House Ways & Means Committee.

Coffin was nailed shut this week when Administration raised strong objections not only to the loss of perhaps \$100,000,000 in taxes, but to the basic principle. Its views were expressed in Treasury Dept.'s comments to Ways & Means Committee on the uhf tax exemption bill (HR-4070) introduced in House by Rep. Ikard (D-Tex.):

"It is estimated that it would cost \$7-\$15 more to manufacture sets equipped to receive all TV channels; thus exemption from a 10% tax would make it cheaper for a manufacturer to make sets for all channels in every case where his price was as much as \$150. With cheaper forms of equipment, the same result would apply for sets produced by the manufacturer at \$70 or over.

"If all sets were made for uhf, as would seem possible under this bill, the revenue loss would be \$100,000,000. The loss would be reduced proportionately if only part of the sets were so made.

"The Treasury Dept. will oppose HR-4070 on the basis of revenue loss alone, but we are also opposed to the principle of using tax legislation to provide a subsidy for particular industries or products, except in limited situations involving national defense. The problem of uhf stations is apparently a difficult one, but we believe it should not be dealt with through differential tax treatment..."

Rep. Ikard will make effort to gain Ways & Means Committee consideration of his bill next week, but he concedes chances are slim due to Treasury's opposition and imminence of Congressional adjournment. By same token, a move to tack the proposal onto a House-passed tax bill from the Senate floor appears ill-fated.

HOW PREVIOUS 'AD HOC' GROUPS SAW UHF: If key to future lies in the past, important clue to the thinking of at least some members of Sen. Magnuson's advisory engineering committee on allocations (Vol. 11:26) can be found by looking at past studies by 2 top-level scientific groups -- both of which had some of same members as the ad hoc panel formed last week by Senate Commerce Committee.

The monumental 1952 Report on Radio Spectrum Conservation by Joint Technical Advisory Committee of IRE-RTMA (Vol. 8:4), later published by McGraw-Hill, criticized helter-skelter growth of radio services and proceeded to show how it could be rectified by reallocation for most efficient use of world's spectrum resources.

Subcommittee preparing report was headed by Donald Fink, then editor of Electronics, other members being Haraden Pratt, ex-IT&T, Philip Siling, RCA. Both Fink

and Pratt are members of current ad hoc committee. Among consultants to JTAC's study was NBC's Wm. S. Duttera, also now a member of Sen. Magnuson's engineering group.

JTAC urged one contiguous band for TV allocations, rather than current allocation breaking up TV into several different bands. Ideal TV allocation, its report said, would be 100-700 mc (beginning at current FM band and extending up through present Ch. 54). This would have permitted eventual allocation of 100 channels, as against today's 82. Breaking TV into scattered bands, JTAC survey stressed, "imposes considerable penalty on apparatus design and performance, especially receivers."

Choice of uhf band for TV's expansion, it commented, "seems unfortunate in that operation would be much more efficient in the region immediately above 216 mc [Ch. 13]. This region is now occupied by services which could operate effectively in a higher part of the spectrum."

JTAC spokesmen met with FCO as recently as last week in continuing effort to push plan for study looking toward more efficient use of radio frequency spectrum.

* * * *

Forecast of trouble for uhf stations was contained in earlier study -- by ad hoc committee formed in 1949 by Sen. Edwin Johnson (now Gov. of Colorado) when he was chairman of Commerce Committee. Though formed to explore color TV, the committee headed by Dr. Edward U. Condon -- then head of National Bureau of Standards -- injected strong note of warning about uhf problems in special appendix to its final report 5 years ago (Vol. 6:28, 30):

"The proposal to allocate uhf channels is open to a number of serious objections which stem from differences in the performance of transmitters and receivers and in propagation of radio waves..."

One effect of "a uhf allocation which is against the public interest," said the Condon report, "is the tendency to foster monopoly. In areas of dense population, such as the eastern seaboard, a vhf station can reach an audience much larger than can an equivalent uhf station. Accordingly there is serious doubt that a uhf station could, under these circumstances, compete with the vhf stations in the same area. The limited number of stations on the existing 12 vhf channels would then operate at a substantial competitive advantage."

Uhf propagation seems to have worked out better than committee had feared, but Condon group didn't come to grips with problem of set conversion.

Additional vhf channels would be preferable to uhf, the report said, blaming poor distribution of spectrum space on fact that no govt. agency "has authority to make a judicial review of the use of the entire portion of the spectrum involved."

Among the members of 5-man Condon committee were Donald Fink & Stuart Bailey -- both now members of Sen. Magnuson's ad hoc allocations study group.

San Francisco's educational KQED (Ch. 9) reports success in "do-or-die" campaign to raise \$65,000 in public contributions by June 30 to stay on air (Vol. 11:25). Gen. mgr. James Day said \$54,000 had been paid in cash as of June 30, additional sums pledged, and drive will be extended to July 11 while station stays on air. Campaign was assisted by spot announcements on all commercial stations in area. Among other educational TV developments this week, N. Y. State Comptroller Arthur Levitt urged establishment of 10-station educational network in state, as proposed several years ago by State Board of Regents but subsequently rejected by N. Y. State Temporary Commission on Educational TV (Vol. 9:9). Dr. Walter B. Emery, consultant to Joint Committee on Educational TV, was appointed to conduct study of educational TV's potentialities in state, to be assisted by 11-man advisory committee headed by Dr. Kenneth A. Bartlett, v.p. & dean of public relations, Syracuse U. Also this week, *Washington Post's* WMBR-TV, Jacksonville, pledged to Educational Television Inc., applicant for non-commercial Ch. 7 there, a complete 5-kw transmitter valued at \$69,000. It had previously pledged use of \$60,000 mobile TV unit, including 2-camera chain, microwave transmitter & truck.

Uncle Sam's TV activities abroad will be doubled in next year by U. S. Information Agency, which this week named Frederick A. (Ted) Long chief of TV div. A one-time CBS official, Long was v.p.-gen. mgr. of United Artists TV Corp. until 1954, and was recently exec. v.p. of Continental Pictures Inc. USIS plans to make American TV material available to 66 stations in 25 countries by end of next year, as compared to 28 in 20 countries which now receive it. The weekly U. S. newsreel will be turned into semi-weekly regionalized service, and films and kines emphasizing American objectives will be shipped abroad.

Worth reading: Very pro-educational TV, very well written, presenting strong case for his side whether you agree with it or not, Martin Quigley, who took leave from his public relations firm to promote St. Louis educational TV, writes of "Home-Grown TV in St. Louis" in July *Harper's*; it's story of KETC (Ch. 9) which is called a "magnificent experiment which can be duplicated in your own community."

Graybar named distributor of Ampli-Vision equipment for community TV, master antennas and closed-circuit use. Ampli-Vision is a div. of International Telemeter Corp., 2000 Stoner Ave., Los Angeles, 80% owned by Paramount.

Personal Notes: Vincent T. Wasilewski, NARTB chief attorney, named mgr. of govt. relations, effective Aug. 10, assuming duties of govt. relations v.p. Ralph W. Hardy, who becomes CBS Washington v.p. Sept. 1, succeeding Earl H. Gammons, retiring . . . Richard B. Hull, gen. mgr. & founder of Iowa State College's commercial WOI-TV, Ames, takes year's leave of absence to join Educational TV-Radio Center at Ann Arbor as director of survey of current status of educational TV, financed by Ford Foundation's Fund for Adult Education . . . George Klayer appointed to new post of CBS-TV eastern sales mgr., succeeded as midwest sales mgr. by Sam K. Maxwell Jr. . . . George B. Storer elected 1955 vice commodore of famed Key Largo Yacht Club, succeeding James H. Carmine; traditionally, the commodoreship comes next . . . Wm. E. Kelley promoted to eastern TV sales mgr. in expansion of Storer Bcstg. Co. sales dept. under new national sales mgr. Robert C. Wood; Lewis P. Johnson promoted to midwest TV sales mgr., Chicago; John R. Porterfield, ex-WGLV, Easton, Pa., named eastern radio sales mgr.; Paul B. Evans, ex-NBC Spot Sales, named midwest radio sales mgr. . . . John B. Scheuer, exec. v.p. & gen. mgr. of KTVI, St. Louis (Ch. 36) for last 13 months, has resigned to rejoin Triangle Publications' new broadcast div. (Walter Annenberg's WFIL-TV, Philadelphia, WNBTV, Binghamton & radio stations) as public relations director; KTVI pres. Paul Pelatson, chief owner, is assuming supervision of station . . . James R. Bonfils resigns as sales mgr. of KTVI to form Midwest Radio & TV Reps, 706 Chestnut St., St. Louis . . . John Babcock rejoins Crosley stations—having been for last 4 years with New Idea Farm Equipment Co.—as director of its town & country div. in charge of developing farm programs & sales . . . Richard W. Hubbell, ex-CBS, recently with DuMont, named v.p. & gen. mgr. of new Carlos Franco Assoc., market & research firm formed by the ex-Young & Rubicam and Crosley executive . . . George H. Morris, ex-KMBC, Kansas City, named gen. sales mgr. of WGTH-TV & WGTH, Hartford, Conn. . . . John B. Burns, midwest mgr. of ABC Film

Syndication, moves to N. Y. Oct. 1 as national sales director, heading new sales div. offering more specialized program services; Nat V. Donato named eastern sales mgr., continuing as Canadian rep; Patric Rastall named acting midwest mgr.; Joseph F. Greene, traffic mgr., heads new client service dept. . . . John F. Patt, pres. of WJR, Detroit & upcoming WJRT, Flint, is now at home, 2718 Landon Rd., Shaker Heights, O., convalescing from heart attack at NARTB convention which had kept him hospitalized in Washington 4 weeks . . . Frank M. Devaney, ex-gen. mgr. of old WMIN-TV, St. Paul, purchased by Bitner interests which merged it with time-sharing WTCN-TV, named station mgr., reporting to gen. mgr. Ewing C. Kelly, of upcoming KCRA-TV, Sacramento (Ch. 3), due in Sept. . . . Harold P. Danforth, WDBO-TV, Orlando, elected pres., Florida Broadcasters Assn. . . . Charles Jennings, CBC supervisor of program planning, named asst. controller of broadcasting; Marcel Carter, director of personnel & administrative services, appointed asst. controller of administration . . . Walter A. Lawrence, ex-Fuller & Smith & Ross supervisor of Westinghouse account, named v.p. in charge of Kenyon & Eckhardt's Chicago office . . . John R. Sheehan, Cunningham & Walsh TV-radio director, elected a v.p. . . . Arthur R. Ross named eastern mgr., Campbell-Ewald TV-radio dept. . . . Ted Bliss, ex-CBS-TV & Young & Rubicam, named TV-radio director, Raymond R. Morgan Co., Hollywood . . . Len Firestone resigns as national sales mgr. of Unity Television Corp. . . . Wm. J. Stenton, ex-Weiss & Geller, appointed chief timebuyer of Campbell-Mithun, Chicago . . . Eda Purcell, ex-Benton & Bowles, joins Young & Rubicam on Procter & Gamble TV-radio account . . . Matthew J. (Matty) Fox, onetime pres. of Motion Pictures for Television, elected pres. of Western Television Inc., newly-acquired subsidiary of C & C Super Corp. (soft drinks) . . . John W. Kennedy, sales mgr., upped to v.p., Charles W. Pritchard named treas., new Stromberg-Carlson Bcstg. Corp. (WHAM-TV & WHAM), div. of General Dynamics, headed by pres. Wm. Fay . . . Bertram Lehar Jr. resigns as sales v.p. of WATV & WAAT, Newark, effective Aug. 31.

NARTB pres. Harold Fellows has been voted new 5-year contract thru June 1960, providing for \$5000 annual increase until \$75,000 salary is reached in 5th year. He also gets \$10,000 annual expense allowance next 5 years. Under contract ratified by full board June 25, he will be consultant at \$20,000 annually for 4 years thereafter, retiring in 1964 (at age 65) on \$7500 lifetime annuity. In other actions, board voted to hold 1957 national convention in Chicago (probably Conrad Hilton Hotel, where 1956 convention will be held April 15-19) and in 1958 on west coast. Board itself will meet next Jan. in Phoenix, next June in Washington. Board also approved constitution & by-laws of newly-organized Assn. for Professional Broadcasting Education, designed to encourage more students to enter broadcasting (Vol. 11:25). Fellows will designate 5 broadcasters to serve on APBE board.

CBS reaped no ill-will—even drew some public praise—as result of events following week's sensational disclosure by newsman Winston Burdett that he once was a Communist spy (though not while he worked for CBS). Statement by CBS v.p. Sig Mickelson on network's continued confidence in Burdett, and Senate internal security subcommittee Chairman Eastland's endorsement of network's position represented the epitome of good public relations in an extremely touchy situation.

The late M. H. Aylesworth, first pres. of NBC, got options at 5¢ a share on 1000 shares of Ellington & Co. (redeemed \$100 a share) plus a \$2000 monthly expense account for swinging the Cities Service account to that agency, according to testimony in his widow's recent unsuccessful appeal from govt. claim for \$68,749 back taxes.

Application to buy WKLO, Louisville, Ky. (5-kw, 1180 kc, ABC), along with CP for off-air WKLO-TV (Ch. 21), for \$350,000 was filed this week by Great Trails Bcstg. Corp. of Dayton, owned by ex-Secy. of Commerce Charles Sawyer. Selling group is headed by Joe Eaton, with E. R. Plunkett, Harold J. Plunkett, Emanuel Levi & Milton S. Trost only stockholders with more than 10% interest. Return to air is planned by new owners "when operating difficulties of WKLO-TV are solved and operation may be resumed on another channel." WKLO-TV has asked for Ch. 7 in Louisville deintermixture petition (Vol. 11:23). Great Trails operates radio station WING, Dayton, has interest in radios WCOL, Columbus & WIZE, Springfield; controls daily *Lancaster* (O.) *Eagle-Gazette* & weekly *Waverly* (O.) *Watchman*. WKLO-TV began operation in Sept. 1953, quit air April 20, 1954. Operating statement shows radio had net operating profit in 1954 of \$52,755 on \$284,364 revenue; net in 1953 of \$37,411 on \$284,403. In the early 4 months it was on air in 1954, TV had net operating loss of \$132,036 on \$13,300 revenue; net loss in 1953 was \$102,647 on \$9276 revenue.

Sale of Tucson's KVOA-TV (Ch. 4) & KVOA for some \$450,000 was approved this week by FCC (Vol. 11:21). Selling group headed by Chicago adman John J. Louis (Needham, Louis & Brorby) owns KVAR, Phoenix (Ch. 11), and radio stations KTAR, Phoenix; KYUM, Yuma; KYCA, Prescott—all in Ariz. Purchaser Arizona Bcstg. Co. comprises five 20% stockholders from Los Angeles area: ex-publisher and ex-Congressman Clinton McKinnon, adman Bernard Weinberg, attorney Arthur A. Desser, druggist H. B. Garfield, KFVB sales mgr. Frank Oxarart.

DEINTERMIXTURE OF UHF & VHF channels on a market-by-market basis, once believed certain of turndown by FCC, improved its chances substantially this week—probably to a 50-50 possibility—as result of oral argument before full Commission.

Counsel for more than 30 parties addressed 6 commissioners (Hennock gone, Mack not yet sworn), for 2 solid days, and it was apparent from commissioners' questions that they've given plenty of thought to problem. Specific cases involved Peoria, Evansville, Madison, Hartford & Albany-Schenectady-Troy. The first 4 have uhfs in operation, no vhf—but each has a vhf channel awaiting final grant by Commission. In each case, the uhfs ask that vhf channels be moved out of area or given to educators. There's one vhf (WRGB) operating in Albany-Schenectady-Troy area, with petition pending to add another vhf channel.

Uhf attorneys had the tough job of persuading Commission to change basic policy on allocations and grants and disappoint vhf applicants who have made great expenditures of money, time and energy in competitive hearings. Among arguments of deintermixture proponents:

- (1) Uhf must be used to give competitive nationwide service. To keep uhf alive, "islands" of healthy uhf stations must be maintained.
- (2) In large markets, uhf can survive against competition from one vhf station—no more. In small markets, even one vhf is too much.
- (3) If uhf "islands" are preserved, manufacturers have incentive to produce good uhf sets, and growth of 3 or more strong networks is fostered.

* * * *

Opponents of deintermixture made these main points:

- (1) Uhf propagation is such that uhf stations will leave "white" areas—population which can be reached by vhf, however.
- (2) Uhfs which have head start over vhf in their markets, where all sets are uhf-equipped, have made no

convincing showing that vhf will hurt them. In short—no conversion problem.

(3) Complete deintermixture is impossible—because out-of-town vhf stations penetrate uhf markets.

(4) Piecemeal deintermixture is a weak palliative for a basically unsound allocation plan. If change in allocations philosophy is justified, it should be applied nationwide.

* * * *

Principal spokesman for deintermixture was attorney James A. McKenna, representing clients in 4 of the 5 cases. He's also counsel for ABC, which also has large stake in success of uhf.

McKenna extended his argument to top 100 markets, said selective deintermixture could keep uhf alive in 25 of them. He limited pitch to keeping only ungranted vhfs from starting, obviously feeling there isn't ghost of a chance of getting any operating vhfs moved to uhf.

If 25 markets are deintermixed, he said, some 65 uhf stations, serving areas with 8,000,000 TV homes, would be "saved." In addition, he felt that 25 more uhfs in other markets would have "reasonable chance to succeed," while some 20 others are probably doomed even if his proposal is adopted.

With adoption of plan, he said, following cities would be uhf-only: Allentown-Bethlehem-Easton, Scranton, Wilkes-Barre, Springfield-Holyoke, Mass., Springfield-Decatur, Ill., Peoria-Bloomington, Evansville-Henderson, Ft. Wayne, Madison, Youngstown-New Castle, Fresno-Tulare, South Bend-Elkhart.

Following would have not more than one Grade A vhf service: Hartford-New Britain-Waterbury, Albany-Schenectady-Troy-Pittsfield, Norfolk, Jacksonville, Miami-Ft. Lauderdale, Harrisburg, York, Reading, Raleigh-Durham, New Orleans, Beaumont-Port Arthur.

Every comment or question uttered by a commissioner was seized upon as clue to his probable vote—always a risky business. For what it's worth, here's sizeup by one veteran attorney: Bartley & Webster favor deintermixture generally; Doerfer & Lee are strongly opposed to it; McConnaughy favors some, opposes others; Hyde is "on the fence, or just plain inscrutable."

FINAL DECISION this week in one of oldest competitive TV hearings of all, for Ch. 8 in Portland, Ore., awarded grant to North Pacific TV Inc., which is controlled by owners of KING-TV, Seattle (Mrs. A. Scott Bullitt) and KGW, Portland. Turned down were Westinghouse and Portland TV Inc.—latter a non-radio group headed by banker Ralph E. Williams Jr.—while Cascade TV Co. was dismissed for failure to prosecute application. Comr. Lee dissented, would have given CP to Westinghouse.

Commission also granted CP for Ch. 6, Whitefish Bay (Milwaukee) to Independent TV Inc., made possible by dropout of competitor. Company is headed by Jack Kahn, yarn & hosiery mfr.

Portland winner was selected on basis of local residence, civic participation, ownership-management integration, programming plans. Portland TV, while superior on local residence and diversification, was held handicapped by lack of broadcast experience, less promising program plans, less civic activity. Westinghouse was penalized for lack of local ownership and for its more extensive broadcasting holdings.

An initial decision looking toward grant of Ch. 11, Pittsburgh, to WWSW (which is merging with WJAS application) was issued by examiner Charles J. Frederick—but this is being contested by Pittsburgh's WENS (Ch. 16),

which filed for Ch. 11 this week, advancing several legal arguments to effect that WWSW has 2 applications pending, must be returned to processing line.

Two channel changes were granted—WWLP, Springfield, Mass., from Ch. 61 to Ch. 22; WKNY-TV, Kingston, N. Y., from Ch. 55 to Ch. 21, also moving to Poughkeepsie. Acting in record time, WWLP planned to be on new channel July 2, using new GE antenna atop 700-ft. tower, radiating 206-kw.

Modification of "protest" section of Communications Act, in line with FCC's pleas (Vol. 11:26), sped toward Congressional approval this week when House Commerce Committee favored FCC-sponsored amendment. Senate Commerce Committee considers it July 7. Commission is being very cautious about protests, meanwhile. This week, it postponed effectiveness of CP for satellite KBAS-TV, Ephrata, Wash. (Ch. 43), on protest filed by radio KSEM, Moses Lake.

One of hottest allocations situations revolves around FCC proposal to make Des Moines' Ch. 11 commercial, at request of KGTV (Ch. 17). Commission has been deluged by comments from educational groups, asking that channel be kept for them. This week, KGTV asked Commission to establish new class of station—"mutual commercial-educational assignments."

One petition for channel change was filed—radio WABG, Greenwood, Miss., asking that Ch. 6 be shifted from Clarksdale to Greenwood.

Telecasting Notes: Something that only TV can do—and which it did for first time June 27—had the critics in raptures this week. It was Pat Weaver's *Wide Wide World*, whose success was so immediate that NBC lost no time in announcing the show will go on regular basis—produced by Barry Wood, who handled Mon. program—Sun. p.m. 2 or 3 times a month. Show has already been offered for sponsorship . . . Critics exulted over the way show fully realized TV's potentialities in transporting viewers to distant places with speed of light. If previous forms of TV entertainment are merely adaptations of radio, movies and theatre, *Wide Wide World* was "pure TV" . . . **Immediacy** was its great stock-in-trade; while format approximated a travelogue, it had an excitement that no travelogue ever approached—with Dave Garroway's low-keyed commentary heightening the effect by letting the pictures speak for themselves . . . **On the technical side**, *Wide Wide World* was a smooth performance. Camera work was excellent, and remote followed remote with the same precision as a switch from one studio camera to the other . . . Another feature film and another Broadway hit for NBC-TV's 90-min. spectaculars: J. Arthur Rank's *The Magic Box*, 1951 color extravaganza obtained from National Telefilm Associates, leased to NBC for single showing on *Producers Showcase*. Originally scheduled Mon. July 25, 8-9:30 p.m., it was postponed late this week to make room for *The Fourposter*, live with Hume Cronyn & Jessica Tandy playing the roles they created in the successful play . . . **Movie producer goes TV:** Sol Lesser, veteran independent, who made most of the movies' Tarzan films, hopes to make similar series for TV. He has formed partnership with *Cavalcade of America* producer Jack Denove . . . **Adman hits big-time:** NBC's *Robert Montgomery Presents* July 4 features "The 4th of July" by S. S. (Paddy) Schweitzer, ex-TV-radio director, Peck Adv. . . **Jimmy Durante**, who once said he would appear on TV only once a month so as not to wear out his welcome, apparently has changed his mind and will be on TV more frequently than ever next season: his NBC-TV show will be seen 3 weeks out of 4 for total of 30 shows, of which 11 will be filmed; he also has 5 filmed shows this summer . . . **Republic Pictures'** package of 123 Gene Autry and Roy Rogers features just released to TV by MCA, leased by General Teleradio for a reported \$1,500,000, will be shown on 6-nights-a-week basis on WOR-TV, New York and KHJ-TV, Los Angeles, a *la Million Dollar Movie* . . . **First nationwide "film network" time sale:** Guild Films signs Bardahl Oil Co. for year's co-sponsorship of *Confidential File* on basic lineup of 57 Vitapix affiliates; \$2,000,000 deal is also said to involve 53 non-Vitapix stations for same series and sponsor . . . **CBS underwriting** the upcoming Broadway musical version of *Pygmalion*, to star Rex Harrison, deal presumably also involving TV rights . . . "Alice in Wonderland" tentatively scheduled as first in Maurice Evans' series of Sun. afternoon 90-min. presentations on NBC-TV beginning next fall—probably in color.

New reps: WROW-TV, Albany, N. Y., to Harrington, Righter & Parsons (from Bolling); WTVD, Durham, N. C., to Petry (from Headley-Reed); KVVG, Tulare, Cal., to Adam Young (from Forjoe); KLIX-TV, Twin Falls, Ida. appoints Gill-Perna; KIVA, Yuma, Ariz., to Raymer (from W. S. Grant).

NBC served notice this week that it isn't renewing affiliation contract with WNHC-TV, New Haven (Ch. 8) when it expires Oct. 1, also is severing with radio WNHC on Dec. 1. Station also is served by ABC & CBS.

William Weintraub Agency changes corporate name July 15 to Norman, Craig & Kummell; Mr. Weintraub becomes chairman, Norman B. Norman pres., Walter Craig & Eugene Kummell, v.p.'s.

Network Accounts: NBC-TV has sold 22 partic. (at \$71,000 each) out of the 26 available for the first 4 of its Sun. 7:30-9 p.m. color "spectaculars" this fall, for gross of \$1,500,000. Sunbeam Appliances bought 12; Maybelline (eye makeup), 4; U. S. Rubber, 2; Tums, 2; Buick, one; Goodyear, one. For other news of color's uptrend this fall, see p. 2 . . . **Indicative of confidence in future of NBC-TV's "magazine concept"** trilogy of *Today*, *Home & Tonight*, *Simplicity Patterns* (ladies' dress patterns) signed 3-year contract for \$750,000 worth of partic. on all 3 shows, thru Grey Adv.; it withdrew ad funds earmarked for women's magazines to pay for shows . . . **Procter & Gamble**, already network TV's biggest sponsor, made another big purchase on NBC-TV this week, buying 5 quarter-hours per week of *Tennessee Ernie Ford Show* Mon.-thru-Fri. 12-12:30 p.m. and *It Pays to Be Married*, Mon.-thru-Fri. 3:30-4 p.m., thru Benton & Bowles . . . **Camels** buys 19 additional segments of *Feather Your Nest* on NBC-TV starting July 28, Mon.-thru-Fri. 12:30-1 p.m., thru Wm. Esty Co. . . . **American Chicle & Kleenex** to be alt. sponsors of *Summer Theatre*, featuring re-runs of outstanding film dramas, on NBC-TV starting July 5, Tue. 9-9:30 p.m., thru Ted Bates & Co. & Foote, Cone & Belding . . . **Post Cereals** to sponsor *Commando Cody* on NBC-TV starting July 16, Sat. 11-11:15 a.m., thru Young & Rubicam . . . **General Mills** to sponsor *Tales of Texas Rangers* as substitute for *Captain Midnight* on CBS-TV next fall, Sat. 11:30 a.m.-noon, thru Tatham-Laird . . . **Raleigh Cigarettes & Toni** buy Sun. 10:30-11 p.m. time period on NBC-TV next fall for new show, as yet untitled . . . **Quaker Oats** to sponsor *Ozzie & Harriet* every 4th week on ABC-TV starting Sept. 23, Fri. 8-8:30 p.m., thru J. Walter Thompson . . . **Brown Shoe Co.** cancels *Andy's Gang* (formerly *Smilin' Ed's Gang*) on ABC-TV in favor of spot-booking in more than 100 markets starting Aug. 20, thru Leo Burnett Co. . . . **Atlantic Refining Co.** to sponsor half of N. Y. Giants football games in N. Y.-New England hookup on DuMont, starting Sept. 24, thru N. W. Ayer.

Among advertisers currently reported using or preparing to use TV station time: **Sales Builders Inc.**, Los Angeles (Red Tape lipstick), thru Doyle Dane Bernbach, L. A.; **C & C Super Corp.**, N. Y. (Super Coola soft drinks), thru Cunningham & Walsh, N. Y.; **Carnation Co.**, Los Angeles (Instant Chocolate Milk), thru Erwin, Wasey, L. A.; **Yardley of London Inc.**, N. Y. (toiletries), thru N. W. Ayer, N. Y.; **Weco Products Co.**, Chicago (Dr. West's toothbrushes), thru J. Walter Thompson Co., Chicago; **Smoky Joe Products**, Los Angeles (frozen barbecued sandwiches), thru Hadlock & Assoc., L. A.; **Jan-U-Wine Co.**, Los Angeles (canned Chinese foods), thru Heintz & Co., L. A.; **Wishbone Salad Dressing Co.**, Kansas City, thru Allmayer, Fox & Reshkin, Kansas City; **Ferber Corp.**, Englewood, N. J. (Ferber "Vu-Riter" ball point pen), thru Emil Mogul, N. Y.; **Kleen King Home Products Co.**, Burbank, Cal. (cleaners), thru Mottl & Siteman Adv., L. A.; **Nelson Pharmacal Co.**, Chicago (reducing plan), thru Schwimmer & Scott, Chicago.

CBS Radio affiliates this week adopted proposal for one uniform rate 7 days a week from 7 a.m. to midnight, as suggested by affiliates board last month (Vol. 11:22). Effective Aug. 25, plan increases weekend rates 5% to equalize them with weekdays. Also approved was 20% reduction in rate of payments by networks to stations, to be offset by increased number of 70-sec. station breaks.

Norman H. Strouse, J. Walter Thompson v.p. & mgr. of Detroit office, elevated to pres., succeeding Stanley Resor, who moves up to chairman after 39 years as pres.; **Henry C. Flower Jr.** & **Samuel W. Meek**, both v.p.'s, elected vice-chairmen.

ABC Film Syndication Inc. moves to 10 E. 44th St., New York (phone Susquehanna 7-5000).

NOTRE DAME'S WNDU-TV, South Bend, Ind. (Ch. 46) joins NBC July 15 as primary inter-connected affiliate, having started regular test schedules July 2 in wake of "unofficial" equipment tests June 20 (Vol. 11:26). It's third outlet in uhf area being served by *South Bend Tribune's* WSBT-TV (Ch. 34) and *Elkhart Truth's* WSJV (Ch. 52). University-owned station uses 121½-kw RCA transmitter, 500-ft. Ideco tower with RCA antenna, located 5 mi. south of South Bend, has studios on campus. Bernard C. Barth, ex-Crosley stations, is gen. mgr.; Wm. Thomas Hamilton, ex-CBS sales dept., sales mgr.; Edward J. Roth Jr., program director; Wm. A. Garden, ex-NBC public affairs, production mgr.; Robert F. Stolfi, ex-CBS-TV, sales promotion; George C. Smith, ex-KEDD, Wichita, chief engineer. Base rate is \$500. Rep is Meeker.

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Two more uhf quit the air this week—WACH-TV, Newport News-Norfolk (Ch. 33) giving up for second time after having resumed on simulcast basis with radio WACH last Aug. 1 (Vol. 10:31); *Reading (Pa.) Eagle's* WEEU-TV (Ch. 33) signing off June 30 after more than 2 years on air. Norfolk area station's losses caused move, and owners have asked FCC to limit area to one vhf (pre-freeze WTAR-TV), all other commercial channels to be uhf, with Ch. 10 reserved for educational use.

Reading station, in heart of uhf area, blamed "tremendous operating costs, apathy of national advertisers, lack of equal opportunity," said it will resurvey field during next 6 months and return to air if the economic climate appears more favorable. It was second Reading uhf to go on air; WHUM-TV (Ch. 61) was first and is continuing.

Only 25 mi. away, in Lebanon, Pa., another uhf—WLBR-TV (Ch. 15)—may be resuscitated. It has been off air since last Oct. 16, this week was bought up by Philadelphia WFIL-TV owners for \$115,000 plus assumption of \$125,000 obligated for equipment. WFIL-TV aims to get it back on the air 45 days after FCC approval of trans-

fer, which usually takes about 30 days. It won't be satellite, though it will pick up and rebroadcast WFIL-TV programs daytime at start, with local live and film at night. WFIL-TV mgr. Roger Clipp plans only 9 employes, 4 program, one sales, 2 administrative, 2 engineer. Sellers are radio WLBR (52%) and *Lebanon News* (36%). WLBR owners will retain the AM. WFIL-TV ownership (Walter Annenberg) recently bought WNBC-TV, Binghamton, N. Y. (Ch. 12) for \$3,000,000 (Vol. 11:11, 19).

Note: Roster of on-air TV stations remains 433 (106 uhf) despite defection of 2 this week, for WJPB-TV, Fairmont, W. Va. (Ch. 35) is back on the air after having suspended last Feb. 28 (Vol. 9). It's owned by J. Patrick Beacom, who was elected mayor of the town in May; it has staff of 3, picks NBC & DuMont shows off air from KDKA-TV, Pittsburgh, rest of programming being mainly film. At \$150 rate, Beacom states, station just about breaks even, is sweating out prospect of securing educational Ch. 5 assigned to Weston, W. Va. Its rep is Gill-Perna.

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This week's equipment shipments: By DuMont—25-kw transmitter to upcoming KTBS-TV, Shreveport, La. (Ch. 3), which has Sept. target; 5-kw transmitter to WDBJ-TV, Roanoke, Va. (Ch. 7), due in Sept. By GE—5-kw transmitter to upcoming educational KRMA-TV, Denver (Ch. 6); 5-kw to educational WTTW, Chicago (Ch. 11), due in Sept.; 5-kw to KFJZ-TV, Ft. Worth (Ch. 11), due in Aug.; 5-kw to KVOZ-TV, Bellingham, Wash. (Ch. 12); 1-kw to WPAG-TV, Ann Arbor, Mich. (Ch. 20); 5-bay helical antenna to WWLP, Springfield, Mass. (Ch. 61; due to switch to 22). By RCA—50-kw amplifier to WNCT, Greenville, N. C. (Ch. 9); 10-kw driver to KELO-TV, Sioux Falls, S. D. (Ch. 11), replacing old 5-kw driver, which will be installed at KELO-TV's satellite, KDLO-TV, Florence, S. D. (Ch. 3), due on air Sept. 15. GE reports order from KRLD-TV, Dallas (Ch. 4) for new 35-kw amplifier for early Aug. delivery. KRLD-TV's present 35-kw transmitter will be sold to KWFT-TV, Wichita Falls (Ch. 6).

IN OUR CONTINUING SURVEY of upcoming stations, these were latest reports received:

WDBJ-TV, Roanoke, Va. (Ch. 7) now has mid-Sept. test pattern target, hopes to join CBS next Oct. 1, reports managing director Ray P. Jordan for owner *Roanoke Times* and *World-News*. It has STA for interim operation using 5-kw DuMont transmitter, with RCA 6-section antenna on 73-ft. Blaw-Knox tower, plans 50-kw installation later. It will use former studios of defunct WROV-TV, whose assets it purchased for some \$245,000 to pave way for grant (Vol. 11:16). Blake H. Brown has been named TV sales mgr.; Charles A. Ballou, TV program mgr., reporting to Paul E. Reynolds, who adds TV to WDBJ programming chores; John W. Harkrader, promoted to asst. managing director & commercial mgr. Network hour will be \$500. Rep will be Free & Peters.

KTVO, Kirksville, Mo. (Ch. 3) filed application this week for extension of CP to next Oct., stating it has RCA equipment ordered for July 28 delivery, has Stainless tower ordered, expects to be in operation by Oct. 1. Majority owner is James J. Conroy, who also has interest in radio KBIZ, Ottumwa, Ia., WBIZ, Eau Claire & WLCX, La Crosse, Wis. Base rate and rep not reported.

WILL-TV, Champaign-Urbana, Ill. (Ch. 12, educational) has "early July" programming target, expects to start test patterns shortly, writes director Frank E. Schooley for grantee U of Illinois. Installation of 12-bay batwing antenna on Memorial Stadium's northwest tower was completed June 20 and 5-kw GE transmitter is now being tuned.

CBC board of governors June 28 recommended two TV grants, subject to usual Board of Transport approval: Gerald A. Alger was favored for Ch. 10, North Bay, Ont., over J. E. Grainger, gen. mgr. of *North Bay Nugget*. J. Conrad Lavigne, operator of predominantly French-language radio CFCL, Timmins, Ont., was sole applicant for Ch. 6 there. Board turned down Ch. 6 application of CKRD, Deer River, Alta., for financial reasons. It deferred for further study Ch. 9 application by Quebec North Shore & Labrador Railway Co. for outlet in new iron ore mining town of Schefferville, Que., on Labrador border. Railroad planned "non-commercial" outlet, using CBC kinescopes on free basis.

Sarkes Tarzian Inc., Bloomington, Ind. will manufacture all electronic components for CameraVision, combination film-live camera unveiled in April by Philip Rivero & Arthur S. Lyons in Hollywood (Vol. 11:17). Each CameraVision unit uses 4 combination cameras, with Tarzian expected to turn out all gear for first unit by Sept. Principle is similar to DuMont's Electronicam—chief difference being that CameraVision's film and live cameras use separate lenses, Electronicam's use same lens.

NARTB opposes increase in minimum wage beyond the 90¢ per hour requested by Administration. Testifying before House Committee on Education & Labor June 30, Charles H. Tower, mgr. of NARTB's employer-employee relations dept., said any rate higher than 90¢ would have "immediate and drastic" effect on smaller stations.

DuMont's latest color scanner shipment was to CBS, N. Y. this week; RCA's, to WOAI-TV, San Antonio.

BIG HITS, BIG PLANS AT TRADE CONVENTIONS: Philco's huge distributor convention in Miami Beach's lavish Fontainebleau Hotel was easily the high spot of the week -- though Emerson's convention in New York's Hotel Plaza brought out some rather significant departures from the industry's traditional merchandising practices (for details of new lines, etc., see pp. 1 & 11-13).

Philco had plenty up its sleeve -- considerably more than was revealed on its 100-station ABC-TV June 28 variety show. Besides unveiling 48 new TV models and new radio-phonograph lines to 1200 distributors & dealers, Philco executives:

(1) Disclosed new products and policy of diversification that seem certain to shore up pres. James H. Carmine's prediction that the company will again surpass \$400,000,000 sales this year. First half 1955, he told convention, is even with or ahead of 1954 period in all lines. Among the items ahead is TV, its No. 1 dollar item, and Philco is avowedly out for "5% more" of consumer market, in which it's unofficially estimated to have 15% or so of TV and considerably more of radio.

(2) Revealed research and development plans designed to rank it progressively higher on the electronics industry ladder (see p. 1).

(3) Disclosed color plans and thinking, which are highly optimistic for long-range future, but quite dubious about prospects before fall of 1956 (see p. 11).

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The TV-radio-phono lines were exciting -- especially such new features as top touch tuning, remote control tuning, battery-powered phonographs (entirely transistorized) and a new line of radios in all colors.

Entrance into hearing aid field for first time was revealed. Transistorized unit is no bigger than a book of matches, weighs less than an ounce, is powered by mercury battery. Mass production starts soon -- challenging established firms such as Zenith, Sonotone, Beltone, et al.

Philco is going heavier than ever into radio, and its accessory div. plans a national "Radio Fix-It Roundup" in Sept., when consumers will be invited to bring their broken-down radios into service dealer for repair at cost of \$1 plus parts.

Further diversification moves include adding new line of Dexter automatic washers and dryers soon in some markets, and the production of electric blankets (at \$33, \$38 & \$45) promised last summer.

Biggest ad campaign in Philco's history will support merchandising drive -- \$15,000,000 to be spent on cooperative advertising during remainder of this year alone. Philco is said to have sold more merchandise to its distributors this week than at any convention in its history. It even arranged to expedite solutions of financing and credit problems by putting regional teams of experts into the field, instead of requiring distributors to deal directly with Philadelphia headquarters.

Altogether, there was a "winning team" air about the convention, which led one of the company's now-numerous young second-generation distributors to remark to us, "This is like attending a college pep rally."

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Emerson's distributor convention, on far more modest plane, heard promise from pres. Benjamin Abrams that distributor and dealer discounts will be increased on new line, got an engineering "preview" from exec. v.p. Dorman D. Israel of a TV set with 2 or 3 transistors now on company's drawing boards, were told details of new dealer finance plan by v.p. Sol W. Gross. Abrams also announced new policy of eliminating "95¢" list price tags, ending regional price differentials, establishing a single price on all cabinet finishes of same model (p. 12).

"The pricing of consumer products has been subjected to hundreds of surveys," said Abrams. "For some years it has been generally accepted that prices should end with 95 cents to attract consumer attention. We have examined this price structure carefully and, as result of many actual tests, we are convinced today that consumers are not fooled by such price-ends and the new Emerson price formula is realistic."

Israel confirmed that company will market "Tinkertoy" modular-design TV set early next year (Vol. 11:24) and defended use of "series string" chassis, saying that "despite a peculiar industry prejudice" Emerson has not had one case of "epi-demic" failure among tubes strung out in "Christmas tree" fashion.

Essence of dealer finance plan is that factory, cooperating with Commercial Credit Corp. and local finance companies, will pay for "floor planning" for 120 days covering merchandise bought in July and 90 days for merchandise bought in Aug. Up to now, dealers have had to finance own inventories.

Brief highlights of other major trade developments this week:

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Tinkertoy: "Eight of the 12 leading TV manufacturers" have been working with ACF Electronics, Alexandria, Va. "in varying degrees" in experiments with modular design of TV sets (Vol. 11:23-24). This is confirmed by spokesman of ACF, which is manufacturing the tiny stacked "Compac" component packages (developed originally by Govt. under name of "Tinkertoy"). DuMont may be first to market a set with modular components, having obtained first rights to the automatically-produced components. Company has been working with ACF for 8 months, will offer first Tinkertoy set some time after Oct. if current tests are successful. Other TV set makers which have confirmed they're experimenting with Tinkertoy are Emerson, Motorola, CBS-Columbia, Capehart-Farnsworth; with exception of Emerson, none of these appears to have any immediate plans for use of the technique.

Merger Talk: "We expect to be doing business at the same old stand all the time," was Philco pres. James H. Carmine's brief answer to speculation about any possible mergers involving Philco. All sorts of rumors are currently rampant in the TV-radio-appliance trade, apparently growing out of general "atmosphere of merger" in the industrial economy and, more specifically, to the projected Whirlpool-Seeger consolidation still undergoing Dept. of Justice scrutiny, in which RCA would acquire 20% ownership with Sears Roebuck and possibly others, if approved (Vol. 11:22).

Fair Trade: Pennsylvania State Supreme Court upheld legality of state's fair trade act, sustaining a lower court decision in favor of GE in suit against retail store in Harrisburg. Effect of ruling is to forbid dealers from selling products at prices below those set forth in fair trade agreements. Contrary view of fair trade agreements was taken last week by Indiana Superior Court, which ruled that a price-fixing pact between Arvin and Indianapolis dealer was unconstitutional (Vol. 11:26).

Installment Credit: Commerce Dept. reports increase in consumer installment purchases in May for 4th straight month, due mainly to auto buying. Consumer credit on May 31 was at all-time high of \$31.568 billion, up \$900,000 from end of April and \$3.196 billion higher than May 31, 1954. Treasury Secy. Humphrey, commenting on the rise in installment credit in testimony before House Ways & Means Committee, warned: "We believe at this time of great prosperity that all of us -- Government, business and individuals alike -- should exercise self-restraint in the use of public or private credit and the accumulation of debt."

Production: TV output declined to 116,698 week ended June 24, down from 131,801 in preceding week but slightly up from 110,766 in week ended June 10. It was year's 25th week and brought production for year to date to about 3,625,000, compared to 2,950,000 in corresponding 1954 period. Official 5-month production was placed by RETMA at 3,238,820, up 41% from the 2,301,055 TVs produced in first 5 months of 1954. Radio production totaled 265,592 (127,382 auto) in week ended June 24, compared to 268,822 preceding week and 264,054 week before. For 5 months, radio production was 5,853,954, up 44% from 4,048,904 turned out first 5 months year ago.

COLOR SET PLANS; PHILCO'S PATENT WARNING: Set makers' preparations for color this fall, paralleling those of networks (see p. 2), were highlighted by 2 developments this week, both indicating accelerating interest in color for next season:

(1) Disclosure that RCA is supplying complete color chassis and facilities of its RCA Service Co. as temporary assistance to other set makers who are not yet prepared to handle complete job themselves.

(2) Philco's announcement that it will offer color sets this fall for first time, using RCA-type 3-gun color tube made by Sylvania, while continuing intensive work on its own 1-gun "Apple" tube -- at the same time stating that its patents are essential to manufacture of all color sets.

Two more set makers introduced color sets this week: Emerson, with full-door 2-speaker mahogany console, \$895; Sentinel, with mahogany console at \$895, oak \$925.

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"We are definitely not going into the private-label business," said Robert Seidel, RCA consumer products exec. v.p. in outlining company policy of supplying color chassis to other set makers. "As always," he said, "we are willing to do anything helpful to licensees who have problems and ask us for help. This is a temporary measure until they are prepared to take care of their own needs. At this stage, it's just not economical for everyone to tool up for special parts.

"We are offering the facilities of RCA Service Co. where there is no one else ready to handle color servicing. We did the same in black-&-white, and we believe it is for the good of everyone concerned."

Magnavox is the only company, so far, indicating that it is employing RCA chassis and service, though several stated they're considering similar arrangement.

RCA's emphasis on color receivers in recent field rep & distributor meetings (Vol. 11:24) was considerably greater than is commonly believed, Seidel said. He stated that theme of meetings was that there's same market for color sets as for Cadillacs and mink coats, and he noted: "It's easier to breed minks than to manufacture color tubes and receivers."

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Philco's position on color was given at distributor meeting in Miami Beach this week. Pres. James H. Carmine stated that Philco has delayed offering color sets until it was convinced that satisfactory chassis had been developed; that Philco engineers had designed such chassis and sets would be offered this fall at \$795 & \$895; that they'd employ 3-gun tubes, "using the CBS-Hytron developed curved mask," supplied by Sylvania.

Carmine was dubious about prospects for substantial sales because of high prices, declaring: "We are still of the opinion that color TV will not get underway and really off the ground quantity-wise until a low-cost tube is developed."

Philco's challenge to RCA's patent position on color was based on participation of its representatives in NTSC work on standards and its own laboratory developments. "We wish to put the industry on notice," he said, "that in our opinion they will require Philco patents to build any kind of a TV receiver as our patents issue through the Patent Office." Philco is the only set maker other than Zenith, which is in litigation with RCA, which has not renewed license agreement with RCA.

Carmine estimated only 20,000-30,000 color sets in use now, quoted RCA pres. Frank Folsom's early 1954 statement that "for balance of this year and next year it is estimated that 350,000 color sets will be produced and sold"; Mr. Seidel's statement 4 months later that 1955 color production would be 200,000 sets; Motorola's July 1954 statement that it alone would build and sell between 25,000-30,000.

"Whatever quantity was produced," he noted with sarcasm, "lies in the hands of the manufacturer, distributor and dealer." Though he saw color moving slowly this fall, possibly beginning to move perceptibly by last quarter 1956, he concluded: "Certainly color TV offers us all a gigantic opportunity -- for the future."

Then he did some guessing of his own on TV set sales -- more than 7,000,000 this year, 8,400,000 in 1956, 9,200,000 in 1958. But he hastened to assert "this increase will not result from color [but rather] from second sets and replacements."

Topics & Trends of TV Trade: Federal Trade Commission's long-awaited TV-radio trade practice rules, promulgated this week, aren't being accepted wholeheartedly by industry—even though it took 4 years of tortuous industry-wide hearings to hammer them out (Vol. 7:39, 8:19, 9:41, 10:23). In fact, some RETMA members are so agitated about a few key provisions that the organization's legal committee will meet with counsel Glen McDaniel July 6 at New York's Broad Street Club to consider possible appeal to FTC for revision.

Principal points of contention are FTC's rules requiring (1) disclosure in ads whether diagonal measurement of tube is used to describe screen size; (2) full and accurate disclosure of all cabinet finishes; (3) designation of rebuilt picture tubes as "seconds" or "rejects." In all 3 instances, some manufacturers contend FTC's rules go too far, ignore what have become standard industry practices. FTC itself apparently anticipated industry opposition, for it made those rules (Nos. 6, 9 & 12) effective in 6 months, whereas rest of rules go into effect Aug. 1.

NARDA managing director A. W. Bernsohn, on behalf of dealers, gave qualified endorsement to rules, though he contended that defining tube size on diagonal would "weaken the impact of advertising copy." He also thought sections prohibiting discriminatory advertising and promotional allowances might be difficult to enforce.

Rules themselves are not legally binding, merely codify FTC's interpretations of the Federal Trade Act. They depend on voluntary compliance within industry for their effect. FTC cannot issue a formal complaint against a company on basis of alleged violation of the rules. FTC has copies of rules available on request—or we'll be glad to get one for you.

Regulations on advertising of cabinet finish permit use of "mahogany" or "solid mahogany" only when that is actual finish and decree that cabinets whose finish is transferred by photographic process must be so advertised, and not represented as wood. On imperfect CR tubes, FTC stipulates that tubes whose defects have been corrected before being demonstrated to public can be sold as new but that rebuilt tubes which has been used in a set must be designated as "reject" or "second."

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Trade Miscellany: Exciting salesmen's incentive prize: Philco to offer round-the-world trip to 56 on chartered Pan American Airways plane, and brought the pretty stewardesses to Miami Beach convention to plug contest; also there were former Miss America, Philco's Bess Myerson, along with last year's winner and 3 of this year's entries to promote Philco sponsorship of next Atlantic City pageant . . . Another promotion: Set of 10 World Encyclopedias for \$5 to be given with every purchase of \$300 Philco TV—Philco, distributor & dealer splitting rest of cost (\$16.50); also a \$39.50 Webster's Dictionary for \$1.75 to go with TVs costing \$230 or more, distributor-dealer each paying \$2.85, Philco the rest . . . CBS-Columbia "Blue Tag Double Feature" promotion, running for 30 days starting July 5, gives consumer \$35 clock radio with each "Advanced 1600" TV set; distributor cost on TVs has been reduced to allow dealers to make gift without expense to themselves . . . Mitchell Mfg. Co., Chicago (Gene Tracey), mainly in air conditioning, out with new transistorized radio weighing less than 1 lb. and listing at \$49.95 . . . Recommended reading: Full text of speech by Stephen Masters, head of Masters Inc., biggest N. Y. discount house chain, at recent Advertising Federation of America convention; in June 27 *Advertising Age*, he blames advertising industry & fair trade for rise of discounters.

Private label sets accounted for 41% of Hallicrafters TV production in quarter ended May 31, 9-month financial statement reveals.

Emerson's new line, introduced to distributors this week at New York's Plaza Hotel, establishes (1) uniform prices throughout country, made possible by prepayment of freight by factory; (2) rounded dollar prices, eliminating traditional policy of ending prices in 95¢; (3) one price for all finishes of receivers. Line contains a 14-in. AC-DC "portable" wood-finish set in red, white or blue, at \$158; 17-in. table at \$128; 21-in. tables at \$148, \$198 & \$206; 21-in. consoles at \$194, \$208, \$246, \$264, \$294 & \$348; 24-in. tables at \$214 & \$258; 24-in. consoles at \$298, \$372 & \$378; 21-in. combinations at \$378 & \$498. Optional uhf tuners are \$10-\$30 extra. Radio line ranges from plastic table model at \$16 to plastic clock set at \$44. Emerson pres. Benjamin Abrams said company's first transistor radio, introduced in early May, weighing less than 1 lb. and priced at \$44 (Vol. 11:19), is its biggest seller, promised more transistorized radios will be marketed shortly. Also introduced were 9 phonographs, starting with 3-speed portable at \$28 and going up to company's first high-fidelity console at \$198.

Excise tax adjustment, pushed by RETMA, may be considered by House Ways & Means Committee July 6. Two identical bills, introduced in the House this week by Reps. Keogh (D-N. Y.) & Simpson (R-Pa.) would repeal 10% tax on chassis, speakers, amplifiers, power supply units, phono mechanisms, built-in antennas and other parts, and correct inequities in present excise tax setup as it applies to TV-radio. The bills are same as S-2009 (Vol. 11:21) introduced in May by Sens. Martin (R-Pa.) & Dirksen (R-Ill.). Same language was contained in House-passed tax bill which died when 83rd Congress ended last year (Vol. 10:34). Another tax bill introduced this week by Rep. Herlong (D-Fla.) would repeal excise tax on phonograph records.

Accreditation plan for TV servicemen, to enable set owners to identify technically competent servicemen and to permit technicians to upgrade themselves for proper recognition, is proposed by RETMA in 8-p. booklet issued this week. It's titled *Suggested Accreditation Program for TV Receiver Service Technicians*, available free from RETMA or from us. Certificates would be awarded servicemen who complete RETMA-approved training courses or pass tests given by local service advisory groups. To assist latter, RETMA has prepared sample examination on industry-recommended course, providing for demonstration of techniques as well as written material.

Indicative of crackdown on bait-switch ads, 4 owners of Atlantic Sewing Stores Inc., Brooklyn, were convicted in Special Sessions Court this week of fraudulent advertising on TV—first conviction of kind in N. Y. State. Kings County District Attorney Silver predicted it would have wide effect on future TV-radio advertising. Defendants face possible 3-year jail terms and \$500 fines.

Kaye-Halbert Corp. permitted to continue in business under amended Chapter XI plan calling for payment of 10% to unsecured creditors with claims dated prior to May 7, 1954 and issuance of 162,414 shares of common stock to current stockholders (Vol. 10:32, 11:23).

RCA awarded \$132,000 tax rebate by District of Columbia Tax Court, covering TV-radio sets sold to Washington dealers in 1949-51, on legal technicality that city had no right to collect franchise tax on merchandise sold by field reps not located in city.

Capehart-Farnsworth to introduce new TV-radio-phono line at meetings of regional sales mgrs. July 11-12 at Hotel Commodore, N. Y.; July 18-19 at Edgewater Beach Hotel, Chicago; July 28-29 at Ambassador, L. A.

Sentinel Radio's new line, introduced this week to distributors at Chicago's Edgewater Beach Hotel, ranges from \$150 for 17-in. mahogany table to \$400 for 21-in. full-door blonde console with top-front tuning.

PHILCO'S NEW LINE, redesigned and restyled throughout, is built around 3 different chassis—called "Golden Grid 330," "Micro-Grid 390," "Custom 440 Upright." It steps up from a 17-in. metal table model at \$160 to a 21-in. TV-radio-phono combination at \$460 to a 24-in. fruitwood console at \$500. Tuning at top front is featured, called "finger tip tuning," and in some models there is so-called "top touch tuning" which permits channel selection by means of a finger-controlled treadle bar that triggers a mechanism dialing channels sequentially. Remote control unit for latter costs \$10, and this is the gimmick that Philco will play up most heavily in its merchandising in behalf of step-up buying.

Featured again in line is plug-in uhf conversion (all-channel unit reduced from \$45 to \$30, new single-channel unit offered at \$15). New addition is wood-cabinet Telechron clock at \$20 to put on top of set to turn it on & off at pre-set times.

The 17-in. at \$160 is a metal table offered in ivory, coral, forest green or mahogany finish; with legs, in mahogany wood, it's \$180. Shown was another 17-in. model on legs, to be called "The Executive" and to sell at \$170; it's to be made for a pitch for office TVs.

Fifteen 21-in. table models, most on swivelettes, range from \$180 to \$310; 22 consoles range from \$250 to \$420; three combinations are \$440, \$450, \$460. Nine 24-in. sets start with ebony table at \$260, all rest being consoles that range from \$300 to \$500. Some upper-end models have doors; mahogany and blonde are the dominant woods, with a few walnut and one teak in black-&-gold.

The total of 48 models, if you add up Philco's model designations, is believed to be something of a record in TV—certainly for the last few years. The accent is on colors, notably in the picture framing. As an added merchandising filip, Philco has press-button arrangement whereby a window shopper can control the Philco TV on display via the new plug-in remote control.

Thirteen phonographs were shown, to list from a portable at \$30 to table at \$160 to console at \$200. Cynosure of the exhibit was the much-publicized, battery-operated, all-transistorized portable phono, to sell at \$60 (one of which was given to each distributor at the convention). A slightly larger model that stores a dozen or more 45rpm records will sell for \$70. Three tiny transistors and a motor weighing less than 3 oz. power these sets, and it's claimed they can play 150 hours on 2 sets of ordinary flashlight batteries costing 50¢ in all. It's possible to step up player speed as batteries wear down. Whole thing with batteries weighs about 7 lbs.

One clock radio-phono is in the line at \$100, and there are 14 other radios ranging in price from \$20 to \$65, quite a few with clocks.

For the first time, too, Philco revealed it's going to make clock radios—6 models, unpriced—for sale through specialty stores, notably jewelers. These will be sold in minimum lots of 250 and go exclusively to one store or chain in an area, delivered direct to them but billed through the distributor. They're Philco-branded, won't bear any private labels, are entirely different in design from regular radio line.

Chester H. Lang, GE v.p. for public relations, onetime mgr. of its radio stations and recently supervisor of its remaining TV-radio outlets in Schenectady, retired June 30 after 30 years of service; he was tendered testimonial dinner at the Edison Club, and has indicated he may run for Congress for the seat being vacated by Rep. Kearney (R), of Gloversville. His GE duties have been taken over by Ray H. Luebbe, v.p., gen. counsel & secy.

Trade Personals: Reese Lloyd promoted to v.p. in Philco TV div.; he will report to Fred Ogilby, div. v.p. & gen. mgr. who was absent from this week's Miami Beach convention because of illness, his duties being assumed by div. v.p. James M. Skinner Jr. . . . James Archambault, pres. of Dormeyer Corp. & Nick Malz, asst. to Dormeyer chairman in charge of production & research, named assts. to Webster-Chicago chairman H. R. Blash, whose stock was recently purchased by Chicago industrialist Titus Haffa, who controls Dormeyer (Vol. 11:25-26) . . . Frank Folsom, RCA pres., returned from European business trip July 1 . . . Clarence S. Tay, gen. mgr. of Admiral distributing branches, recovering after recent surgery at Evanston (Ill.) Hospital, where he'll be confined about 2 more weeks . . . P. S. Christaldi, mgr. of DuMont instrument div., named mgr. of new technical products div., combining instrument & communication products, with emphasis on automation equipment . . . M. N. Brooks named mgr. of materials, Westinghouse TV-radio div., succeeded as purchasing agent by M. A. Gardner, ex-American Machine & Foundry, CBS-Columbia & RCA . . . Donald Grey Wilson, chairman of U of Kansas electrical engineering dept., appointed asst. director of research, Stromberg-Carlson . . . George Deters promoted to Raytheon mgr. of equipment CR tube sales, headquartering in Franklin Park, Ill. . . . Hendrix Blue named Hallicrafters adv. mgr., replacing Raymond Bermond, resigned.

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DISTRIBUTOR NOTES: Raytheon appoints Georgia Distributors Inc., 754 Ponce de Leon Pl. NE, Atlanta (Harry Hurt, pres.); Hicks Distributing Co., 519 N. Olympia, New Orleans (Hicks L. Young, pres.); Banks-Miller Supply Co., 742 Third Ave., Huntington, W. Va. (Robert S. White, pres.) . . . Capehart-Farnsworth appoints Ball Television & Radio Service, Cleveland, as service rep . . . Times Appliance Co., N. Y. (Westinghouse) elects Victor D. Kniss as pres., succeeding E. B. Ingraham, retired . . . Krich-New Jersey Inc., Newark (RCA) appoints Mervin Marcus sales mgr. . . . Ward Terry & Co., Denver (RCA) promotes John Burns to mgr. of electronics sales, succeeded as mgr. of home instrument dept. by Joseph Wagner . . . Sues, Young & Brown Inc., Los Angeles (Zenith) appoints Joseph M. Smyth adv. & sales promotion director, succeeding Peter Frank, now mgr. of small appliances . . . Warren-Connolly Co. Inc., N. Y. (Motorola) reports resignation of adv. & sales promotion mgr. Ralph E. Strand, who joins Martin Miller Adv., N. Y. . . . Motorola appoints Erskine-Healy Appliances Inc., 420 St. Paul St., Rochester, N. Y. . . . Emerson-Midwest, Chicago, elects Ruben R. Schoenberg as pres., succeeding Charles Robbins, transferred to Jersey City headquarters.

Richard Hodgson, pres. of Chromatic TV Labs, Paramount Pictures Corp. subsidiary, joins Fairchild Camera & Instrument Co. as v.p.-mgr. of reconnaissance systems div. He has long been associated with Paramount's TV activities, helped organize Chromatic, which was formed to develop 1-gun color tube invented by Dr. Ernest O. Lawrence. Chromatic chairman Paul Raibourn says that Hodgson will remain on board for present; that there's no financial tieup between Paramount and Fairchild; that progress on Lawrence tube is "good" and Hodgson's departure won't affect development.

Malcolm A. Hoffmann, who worked on TV-radio anti-trust matters as special asst. to the Attorney General in Dept. of Justice anti-trust div., resigned as of July 1 to join N. Y. law firm of Rosenman, Goldmark, Colin & Kaye.

Paul L. Lewis, 58, ex-gen. mgr. of Motorola-New York Inc. & onetime appliance sales mgr. of GE Supply Co., N. Y., died June 23. He is survived by his wife, Mrs. Marilyn Lewis, and a daughter, Mrs. H. Ward Sutherland.

Financial & Trade Notes: Supplement to July *Fortune Magazine* is a 12-p. "Directory of the 500 Largest U. S. Industrial Corporations"—and included in what it calls a "unique and distinguished roster" (those with net sales of \$50,000,000 or more) are more than a score of TV-radio and related electronics manufacturers. Census Bureau's "mining & manufacturing" classification was used in tabulating the listing, which excludes financial, transportation, trade, construction & service companies.

The 500 "industrials" have been ranked according to total assets, profit before income taxes, net profit, number of stockholders & employees. We've culled the list and, with permission of Time Inc., reprint below a listing of the TV-radio-electronics & related firms. Note that they're ranked first by sales and that the rankings appear in each column in boldface type; note also that essentially service concerns (like NBC, CBS, AB-PT) are not included. Nor does the full Directory include corporations that do not publish sales figures.

It should also be noted that most of the firms we have selected out of the big list are engaged in pursuits other than TV-radio which are usually considerably larger than their TV-radio operations—e.g., top-rankers GE & Westinghouse. Aircraft firms heavily in electronics are not included. Reprints of the full supplement can be had from *Fortune*, Room 1430, 9 Rockefeller Plaza, New York 20, N. Y. at 25¢ each.

* * * *

National Telefilm Associates Inc., which recently marketed 312,500 shares of common stock at \$5 per share (Vol. 11:22, 25), has been approved for listing by the American Stock Exchange. Headed by Ely Landau, it distributes TV & theatrical films, has 900 stockholders, 650,000 shares of common outstanding.

In list of 110 "Blue Ribbon" stocks that have never shown a loss, compiled for its June 27 issue by United Business Service, Boston, only ones in electronics or directly related fields are AT&T & GE.

Jerrold Electronics Corp., maker of community antenna equipment and operator of community systems, issued first public stock offering this week—through group of 13 underwriters headed by Van Alstyne, Noel & Co. and Butcher & Sherrerd. Offer comprises \$2,750,000 in 6% convertible subordinated debentures due 1975 and 200,000 shares of common stock at \$4. Prospectus shows net of \$189,733 (after taxes of \$216,051 on sales of \$3,413,506) for year ended Feb. 28. For fiscal 1954 net was \$167,663 (taxes \$167,792, sales \$2,779,725); for 1953, net \$24,513 (taxes \$43,189, sales \$1,396,203; for 1952, net \$18,695 (taxes \$30,696, sales \$1,024,868); for 1951, net \$18,609 (taxes \$16,343, sales \$854,910). Funds obtained will be used to expand generally, with emphasis on construction and operation of community systems.

More officer & director stock transactions reported to SEC during May: Allen B. DuMont sold 1100 DuMont Class A common, now holds 37,600; C. E. Underwood sold 3900 Hoffman Electronics, holds 1000; H. C. Andrus sold 2000 Lear Inc., holds 1003; Charles M. Green sold 9990 Sperry Corp., holds 2400; Robert McKinney bought 2000 IT&T, holds 13,250; Harold I. Thorp sold 2000 Decca Records, holds 3000; Spyros Skouras bought 4240 20th Century-Fox, holds 10,000; George Y. Wheeler II received 5000 RCA as gift from mother (in June), holds 10,500; Thomas A. Kennally sold 3000 Philco, holds 6997; Cramer W. LaPierre bought 1695 GE, made gift of 100, holds 2398; Chauncey G. Suits bought 2070 GE, holds 2152.

Davega Stores Corp. had net loss of \$331,798 on sales of \$23,818,893 in fiscal year ended March 31 vs. loss of \$181,181 on \$24,749,084 in preceding fiscal year. Assets of \$5,501,078 and liabilities of \$2,773,585 were listed as of March 31 vs. \$5,359,562 & \$2,608,089 year earlier.

Collins Radio Co. has registered 75,000 shares of Class B common stock with SEC, representing part of holdings of Mrs. Arthur A. Collins individually and as trustee; Kidder, Peabody & Co. and White, Weld & Co. are underwriters.

TV-Radio-Electronics Rankings in The Fortune Directory Of the 500 Largest U. S. Industrial Corporations

RANK	COMPANY	SALES ¹ (\$000)	ASSETS (\$000)	PRE-TAX PROFIT ² (\$000)	NET PROFIT (\$000)	STOCKHOLDERS	EMPLOYEES ³
4	General Electric	2,959,078	1,691,980	390,613	212,613	295,945	210,151
13	Westinghouse Electric	1,631,045	1,329,120	163,194	84,594	111,107	117,143
15	Western Electric	1,526,231	1,073,600	115,552	55,836		98,141
23	Radio Corp. of America	940,950	548,325	83,501	40,525	172,551	70,500
46	Bendix Aviation	607,712	285,431	61,797	25,538	25,786	43,811
83	Avco Manufacturing ⁵	375,406	200,879	7,509	3,639	61,462	21,240
85	Philco	349,277	164,588	10,544	6,769	18,000	23,000
106	Sylvania Electric Products	281,642	191,380	18,381	9,481	29,026	25,180
143	Admiral	219,565	109,126	15,582	6,548	5,100	10,000
156	Motorola	205,226	94,531	16,524	7,572	4,381	11,000
178	Raytheon Mfg.	177,100	93,641	10,023	3,523	8,296	18,711
224	Zenith Radio	138,608	62,605	12,056	5,676	4,390	6,500
250	General Precision Equipment	123,333	91,358	12,019	5,488	4,700	10,000
311	DuMont (Allen B.) Labs.	91,938	63,251	1,739	870	14,000	5,200
316	Collins Radio	90,300	42,794	7,656	3,390	1,400	7,327
345	Emerson Radio & Phonograph	80,560	40,971	3,449	1,885	6,000	5,000
371	Standard Coil Products	72,862	29,351	5,136	2,871	4,500	8,500
411	Stromberg-Carlson ⁶	63,509	41,148	4,132	1,982	4,113	5,200
413	Magnavox	62,974	28,543	5,333	2,103	5,616	3,800
433	Clevite	59,205	58,537	5,619	2,669	5,700	5,335
459	Mallory (P.R.)	54,630	33,032	2,420	1,072	3,773	5,596
474	Arvin Industries	53,373	27,979	4,631	2,231	3,953	3,480

¹ Net sales for fiscal years ending Jan. 1, 1954, through Jan. 2, 1955, unless otherwise noted. Some companies report "gross operating income," "net billings," etc., rather than sales. All figures include sales of consolidated subsidiaries. ² Before federal, state and foreign income

taxes. ³ As reported. In some cases average employment for year, in some companies, year end. ⁴ AT&T owns 99.81 per cent of stock. ⁵ Parent of Crosley. ⁶ Now part of General Dynamics.

Electronics Reports: Three mergers in electronics fields were approved by stockholders this week and a fourth announced. Stockholders of General Dynamics Corp. and of Stromberg-Carlson overwhelmingly ratified merger into firm with combined annual sales of \$713,000,000 (Vol. 11:18). Holders of Stromberg-Carlson will receive one share of General Dynamics common for each share of Stromberg. Stromberg pres. Robert C. Tait will continue as head of Stromberg-Carlson div. and will become a senior v.p. of parent company. General Dynamics pres. John Jay Hopkins hailed the acquisition as "a major move in diversifying the corporation's base of operations in the electronic field."

Olympic Radio & Television Inc., Long Island City, and Victoreen Instrument Co., Cleveland, this week announced plans to merge into new firm called Nuclear Electronics Corp., with headquarters in New York. To be headed by David H. Cogan, former pres. of CBS-Columbia, Nuclear is also seeking to buy and develop other firms in electronic, appliance, nuclear & radiation fields. Three shares of Nuclear will be issued for every share of Olympic and every share of Victoreen. Nuclear has agreement to purchase the 137,332 shares of Olympic now held by Fox, Wells & Co., investment firm, for total of \$1,038,230.

Olympic and Victoreen will be operated as subsidiaries of Nuclear Electronics, which will sell new convertible debenture of \$2,500,000. Olympic's assets totaled \$6,061,607 May 31, while Victoreen's assets at end of 1954 were \$1,670,908. In addition to Cogan, officers of parent company will be: Olympic chairman Adolphe Juviler, chairman; Olympic pres. Morris W. Sobin, v.p.; Victoreen pres. C. W. Haller, v.p. Bruce A. & Lloyd H. Coffin, who formerly headed CBS-Hytron, are now on Victoreen board.

Approved by stockholders this week were acquisition of Automatic Mfg., Newark, by General Instrument Corp., Elizabeth, N. J. (Vol. 11:24-25) and purchase of assets of Alliance Mfg. Co., Alliance, O., by Consolidated Electronics Industries Corp., Waterbury, Conn. Automatic's outstanding 1500 shares are exchanged for 555,000 shares of General Instrument stock, with Automatic pres. Martin H. Benedek now chairman and chief executive officer of General Instrument. Automatic exec. v.p. Moses Shapiro assumes same post at General Instrument. Both make TV-radio-military components. Consolidated Electronics' purchase of Alliance, maker of antenna rotators, small motors, etc., marks accelerated pace of North American Philips—which controls Consolidated—in electronics and components business (Vol. 11:21).

Biggest electronics merger of them all—Remington Rand and Sperry Co.—went into effect July 1, creating huge new Sperry Rand Corp., with assets of about half-billion (Vol. 11:12,22). And Daystrom Inc., which recently acquired several electronic subsidiaries, has given top priority to acquisition of more electronics firms, pres. Thomas Roy Jones told stockholders meeting this week.

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Dynamics Corp. of America (formerly Claude Neon), parent of Standard Electronics and Reeves Instrument Co., reports for 5 months ended May 31, profits of \$634,568 (24¢ a share) on sales of \$17,609,626, compared to \$613,991 (23¢) on \$17,036,785 same period last year. Unfilled order backlog was estimated at more than \$50,000,000. Pres. David T. Bonner told stockholders meeting that "substantial progress is being made in the development of new products for both defense and industrial applications, particularly in the field of automation."

Joseph P. D'Arezzo, former chief of Army's special weapons & air defense div. of office of chief of research & development, appointed divisional v.p. of American Machine & Foundry Co. (AMF) defense products group, Alexandria, Va.

New TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 21, the Fall-Winter edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Aug. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and network interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders are placed for 20 or more, are \$1.50 each; single copies, \$4.00.

TV will be "keynote" of New York's Palace of Progress, permanent world's fair and merchandise mart to be built by realtors Webb & Knapp above Pennsylvania station, according to lead article by editor Abel Green in June 29 *Variety*. The 3,000,000-sq. ft. \$100,000,000 building to be designed by architects Pereira & Luckman and planned by Webb & Knapp pres. Wm. Zeckendorf and showman Billy Rose is slated for completion by 1959. Quoting the architects, Green reports: "This 4th dimension—the videal phase—has never been engineered into any office structure. Every area of every floor will be designed to serve as a TV setting for closed-circuit or commercial telecast." Among other features, entire building will be lighted for TV pickups and cable outlets for closed-circuit or off-air TV will be everywhere, with places set aside for giant-screen projection TV. Intention is to make the Palace a vast origination point for both live & filmed TV shows, with every conceivable kind of facility for both origination and reception. The squat 2-square-block 10-story structure is to be topped with a TV tower "as tall as the Empire State Bldg. tower" if aeronautical clearance can be obtained.

Expanding TV ownership, General Teleradio (General Tire & Rubber Co. subsidiary) seeks to purchase WEAT-TV (Ch. 12) & WEAT, W. Palm Beach for \$194,000, in application filed with FCC this week. General Teleradio now owns WOR-TV & WOR, New York; KHJ-TV & KHJ, Los Angeles; WNAC-TV & WNAC, Boston; WHBQ-TV & WHBQ, Memphis; 55% of uhf WGTH-TV, Hartford. Sellers are J. Robert Meachem and his wife, 70% owners, with agreement stipulating Meachem be retained as mgr. for 5 years at \$12,000 annually. March 31 WEAT-TV balance sheet shows \$43,316 deficit. Liabilities are \$214,387 current, \$29,759 long-term. Of \$440,850 assets, current are \$98,211, fixed \$278,411, intangible \$98,211.

Donn Bennett Productions Inc., 1507 Walnut St., Philadelphia, whose *The Big Idea* show has been sponsored live on WCAU-TV since 1948 by Philadelphia Savings Fund, marketed 100,000 shares at \$3 locally this week to acquire working capital for current film production (at RKO-Pathe Studio, N. Y.) of 13 half-hours for syndication. Show is based on new inventions, features the inventors.

Admiral has shipped to RCA, licensee of its automation apparatus, first section of an automation line for TV sets; it inserts resistors in printed circuit boards, goes into Indianapolis factory, will be followed by machines to insert wire jumpers, tube sockets, other components.

Network TV-Radio Billings

May 1955 and January-May 1955

(For April report see *Television Digest*, Vol. 11:23)

NETWORK RADIO picked up slightly in May, as against April—but it's still running considerably behind 1954. Network TV billings continued in May at high level, more than triple radio, with CBS-TV retaining strong lead over NBC-TV, ABC-TV holding steady, DuMont down to lowest in many years. The May PIB report shows \$33,500,554 combined network TV billings, bringing total for 5 months to \$165,539,107 vs. \$25,922,161 & \$125,477,346 for same 1954 period. The PIB report:

NETWORK TELEVISION

	May 1955	May 1954	Jan.-May 1955	Jan.-May 1954
CBS	\$16,028,800	\$11,488,168	\$78,054,922	\$54,466,249
NBC	13,591,687	11,033,987	66,572,049	52,303,297
ABC	3,606,427	2,411,656	18,226,301	12,889,785
DuMont	273,640	988,350	2,685,835	5,816,015
Total	\$33,500,554	\$25,922,161	\$165,539,107	\$125,477,346

NETWORK RADIO

	\$ 3,923,796	\$ 5,116,152	\$20,286,915	\$25,533,132
CBS	3,923,796	5,116,152	20,286,915	25,533,132
NBC	2,652,560	2,780,725	13,559,541	15,951,564
ABC*	2,080,272	2,307,029	11,497,432	12,764,603
MBS	1,450,889	1,908,198	6,927,552	9,515,534
Total	\$10,107,517	\$12,112,104	\$52,271,440	\$63,764,833

NETWORK TELEVISION—January-May 1955

	ABC	CBS	DuMont	NBC	Total
Jan. \$	3,718,195	15,831,141	\$ 723,960	\$13,172,695	\$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,463,359	462,335	13,285,933†	32,739,185†
May	3,606,427	16,028,800	273,640	13,591,687	33,500,554
Tot. \$	\$18,226,301	\$78,054,922	\$2,685,835	\$66,572,049	\$165,539,107

NETWORK RADIO—January-May 1955

	ABC	CBS	MBS	NBC	Total
Jan.	\$2,487,140	\$ 4,181,787	\$1,372,532	\$ 2,744,204	\$10,785,663
Feb.	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar.	2,445,765	4,393,441	1,446,535†	2,953,486	11,239,227†
Apr.	2,096,355	3,837,124	1,365,658†	2,624,671	9,923,808†
May	2,080,272	3,923,796	1,450,889	2,652,560	10,107,517
Tot. \$	\$11,497,432	\$20,286,915	\$6,927,552	\$13,559,541	\$52,271,440

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

† Revised as of June 30, 1955.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 40%. However, they're generally accepted in the trade as an index.

Signs of the TV times: National advertisers now buying TV time, shows, talent, etc. at rate of \$841,000,000 a year, up 33% from 1954, according to TvB pres. Oliver Treyz. Spot is up one-third, network (PIB figures) about same. "In one year," said Treyz, "TV has leaped from the third to the first medium in national advertising expenditures." . . . Well-situated uhf seems to be sharing upgrading TV economy, for CBS's recently acquired WXIX, Milwaukee (Ch. 19) reports it will gross \$2,000,000 in first year, gen. mgr. Ed Bunker basing estimate on first quarter billings of \$502,000 . . . Storer's uhf WGBS-TV, Miami (Ch. 23), affiliated with NBC, in 4 months from Feb. 1 to May 31 boosted sales volume 390% over Jan. billings, reports mgr. Noran Kersta.

Tall tower progress: WAGA-TV, Atlanta (Ch. 5) reports its 1100-ft. tower will be ready "soon," calls it "the highest man-made structure south of the Empire State Bldg. and east of the Mississippi." Unique 1521-ft. Ideco "candelabra" tower to be used by KRLD-TV & WFAA-TV, Dallas (Vol. 10:14) has reached half-way mark, is due for completion Aug. 31; it will be second-highest of all, surpassed for the present only by 1572-ft. structure of KWTW, Oklahoma City.

DEFLYING MILITARY'S unwritten ban on high TV towers, FCC examiner Hugh B. Hutchison this week issued initial decision in favor of 1610-ft. tower for KSWs-TV, Roswell, N. M.—despite fact that the 3 military members of Washington Airspace Subcommittee had denied it aeronautical clearance (Vol. 11:11, 21). If Commission itself takes the unprecedented action of standing up to the Pentagon on the tower issue by finalizing the decision, the Armed Forces' power to block towers on principle of height alone will be crushed.

Examiner Hutchison's principal points: (1) Civilian members of Washington Airspace Subcommittee—and all members of regional subcommittee—endorsed new-tower proposal. (2) Tower at new location has been shown to be less of a hazard than current 790-ft. tower; local Air Force base had even agreed to pay \$12,000 to help remove it and had endorsed the new site. (3) Spokesmen for Defense Dept. and aviation associations had presented testimony consisting largely of "general statements and expressions of opinion concerning the impact of higher TV & radio antenna structures," with little evidence connected with the specific case.

Roswell tower, if constructed ahead of several other proposed high towers, would be—for a time at least—world's tallest man-made structure.

Subscription TV activity: (1) Deadline for additional formal comments on toll TV was extended by FCC this week from July 11 to Sept. 9, after all major parties requested delay (Vol. 11:26). (2) Engineer John V. L. Hogan, consultant to exhibitors' Joint Committee on Toll TV, wrote to *N. Y. Times* to state there's "no early prospect" of putting 2 TV programs on one channel, as proposed by International Telemeter (Vol. 11:24). (3) Emerson pres. Benjamin Abrams, reversing earlier stand, came out against pay-as-you-see TV, told his distributors it would reduce TV's appeal, cut sales. (4) Zenith continued to reap ill will of telecasters with his flashlight-photoelectric gimmick for cutting commercials out of sets. Latest Zenith publicity shows viewer "shooting" beer commercial, inspiring *Broadcasting-Telecasting Magazine* to editorialize: "To advocate the adoption of subscription TV is Zenith's right, but to advocate toll TV by maliciously defaming commercial TV betrays dangerous irresponsibility. What's more, it shows inane disregard for the system from which Zenith itself has been profiting handsomely."

Georgia's ex-Gov. E. D. Rivers is selling for \$90,000 his 60% of WOBS, Jacksonville (1-kw, 1360 kc) with CP for WOBS-TV (Ch. 30) to 20% owner Jim Macri, according to application filed this week. With no down payment, Macri is to pay 40 quarterly installments of \$2250 each. Rivers is now out of TV, having earlier this year sold CP for WCTV, Thomasville, Ga. (Ch. 6) to John H. Phipps (Vol. 11:5, 20) and having last year sold CP for WMIE-TV, Miami (Ch. 27) to Storer, now operated on Ch. 23 as WGMS-TV (Vol. 10:51). This week Rivers filed application to acquire WWPG, Palm Beach, from Chas. E. Davis for \$185,000. He already controls WMIE, Miami & WGAA, Cedartown, Ga. Macri's other holdings are 40% of WABR, Winter Park, Fla., TV applicant for Ch. 18 in Orlando, and minority interest in WMIE, Miami.

The \$40,000 sale of WMFJ, Daytona Beach, Fla. was approved by FCC this week, seller W. Wright Esch retaining CP for WESH-TV (Ch. 2), planning start this month. Purchasers are Harold Kaye & Emil J. Arnold, each owning 25% of WORC, Worcester, Mass. Seeking to block sale in Florida courts are Ted Granik and Wm. Cook, who charge that Esch broke contract to sell station and CP to them (Vol. 11:25). They're major stockholders in WJNO-TV, Palm Beach (Ch. 5).

Recent power increases: KTBC-TV, Austin, Tex. (Ch. 7) to 245-kw ERP; CBOT, Ottawa (Ch. 4) to 50-kw.

MARTIN CODEL'S

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

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS—July 9, 1955

NO DEINTERMIXTURE DECISION until Sept., Hyde urging reappraisal of allocations to equalize competition; CBS buys WGTH-TV, Hartford, as 2nd uhf (p. 1).

BIG TV CENTER in N. Y. suburbs proposed for all networks as city & state officials fear move of more live as well as film shows to Hollywood (p. 2).

COMMUNITY ANTENNA DIRECTORY of Factbook to list details of 392 systems serving 250,000-300,000 homes and more than 1,000,000 viewers (p. 3).

COLOR PLANS OF APPLICANT considered strong factor as examiner Elizabeth Smith chooses Times-Picayune over WWL & WNOE for New Orleans' Ch. 4 (p. 5).

TV TAPE NEARER commercial use as Bing Crosby Enterprises shows much improved color recorder, says \$50,000 unit will be ready in a year (p. 6).

RECORD TV TRADE YEAR foreshadowed by 6-month statistics showing production & sales well ahead of 1954; economic barometers zooming (p. 8).

ELECTRONICS END EQUIPMENT: Nearly \$6.6 billion sales by 509 firms last year; same companies predict more than \$7 billion for '55 in Navy survey (p. 11).

49th UHF OFF AIR: WNET, Providence, quits and asks FCC to permit pay-TV on uhf, to force network service; notes on upcoming stations (p. 6).

FARM TV SET COUNT being tabulated by U.S. Census Bureau county-by-county; first totals show TVs on 52% of N. H. farms, 38% of Vt., 9% of Nev. (p. 12).

ARMED FORCES TV SERVICE opens new stations in Arabia and Bermuda, looks into subscription TV decoders and wired systems to meet objections by Guam AM (p. 12).

FCC WEIGHS ALLOCATIONS; CBS BUYS 2nd UHF: Don't expect FCC action on deintermixture before Sept. -- Chairman McConnaughey says it's a "physical impossibility" because of vacations. But when the action does come, it may well be just one phase of the most serious reappraisal of TV allocations by the FCC since the freeze -- with prospects of change much greater than ever before.

Strong impetus to reconsideration of allocations picture was given this week when Comr. Hyde urged his colleagues to initiate a "study". "In light of experience," he says, "a study should be made to see how the allocations system has failed to anticipate economic problems."

Hyde has no fixed opinion on precisely what changes should be made, but he clearly feels that along with deintermixture, serious consideration must be given to change in vhf standards to permit more vhf stations -- to be properly distributed.

"Deintermixture can work both ways," Hyde points out. "You can keep uhf islands and you can add vhf to cities with too few vhf stations." He feels that study should weigh reduction in mileage separations, changes in powers & heights, use of directional antennas, etc.

"I don't advocate any freeze," he says, "but I think we should know what direction we're going. And I'm not foolish enough to think that you can take an eraser and start all over again. We've got to use the engineering techniques we have to improve network and station competition." He's thinking primarily of working with present vhf & uhf channels rather than seeking additional vhf spectrum.

Since Hyde was an architect of the present allocation plan -- he and Webster being the only holdovers from Commission that created the plan -- his proposal this week assumes more than incidental significance. Add to that the fact that at least 2 other commissioners, Bartley & Lee, have long urged that allocations plan must be overhauled; add to that the high-level engineering study being conducted by Senate Commerce Committee's ad hoc group (Vol. 11:26) -- and it's evident that there is a strong possibility that corrective efforts will be made.

Yet a change is not a certainty, for Commission is naturally fearful of losing more than it might gain. It feels that despite ills of uhf, TV industry is ren-

dering an enormously effective public service and is prosperous on an over-all basis -- though more stations and networks would be desirable.

Whole business is incredibly complex -- much more difficult than building the allocation in the first place. It's tightly bound to network affiliation pattern, for example. It's almost axiomatic that CBS or NBC affiliation in a large market is a guarantee of success for vhf or uhf stations -- intermixed or not.

CBS announced purchase of uhf WGTH-TV, Hartford, Conn. (Ch. 18) this week from General Teleradio-Hartford Times (Gannett) for undisclosed amount, hailing the purchase as "further proof of the network's confidence in uhf."

Assured of its own programs, CBS needn't give a hoot whether FCC deintermixes Ch. 3 out of the city or not. With NBC buying uhf WKNB-TV, New Britain, Hartford's Ch. 3 certainly has lost much luster for competitors WTIC and Hartford Telecasting (Harry Butcher), who await final action on examiner's initial decision favoring WTIC. Along same line, note booming billings of CBS's uhf WXIX, Milwaukee -- substantially in the black and doing business at \$2,000,000-a-year rate (Vol. 11:27).

* * * *

Commission isn't anxious to tamper with affiliation setup, either. Congress is expected to give FCC \$80,000 for a network study, but this sum is generally considered too small to produce definitive answers.

Commission's ultimate action on allocations and network-station relationships will depend greatly on pressures from Congress and climate of industry. Not too many months ago, it was summarily rejecting any change of policy. Now, it's prepared to entertain ideas, at any rate -- something that started when McConnaughey first told Congress that FCC would take "a second look" at deintermixture.

Feeling at Commission is that root of uhf problem is error in allocations -- not network or receiver manufacturer practices. Generally, it's believed that normal business prudence and competition have dictated their actions. An example of manufacturer's attitude toward uhf was this statement by Philco v.p. James M. Skinner, at last week's distributor convention (Vol. 11:27):

"At the present time, it does not appear that any remedial action by the Govt. or anyone else is imminent, and therefore it is our opinion that the volume and scope of uhf broadcasting will be rather uncertain for at least the balance of the fall season...For the long pull, however, it appears to us that the future of uhf is pretty bright, for out of all the investigations taking place in Washington will undoubtedly come some plan or program which will encourage this type of broadcasting in the years to come." In meantime, Philco will continue policy of making receivers to which uhf tuners may be added easily in the field.

THE HEGIRA TO HOLLYWOOD WORRIES N. Y.: Their New York "housing problem" is a common headache for the TV network moguls -- and all sorts of panaceas are being talked about. City officials and even Gov. Harriman have interested themselves, too, very much concerned lest many more TV shows, live as well as film, gravitate to Hollywood. Their hope is to get the networks to agree upon one big Television Center in or near the city. But competition, personalities and present realty holdings being what they are, that hope right now would seem to be far from any prospect of fulfillment. The problem basically seems to resolve itself into this question:

Should a combination TV-radio-cultural center be built in Manhattan -- or, either as a combined or individual effort, should there be a Television City in an easily accessible suburb? Variety's Abel Green, whose contacts are top level, this week learned that City Construction Coordinator Robert Moses has suggested to Messrs. Sarnoff & Paley that they acquire Deepdale Golf Course in Great Neck, L.I. -- but that CBS has been surveying and testing sites near Idlewild Airport.

Networks must eventually get out of Manhattan, it's generally agreed, because of necessity for "horizontal" construction for TV production, props, etc. (not to mention parking). Gov. Harriman and Mayor Wagner have also offered to assist any centralization project, which might or might not include more film-making in N.Y.

But N.Y. has long way to go to catch up with Hollywood so far as filming is concerned, conceding its dominance as the theatre capital and originating point for

live TV programming. New York Times' Jack Gould, just back from Hollywood assignment, says 250 firms are now engaged in TV filming, their annual business representing some 3000 hours costing \$100,000,000, as against a turnout of 200 full-length theatrical films next year (300 hours) costing about \$350,000,000.

Filming in Hollywood by and for the networks, Gould reports, will total 597 hours for ABC next fall, 552 for CBS, 325 for NBC. Both ABC & NBC, moreover, are reported in position to begin their own film producing in Hollywood, hitherto proscribed by union jurisdictions.

What worries the N.Y. fathers is that NBC has 696 hours of live shows also scheduled out of Hollywood next season, CBS 520 hours, ABC 78. Networks will still produce more out of N.Y., center of the advertising business, but they're terribly cramped for space: CBS uses 19 different locations, NBC 16, including theatres, for audience shows. Only this week CBS arranged to add old Edison Studio in the Bronx for a new production; it's now known as Bedford Park Film Studio, was opened by the great inventor in 1904, used by D.W. Griffith for some of his early thrillers, has been rented for such shows as "You Are There" and "Men Against Crime."

ABC alone is reasonably well centralized in its 66th St. quarters. In fact, it owns whole block between 66th & 67th Sts. and Central Park West & Columbus Ave. As for DuMont, it has excellent modern quarters on 67th St. -- but it cuts little or no ice any more as a live network and isn't sure yet whether its new Electronicam system of simultaneously filming live shows (among them, Jackie Gleason's) should continue on a custom-job basis or for its own syndication.

Note: Latest Directory of Program Sources & Services, prepared for our upcoming TV Factbook No. 21 lists some 900 producers & distributors of film & live programs and/or services of various kinds related to programming.

VITAL STATISTICS OF COMMUNITY TV SYSTEMS: Most complete directory of community antenna systems compiled to date will be included in our new Fall-Winter TV Factbook, to be delivered to subscribers next month. Returns on our questionnaires have been excellent, and analyzing galley proofs, we come up with these figures & estimates:

- (1) Now in operation -- 392 systems vs. 302 six months ago (Vol. 10:52).
- (2) Average number of subscribers -- 772 vs. 740.
- (3) Total homes served -- 250,000-300,000 vs. 150,000-175,000 -- reaching well over 1,000,000 viewers.
- (4) Circulation of 1000-2000 is reported by 38 operators, 2000-3000 by 10, 3000 or more by 10. One claims 10,150.
- (5) Pennsylvania remains prime CATV country, having 84 systems averaging 1260 subscribers each -- for total of more than 105,000 homes in that state alone. Pennsylvania is also the most mature in terms of community TV, most of its operations being several years old.

West Virginia has shown similar growth pattern, except that towns are smaller; it has 38 systems. Unless boosters & satellites or something else comes up to hamper systems' development, Washington and Oregon might well surpass the other states before long -- albeit many of their systems are very small. Factbook will show that Washington has 26 systems, Oregon 15.

Note: Armed Forces TV stations, while serving commercially insignificant total of viewers (estimated 75,000-100,000), continue to pop up around the world -- the latest being ZBK-TV, Kindly Air Force Base, Bermuda, which began July 4 (see p. 12).

Quiet week in subscription TV--incredibly: (1) Exhibitors continue to line up labor groups, getting Albany musician's local and Memphis CIO Council to resolve against pay-as-you-see. (2) At least 2 major magazines plan articles on subject--Milton Lehman working one up for *Saturday Evening Post*, Bill Davidson for *Colliers*. (3) Dealer spokesman Mort Farr, chairman of NARDA, took strong stand against toll TV in his column in July *Electrical Merchandising*, said it would be expensive, exclusive, confusing--and kill set sales.

Receivership was asked this week in Wichita Federal court for KEDD (Ch. 16), NBC affiliate represented by Petry--MCA-TV and Atlantic Television Corp. claiming \$5200 & \$1400 in unpaid bills, respectively. Managed by Stanley H. Durwood, of the Missouri theatre chain family, who owns 85%, with *Wichita Beacon* owning 5%, station started in Aug. 1953, claims virtually 100% conversion. At present, vhf service comes from local KAKE-TV (Ch. 10) and KTVH, Hutchinson (Ch. 12), with KARD-TV, Wichita (Ch. 3) due on air in fall.

Personal Notes: John L. McQuigg, ex-Lennen & Newell exec. v.p., named mgr. of J. Walter Thompson's Detroit office, succeeding Norman H. Strouse, new pres. of agency . . . Charles H. Philips, ex-WOR-TV sales mgr., named mgr. of new Petry sales development dept., reporting to v.p.-gen. mgr. Thomas F. Knode . . . Edward L. Cossman promoted to sales director of WATV & WAAT, Newark, assuming duties of v.p. Bertram Lebar Jr., resigned; Sydney Kavaleer promoted to TV sales mgr. . . . John H. White named TV mgr. of CBS Spot Sales, San Francisco, succeeding MacLean Chandler . . . Eugene Litt resigns as N. Y. sales mgr. of Forjoe-TV rep firm to join NBC . . . T. Gordon Ferris elected pres. & gen. mgr., Radio Representatives Ltd., Toronto . . . Shelby Storck resigns as gen. mgr. of educational KETC, St. Louis . . . Robert M. Reuschle, ex-Young & Rubicam and McCann-Erickson, named sales mgr., WLAC-TV, Nashville . . . John H. Eckstein named asst. to ABC director of adv., promotion & publicity; Jack Fields named chief of exploitation unit; Adolph L. Seton asst. mgr. of publicity . . . Gerry Martin resigns as DuMont sales director . . . Merrill (Red) Mueller appointed NBC Mediterranean news director with headquarters in Rome . . . John H. Bachem, DuMont gen. mgr., adds duties of supervisor of Electronicam filming . . . H. G. Walker, CBC director of network coordination, named asst. network director for Ontario, headquartering in Toronto . . . Wm. H. Weintraub Jr., ex-TV-radio production mgr., Wm. H. Weintraub & Co., joins Mutual as program sales mgr. . . . Maurice E. McMurray, WJBK-TV national sales mgr., July 18 transfers his base of operations to Storer N. Y. offices . . . Marvin L. Rosene, gen. sales mgr. of KSTP-TV & KSTP, elected sales v.p. . . . Wm. H. Tankersley promoted to CBS-TV director of editing, Hollywood.

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FCC people: Florida Democrat Richard A. Mack, sworn in as commissioner July 7, plans to start work July 13, family moving up several months later . . . Edwin L. White, chief of Safety & Special Radio Services Bureau, retires July 31, moving to St. Petersburg, Fla. and establishing consulting practice. In some quarters, there's move underway to shift Curtis B. Plummer, chief of Broadcast Bureau, to position vacated by White; rumored as possible successors to Plummer are Christian E. Rogers, engineering asst. to Chairman McConnaughey, and John Fitzgerald, chief of Office of Opinions and Review . . . Mary O'Leson, veteran information office specialist, retires Sept. 30, to be succeeded by Miss Murle Edwards, who joined staff this week; Salina M. Lindo promoted to asst. chief of information office, headed by George O. Gillingham.

New officers of AM-PAR Record Corp., new phonograph record subsidiary of American Broadcasting-Paramount Theatres: pres., Samuel H. Clark; v.p., Harry Levine; secy., Edith Schaeffer; treas., Simon B. Siegel; asst. treas., Harry J. Wright. All officers, plus AB-PT pres. Leonard H. Goldenson & v.p. Robert H. O'Brien, are directors of new subsidiary.

Testimonial dinner for retiring FCC Comr. Frieda B. Henneck will be given at Washington's Shoreham Hotel July 20. List of sponsors is headed by former President Truman, includes all members of FCC.

John U. Reber, 62, J. Walter Thompson v.p., who headed its original radio dept. and has taken a leading part in its TV accounts, died July 3 after a heart attack. He is survived by his wife, 3 sons, one daughter; son John H. Reber is NBC-TV spot sales director.

Mrs. Eva Emily Crosley, 43, wife of Powell Crosley Jr., owner of Cincinnati Redlegs and formerly identified with ownership of WLW, died July 3 of cancer.

Cherry & Webb's WPRO-TV, Providence (Ch. 12) will come under new corporation, in which big dept. store chain retains 55%, under arrangement whereby local WHIM (1-kw, 1110 kc) is being sold for \$469,000 to Headley-Reed's Frank W. Miller. In application filed with FCC this week, it's revealed AM sale is designed to clear way for sellers Robt. T. Engles & C. Geo. Taylor (12½% each) to acquire 13% of the TV station. Other WHIM sellers, Harry H. Thomson & Theodora T. Kluge (35% each) are not involved in TV setup. Options to Engles & Taylor were agreed upon when they withdrew rival application for Ch. 12, permitting WPRO-TV to get started. Option on another 25% of new WPRO-TV corporation is held by Hope Bcstg. Corp., headed by General Teleradio's John B. Poor, which also pulled out of Ch. 12 contest.

CP for WAGE-TV, Marquette, Mich. (Ch. 6) is being transferred to local radio WDMJ, subsidiary of *Marquette Mining Journal*; published by Frank J. Russell, who also controls WMIQ and *Iron Mountain News*, Iron Mountain, Mich. Sill also resigns as gen. mgr. of WMIL, Milwaukee, selling his 25% interest in that station and returning East. Marquette TV, originally planned for mid-July start, will be delayed until new transmitter site can be located and new equipment ordered. Sill has owned 67%, Herbert Herzberg 33%, and they're getting \$20,000 for their interest.

J. Elroy McCaw has purchased Eugene O'Fallon's pre-freeze KFEL-TV (Ch. 2) for \$400,000 plus assumption of approximately same amount of liabilities—and application for transfer will be filed next week. At one time or other on all networks, KFEL-TV is now operated as independent, and McCaw, who has similar situation with his KVTW, Tacoma (Ch. 13), thinks he can operate it profitably under same formula (Vol. 11:25). McCaw owns 25% of KONA, Honolulu (Ch. 11) and half of WINS, N. Y. and has interests in 4 other radio stations.

More than 100 theatres will carry closed-circuit telecast of Sept. 20 Marciano-Moore heavyweight title bout, says Theatre Network TV pres. Nathan L. Halpern, who added that delivery of 57 mobile projection units was completed this week by General Precision Laboratory, and all will be available for leasing to exhibitors for the fight. Of the portable units, 27 are capable of throwing image on screen up to 50x65-ft., rest being limited to 15x20-ft.

Feud in Phoenix between newspapers and its 4 TV-radio stations has resulted in the dropping of TV-radio columns (but not logs) from city's 2 daily papers (E. F. Pulliam, publisher). It started with editorial attack on stations for their treatment of "unfounded" storm-warning weather bulletin, evening newspaper charging TV-radio stations lack news judgment. Stations demanded retraction, didn't get it.

NARTB's TV dept. has published folder containing texts of recent convention's management conference addresses by Dr. Allen B. DuMont, ABC pres. Robt. Kintner, WBAP-TV's Harold Hough, ex-code chairman John E. Fetzer, NBC pres. Pat Weaver, CBS pres. Frank Stanton—available on request.

Educational TV: CBS-TV distributing 16mm films of its *You Are There* (sponsored by Prudential & local electric companies) and *The Search* (sustaining) to schools, libraries & local community groups for non-theatrical & non-broadcast use this fall. Distribution agreement was signed with Young America Films Inc.

San Francisco's educational KQED (Ch. 9) will remain on the air for next 6 months at least, having raised more than the \$65,000 goal it set for itself last month as minimum for survival (Vo. 11:25,27). Gifts came from nearly all commercial stations and newspapers in area.

COLOR WAS MAJOR FACTOR in a competitive hearing for first time, when examiner Elizabeth C. Smith recommended grant of New Orleans' Ch. 4 to WTPS-*Times-Picayune* over WWL (Loyola U). She turned down ex-Gov. James A. Noe's WNOE for lack of finances, said it wasn't in the running with other 2.

Examiner Smith found WWL and WTPS about equal in almost everything. "The deciding factor," she said, "is the fact that *Times-Picayune* merits preference on 2 important facets of proposed programming, namely, regularly scheduled programs of particular interest to residents of outlying communities located within the area to be served; and regularly scheduled color TV programs."

Color schedule proposed by *Times-Picayune*: 16 hours live and 1½ hours of film weekly, plus 21 hours of monochrome programs which will include color clips and slides.

On newspaper issue, Miss Smith credited paper with "long record of service to the community," said this about balances WWL's substantial contributions.

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Obeying Court of Appeals' mandate in famous Clarksburg case (Vol. 11:25), Commission this week ordered effectiveness of CP for WBLK-TV (Ch. 12) to be postponed and ordered a hearing to cover all the points court said should be covered.

In allocations, substitution of Ch. 11 in Houma, La. for Ch. 30 was requested by Fred Weber, a principal of WHTN-TV, Huntington, W.Va. (Ch. 13) due on air this fall, and pres. of defunct uhf WFPG-TV, Atlantic City.

Also requested was commercialization of educational

Ch. 3 in College Station, Tex., to be replaced by Ch. 48 or Ch. 54. Filing petition was John M. Lawrence III, for himself and as trustee for group of local businessmen.

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Modification of "protest" section of Communications Act seems likely to be approved by Congress, following hearing this week before Senate communications subcommittee which heard same testimony as House subcommittee 2 weeks ago (Vol. 11:26). House Commerce Committee has already approved bill (HR-5614), adding 2 minor amendments proposed by Federal Communications Bar Assn. and approved by FCC Chairman McConaughy. Principal opponent of the bill (Senate version is S-1648), attorney Benedict Cottone representing UHF Industry Coordinating Committee, dropped some of his opposition this week, said he would favor measure if it contained stronger limitations on FCC power to reject stays of CPs.

Subcommittee's alert and outspoken Chairman Pastore (D-R.I.), while indicating he generally favored the legislation, took the opportunity to express his opinions on what he thinks should be in the bill and on several other FCC matters. As to stays of grants, he said he'd like to devise "some quick procedure or trusteeship operation" whereby station would remain on air despite a stay. He also observed that it would be helpful if the bill spelled out "the particular grounds" on which FCC will grant a stay. He said that whenever possible hearings on protests should be held before grants are made—a suggestion strongly endorsed by Cottone. Pastore was particularly interested in subject of quick grants resulting from mergers of competing applicants, suggested that hearing be required in all mergers, so "public would know all the facts, why they got together."

Telecasting Notes: "Jesse James rides again," says authoritative and alert *Advertising Age* in scorching editorial indicting mushrooming free-plug practice in TV. "Advertisers pay a handsome sum for time and talent for nighttime TV. They are allowed 3 minutes for a half-hour show and 6 minutes for an hour show to sell their product. That is, if they pay for the time. If they don't pay for the time, but instead hire a grubby little agent, they get unlimited plugs on any number of shows for a nominal fee. These are the leeches and blood-suckers of our business" . . . **Movie plugs are hit hardest:** "The greatest of the leeches are the motion picture experts. It is remarkable what a bill of goods these high-powered press agents have sold the innocent and obviously inexperienced networks and producers and uncomplaining lambs representing agencies and advertisers. In exchange for a 6-min. plug for stars and vehicles, the motion picture industry this fall is going to 'give'—for a large amount of money—a program using a portion of a picture or the services of a contract star. [Is] it a nefarious plot on the part of the film people to force the public to get so exasperated with excess of commercials—legitimate and free—that they will yell for pay TV?" . . . **Free plugs for magazines and airlines** also are given a resounding editorial thwack—and *Advertising Age* ends by pleading with networks to "stop this evil practice" by "going to black" when the unwanted visitor tries to climb aboard" . . . **Tremendous publicity breaks** being enjoyed every week by Revlon's *The \$64,000 Question* on CBS-TV, Tue. 10-10:30 p.m. Comparatively low-budgeted show may well bring back the giveaway, reminiscent as it is of the publicity harvest reaped by radio's *Stop the Music*, "Miss Hush" contest, etc. Contestants obviously are carefully selected, not only for their general knowledge but with a sharp eye to entertainment and news values. Examples: the cop who turned out to be an expert on Shakespeare, the grandmotherly Bible authority, the pretty 3rd grade schoolteacher who

knows everything there is to know about people named Sam . . . **First packaged spectacular:** Producers Walter Fried & Henry Newman sign Lena Horne to star in 90-min. TV adaptation of Offenbach's *La Belle Helene*. They'll try to peddle show to a network . . . **New use for played-out feature films:** Associated Artists sets up subsidiary, The 199 Corp., headed by Art Kalman, to sell stations permanent rights to 199 old Monogram features which have been available to TV stations for 6 years. Among uses for the library suggested by Kalman: cut them into half-hour or 15-min. shows, use footage for background on local live shows, cut pieces out of them for stock shot library . . . **Special 90-min. opening of Disneyland park** July 17, 7:30-9 p.m. on ABC-TV will use 24 live cameras, 63 engineers & technicians . . . **J. Arthur Rank** seeking TV bids on package of 33 features, including such boxoffice hits as *Kind Hearts & Coronets*, *Red Shoes*, *Caesar & Cleopatra*, *Odd Man Out*, *Seventh Veil* . . . **Harold Lloyd** planning to offer some of his old comedies to TV . . . **Lucy goes British:** CBS-TV Film Sales has sold *I Love Lucy* to Associated Broadcasting Development Co. for Britain's upcoming commercial TV . . . **Alex Segal**, ace producer-director who recently left ABC-TV, struck pay dirt this week with (1) NBC-TV contract, expected to include production of several spectaculars, (2) pact to direct 2 MGM pictures based on *U. S. Steel Hour* shows he directed on TV—"The Rack" and "Fearful Decision"—at a reported \$55,000 per picture . . . "You can't hardly get them No. 1 ratings no more": Newcomer to Nielsen's top spot is *George Gobel Show* with 41.4 rating for June; *Jackie Gleason* 2nd with 40.3, *Lucy* 39.7, *Ford Theatre* 37.4, *Disneyland* 37.3. ARB ratings for June give No. 1 spot to *Lucy* with 45 . . . **One-shot Wide World** (NBC-TV) won 31.9 Trendex . . . **Orson Welles** signed by CBS-TV to direct and star in series of 90-min. color programs this fall based on "contemporary and classical plays and novels"; *Trilby*, with Welles as Svengali, may be first.

Network Accounts: All networks want AT&T's first regular TV sponsorship—NBC pitching with its *Wide, Wide World*, CBS showing its wares Sun., July 17, 5:30-6 p.m., when it puts on *Let's Take a Trip*, visiting Bell System's Long Lines Dept. to show how the nation's and world's phones are interconnected, how teletypewriter exchange service works, how private lines operate, how TV-radio intercity programs are handled. C. E. Wideberg, gen. mgr., Long Lines Dept. eastern area, will act as guide for Sonny Fox, Ginger MacManus & Pud Flanagan, as CBS's traveling threesome . . . NBC-TV schedules more than 75 "mammoth one-shot programs and spectaculars" this fall—both color and black-&-white. Among them are 20-30 "telementaries," including *1976*, live show on life in 1976, *Rise & Fall of a Dictator*, as depicted in German films of Hitler. Also included are original musicals, operettas, outstanding motion pictures, operas & ballet. The 39 90-min. color "spectaculars" will be sponsored on Sat. (9-10:30 p.m.) by Oldsmobile; on Mon. (8-9:30 p.m.) by RCA & Ford; on Sun. by partic. sponsors, with 22 of 26 available partic. already signed (Vol. 11:27) . . . Jackie Gleason signs 3-year DuMont contract for Electronicam filming, starting Aug. 16, of Buick-sponsored *Honey-mooners* series, which debuts Oct. 1 on CBS-TV Sat. 8:30-9 p.m. . . . Dromedary Co. (cake mix) buys 15 min. alt. weeks of *Tennessee Ernie* on NBC-TV starting Aug. 3, Mon.-thru-Fri. 12-12:30 p.m., and *World of Mr. Sweeney* on NBC-TV, Mon-thru.-Fri. 4:30-4:45 p.m., thru thru Ted Bates & Co. . . . Pharmaceuticals Inc. to sponsor *Life Begins at 80* on ABC-TV starting July 31, Sun. 9:30-10 p.m., will sponsor *Ted Mack's Amateur Hour* in that time period starting Oct. 30, when *Life* moves to another time, thru Edward Kletter & Assoc. . . . Sheaffer Pen Co. to be alt. sponsor (with Old Golds) of Herb Shriner's *Two for the Money* on CBS-TV starting July 9, Sat. 9-9:30 p.m., thru Russel M. Seeds Co.

Rate increases: KRCA, Los Angeles, adds new Class AA hour (7:30-10:30 p.m. Mon.-Sat. & 5-10:30 p.m. Sun.) at \$3600, 20 sec. (7:30-10:30 Mon.-Sat. & 6-10:30 p.m. Sun.) at \$650, Class A hour remaining \$3200. Aug. 1 WGAL-TV, Lancaster, adds Class AA hours (8-10 p.m. daily) at \$1200, min. at \$240, Class A hour going from \$900 to \$1000. July 15 WAVE-TV, Louisville, raises base hour from \$850 to \$950, min. \$170 to \$190. Also July 15 WTAR-TV, Norfolk, adds Class AA hour (7-10 p.m. daily) at \$875, 20 sec. at \$175, Class A remaining \$800. WLWA, Atlanta, raises base hour from \$700 to \$800, 20 sec. \$90 to \$130; KXLY-TV, Spokane, hour from \$490 to \$525, min. \$95 to \$105; KSBW-TV, Salinas-Monterey, from \$300 to \$350 & \$60 to \$75; WFIE, Evansville, Ind. from \$250 to \$300 & \$50 to \$60; KTIV, Sioux City, Ia. from \$250 to \$300 & \$50 to \$60; WTVY, Dothan, Ala. from \$100 to \$150; KXLF-TV, Butte, Mont. from \$100 to \$150; CFCM-TV, Quebec City, Que., from \$300 to \$350; CJCB-TV, Sydney, N. S. from \$200 to \$250; KGO-TV, San Francisco has raised base hour from \$1200 to \$1350, min. \$250 to \$270.

Television Bureau of Advertising (TvB) this week released 67-p. presentation, *The 3 Hows of Television*, giving details of TV's sales power and including results of TvB study of its effectiveness in grocery field, which was highlighted in pres. Oliver Treyz's address to recent NARTB convention (Vol. 11:22). Copies are available from TvB, 444 Madison Ave., N. Y.

Good Housekeeping (circ. 3,500,000) increases its rates 5½% next Feb.; black-&-white page will cost \$10,000, four-color \$14,800.

Saturday Evening Post ad rates go up about 8% as of next Jan. 7—black-&-white page to \$18,145, back cover \$32,500.

MMAGNETIC TV TAPE moved another firm step toward commercial emergence this week, when Bing Crosby Enterprises (25% CBS-owned) demonstrated latest refinements to group of newsmen in Hollywood. BCE exec. director Frank Healey now says that the tape will be ready within a year and that recording unit should sell for about \$50,000. RCA also has stated its tape equipment will be ready commercially in a year, following current field tests by NBC (Vol. 11:19).

BCE demonstration was highly successful. N.Y. *Times*' Jack Gould wrote: "The images had an amazing stability and in resolution and definition seemed equal if not superior to today's kinescope film recordings." *Variety*'s Dave Kaufman called it "an exciting look into the near future in color TV, at present a one-shot, costly program problem due to the impossibility of kinescoping tint shows."

Actually, color kines have been made, but tape promises to produce much higher quality—at much lower cost and with great speed. West Coast audiences suffered through a lot of bad black-&-white kines until processes improved, and it's hoped that tape will bypass that phase in color. Current equipment handles both color and monochrome.

BCE's latest equipment records 5 tracks on ½-in. tape, compared with previous 12 tracks on 1-in. tape. Tape moves at 180-in. per second vs. 360-in. for earlier equipment. Eight minutes of programming are contained in 14-in. reel; BCE hopes to put 16 minutes on a reel soon.

Value of TV tape is not confined to replacing kines, by any means. Healey predicted that tape could cut shooting of TV films from several days to one day. However, it probably will be a long time before tape can record sufficient definition to make it a satisfactory replacement for 35mm film for theatre exhibition—as opposed to TV use. For distant future, there's possibility of home tape recording & playback equipment.

Credited with development are chief engineer John T. Mullin, assistants Wayne R. Johnston & Leslie Nelson.

Resounding blow to blacklisting practices in TV-radio was administered by AFTRA members in mail referendum tallied this week. Specific issue was move to reconsider vote at recent meeting which condemned AWARE Inc., so-called anti-communist outfit which "keeps tabs" on past affiliations of actors, etc. (Vol. 11:25). Though AFTRA leadership opposed condemnation of AWARE, membership voted nearly 2-to-1 for censure—982 for condemnation, 514 against. Magnitude of vote was so great it was interpreted by some as vote of no-confidence in union administration, presaging more liberal leadership.

Ewell & Thurber Assoc., Chicago, reverts to old name of U. S. Advertising Corp. with retirement of pres. J. C. Ewell & exec. v.p. Hal Thurber. C. E. Rickerd, mgr. of Chicago office, becomes pres.; J. E. Coombes, v.p. Headquarters continue in Chicago, with office in Toledo.

Walter Annenberg's *TV Guide*, in newspaper ads this week, makes impressive claim that during first quarter 1955 it ranked first in newsstand sales; in interim ABC statements to ABC, it claimed 2,378,064 vs. *Ladies Home Journal's* 1,733,906 and *Saturday Evening Post's* 1,547,309.

Good sponsor: St. Paul's Episcopal Church, Yuma, Ariz., is sponsor of baseball games on radio KOLD, the pastor's between-inning commercials inviting listeners to attend his church, reports Religious News Service.

Seagram Park Ave. Bldg., 38-story structure to be built between 52nd & 53rd Sts., N. Y., will be completely wired for closed-circuit TV.

A **N**OTHER UHF QUILTS the air as of July 10—WNET, Providence (Ch. 16), pleading “continued large operating losses with little or small expectations of gain.” FCC was informed July 7 that the station, on air since March 1954, hopes to resume operations if it can get Ch. 3 proposed to be allocated to Westerly, R. I. At same time, Commission was urged to authorize “a limited pay system of TV restricted to uhf stations for some reasonable period” and to adopt regulations requiring networks to serve all stations “under such reasonable conditions as would automatically ensure an equitable distribution of network programs to both U and V stations.” Despite 90,000 conversions in Providence, it’s stated, WNET got “insignificant revenues from networks or national advertisers.”

WNET is 17th uhf. to leave air thus far this year, 49th since uhf began. Only 4 uhfs have started this year, one of them a revival in Norfolk, as against 24 vhf starters to date. Box score of TV stations in operation now stands at 432, of which 105 are uhf.

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

WTHS-TV, Miami (Ch. 2, educational) now plans test patterns about Aug. 1, programming Aug. 15, reports Vernon Bronson, asst. director, Dept. of Radio & TV Education, Dade County Board of Public Instruction. Converted Ch. 2 antenna has been installed on FM tower on roof of Everglades Hotel, but conversion of old WTVJ Ch. 4 transmitter has been delayed.

WHIS-TV, Bluefield, W.Va. (Ch. 6) plans test patterns July 30, NBC programming shortly thereafter, reports station mgr. P. T. Flanagan for grantee *Bluefield Daily Telegraph*, controlled by Hugh I. Shott family. RCA 10-kw transmitter will be installed in 10 days; 100-ft. Ideco tower with 6-bay antenna is ready. Hugh I. Shott Jr. is gen. mgr., J. F. Byers chief engineer. Base hour will be \$200. Rep will be Katz.

WCTV, Thomasville, Ga. (Ch. 6) now has Sept. 1 test pattern target, Sept. 15 programming date, reports gen. mgr. Herschel Graves, promoted from radio WTAL, Tallahassee, Fla. Owner is John H. Phipps, who acquired CP this year from E. D. Rivers Sr., along with Thomasville radio WKTG from Fred Scott Jr. family (Vol. 11:20). Phipps also owns WTAL and radio WTYS, Marianna, Fla. GE 35-kw transmitter has been delivered and 5-bay antenna, due July 20, is scheduled for installation 10 days later on 669-ft. tower. Base hourly rate not set yet. Rep will be Meeker.

KSTF, Scottsbluff, Neb. (Ch. 10), oft-delayed satellite of KFBC-TV, Cheyenne, Wyo. (Ch. 5), now plans “mid-July” start, reports gen. mgr. Wm. C. Grove. It will have 2-kw RCA transmitter and 6-bay antenna, will be sold only in combination with KFBC-TV.

KFJZ-TV, Fort Worth (Ch. 11) still hopes to start Sept. 4 as an independent, writes Stan Wilson, asst. mgr. of grantee Texas State Network, also operator of KFDA-TV, Amarillo and 4 Texas AMs. GE 12-bay antenna on 1000-ft. Parkersburg tower is ready and 5-kw GE transmitter with 20-kw amplifier has been delivered. TSN national sales mgr. Dale Drake will be KFJZ-TV sales mgr.; Norman C. Long moves from KFDA-TV to be KFJZ-TV program director. Base hour will be \$600. Rep will be H-R Television.

WTTW, Chicago (Ch. 11, educational), aiming for early Sept. programming start on reduced scale, already has 5-kw GE transmitter in new Field Bldg. quarters, has

New TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 21, the Fall-Winter edition of the TV-electronics industries’ first and most widely used and quoted “almanac,” will be off the presses about Aug. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and network interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders are placed for 20 or more, are \$1.50 each; single copies, \$4.00.

antenna due first week of Aug., reports chief engineer D. M. Weise. Regular 4-10 p.m. schedule begins after move to studio-office quarters in Chicago Museum of Science & Industry late this fall.

KBMB-TV, Bismarck, N. D. (Ch. 12) plans Oct. 1 test patterns, Nov. 1 start as CBS outlet, according to CP holder John W. Boler. With antenna atop State Capitol, it will be city’s 2nd TV—KFYR-TV (Ch. 5) having begun in Dec. 1953. Equipment was not specified, but Boler bought DuMont transmitters for his other 2 N. D. stations—KXJB-TV, Valley City & KCJB-TV, Minot. Base hour rate will be \$150, with \$637.50 combination rate for the 3 stations. Rep will be Weed.

WFLB-TV, Fayetteville, N. C. (Ch. 18) has GPL 1-kw transmitter ready, plans test patterns about July 15, CBS & NBC programming about Aug. 15, reports exec. v.p.-gen. mgr. L. W. Allen. GE antenna arrived this week for installation on 40-ft. tower. Nearest other outlet is WNAO-TV, Raleigh (Ch. 28), 53 mi. distant. Base rate will be \$150. Rep will be Adam Young.

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CJON-TV, St. John’s, Nfld. (Ch. 6) has again changed targets, now plans Aug. 15 test patterns, Sept. 4 programming, according to pres. Geoff Stirling. It will use 2-kw RCA transmitter, 12-slot Wavestack tower-antenna.

CFCL-TV, Timmins, Ont. (Ch. 6) plans start “late fall of 1956,” reports owner J. Conrad Lavigne, operator of predominantly French-language radio CFCL. Equipment hasn’t been ordered yet, but it will use 300-ft. tower. Rep will be Omer Renaud & Co. Ltd.

CKGN-TV, North Bay, Ont. (Ch. 10) is investigating chances of getting on air by Dec. 25, but doesn’t think it possible at this time, reports Gerald A. Alger, head of group which recently was approved for license by CBC (Vol. 11:27). Construction plans are ready, but contracts haven’t been awarded, nor has equipment been ordered.



GE reorganizes national broadcast equipment sales force under sales mgr. Albert F. Wild, as emphasis shifts from equipment for new stations to sales to existing stations. New regional managers: John Wall, Cincinnati, northeast; Charles T. Haist, San Francisco, west. New district sales managers: Lewis F. Page, Washington, D. C. (Va.-D. C.-Md.); Earl H. Platt, Syracuse (Ky.-W. Va.); Vernon H. Russell, Seattle (northwestern states).

HALF-YEAR FIGURES AUGUR RECORD TV YEAR: TV trade's 6-month report card, showing production and retail sales pace well ahead of record or near-record 1954, foreshadows another peak year if final 6 months hold up as expected. And they will -- unless all economic barometers are out of whack. Last year, retail sales hit all-time high of 7,317,824; production of 7,346,715 was second to 1950's 7,463,800.

Production in first 6 months of 1955 is estimated at 3,800,000 vs. 2,800,000 in first half of 1954. Though data is incomplete, retail sales are placed at about 3,200,000 vs. 2,800,000. Inventories at all levels at end of June -- 2,300,000 vs. 2,000,000 end of June 1954 -- indicate this year's "balance" between production and retail sales isn't as comfortable as last year, but market men take heart from a decline in retail inventories last 3 months, quite unusual for this season. They attribute over-all inventory increase to factory stockpiling of new models.

[Note: RETMA weekly production figures, covering week ended July 1, were unavailable because of plant vacations and reporting problems.]

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Trade's cheery outlook has been enhanced by new merchandising features incorporated in lines introduced thus far: such attractions as RCA's "hidden" controls, Philco's "top-touch tuning", Emerson's single-price policy for all finishes of same models, remote control units -- to say nothing of continued low prices, embellished by such added starters as GE's 32-lb. 14-in. "portable" at \$99.95 & \$129.95, reported to us (by envious big-city competitor of GE) to be selling "like a house afire."

Lines also generally feature longer discounts to distributors and dealers, though no manufacturer is willing to reveal publicly his discount structure. The set makers have also facilitated step-up selling by dropping in models to narrow the price gaps in 21-in. series and by decreasing price of 24-in. sets. Motorola's new line, to be shown July 21 in Chicago, is expected to go along with these trends.

All manufacturers report excellent initial reaction by dealers to their new lines. "Open houses" for dealers are mushrooming all around the country, set makers claiming enthusiastic response in even the most saturated areas. Typical comment came from RCA spokesman, reporting largest dealer orders in history on all models. "We're selling our sets as fast as we can make them," he said -- and RCA reputedly sold well over 1,000,000 sets last year.

Brief highlights of other major trade developments this week:

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Economic Outlook: New York Times headline tells the story best: "Boom Forecasts Revised Upward; First Six Months Smash All Peacetime Records--End of Upsurge Not in Sight; Production Is Up 12%; Federal Reserve Index Hits New High of 138--Personal Income Is \$295 Billion." N.Y. Herald Tribune business columnist Harvey E. Runner: "The outlook for business is bright as the second half of 1955 begins. Confidence is running high -- and with good reasons. Not only has the U.S. economy rolled up its best January-thru-June period in history, but all indications point to a record six months. In fact, it now appears certain that 1955 will turn out to be the nation's all-time top year."

Two cabinet members lent official coloration to continuing boom. Labor Secy. Mitchell told news conference that national production mounted to record high in the April-June quarter, declared recent developments "all point to 1955's being a record year for the American worker." Buttressing his view was joint Labor-Commerce report showing record 64,016,000 employed during June, up 1,300,000 from May 31. Unemployment increased by 190,000, one of smallest June increases since World War II. Also this week, Commerce Secy. Weeks' midyear economic statement, in which he predicted \$6.2 billion factory volume of electronics production this year (Vol. 11:27), said

nation will set new sales & production records this year, with second-half output slightly under first 6 months and consumer durables sales holding first-half pace.

'Cooling-Off Period': Air-conditioner sales skyrocketed this week all over a sweltering nation, reaching record peaks and depleting inventories which piled up during a comparatively slack 1954 season. The over-90 temperatures in much of the nation started run on cooling units but left dealers unable in many cases to satisfy demand for immediate delivery & installation. Also moving well were 20-in. electric fans.

Guaranteed Wage: U.S. Chamber of Commerce reports, after canvass of state and local chambers, that unemployment compensation laws in nearly all states will have to be revised before any guaranteed annual wage plan can go into effect. This is needed, says Chamber, to permit workers to receive both unemployment compensation and guaranteed annual wage payments. Guaranteed annual wage will be key demand of IUE in new contract negotiations with GE starting July 19, and with Westinghouse at later date. That guaranteed wage isn't sitting too well with TV-electronics tycoons is manifest from this bit of sarcasm from Philco pres. James H. Carmine at distributors convention: "I suppose that should mean a guaranteed annual profit, too!"

Topics & Trends of TV Trade: RETMA asked Federal Trade Commission this week to postpone the effective date of its TV-radio trade practice rules, promulgated last week (Vol. 11:27), until Dec. 28 to allow its members "time for proper consideration." But chances for winning postponement appear slim—and prospects for revision of rules even slimmer.

All except 3 of the 32 rules are effective July 28. The remaining 3 (Nos. 6, 9 & 12)—involving misrepresentation of cabinet composition, deception as to size of picture and deception as to use of "new"—are effective Dec. 28. An FTC spokesman, commenting informally on RETMA's request, said any postponement of effective date would involve extremely quick action by Commissioners and administrative headache of notifying thousands of companies in trade of postponement.

RETMA's position is also weakened by fact that rules were promulgated only after 4 years of tortuous, drawn-out hearings in which RETMA participated and explained its views—rejected by FTC. Unless RETMA has new information to support its contention that certain rules will cause "confusion and uncertainty," it's doubted that it can win new consideration from FTC. Speculation is that RETMA's legal dept. wants to go on record with its expression of disapproval of some rules in event any manufacturer is subsequently cited for violation of rules.

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Proposal to end excise taxes on non-entertainment TV & radio, such as industrial TV and taxicab radio equipment, won approval this week from House Ways & Means Committee, which considered identical bills HR-7016 & 7024 (Vol. 11:27) by Reps. Keogh (D-N.Y.) and Simpson (R-Pa.). As approved by Committee, measure would also eliminate tax on items sold "for further manufacture," thereby cutting red tape involved in refunds, tax credits, etc. However, Committee didn't go along with section of the measure which would repeal excise tax on chassis, speakers, amplifiers, power supplies, built-in antennas and phonograph mechanisms.

House Commerce Committee seems likely to approve next week a bill (HR-2688) which could establish Congressional sentiment against principle of trans-shipment. Though bill itself prohibits trans-shipment of new autos only, committee sources say passage by Congress could pave the way for similar legislation in TV-radio-appliances. It's identical to bill (HR-9769) which passed House last year, was endorsed by NARDA, but failed to reach Senate.

Picture tube sales in first 5 months totaled 4,207,129, valued at \$81,649,060, compared to 3,275,301 worth \$69,052,136 in first 5 months of 1954, reports RETMA. May sales were 779,324 worth \$14,572,518, compared to 788,317 at \$14,620,075 in April and 584,782 at \$12,062,269 in May 1954. Receiving tube sales in first 5 months totaled 185,682,583, valued at \$137,421,579, compared to 134,677,745 worth \$99,025,891 in first 5 months of 1954. May sales were 32,920,310 worth \$25,914,821 vs. 35,426,153 at \$26,779,586 in April and 28,650,825 at \$20,465,451 in May 1954. [Note: Tabulation of picture and receiving tube sales, 1947-54 and first 5 months of 1955, with breakdowns by initial equipment, renewal, export, govt. & factory value, will be included in upcoming fall-winter edition of our *TV Factbook*, off presses about Aug. 1.]

TV set sales by Canadian factories in first 5 months totaled 218,350, production 301,309, reports RETMA of Canada. This compares with sales of 158,890, production of 179,172 in same 1954 period. Projected production estimate is for 153,277 more sets in June-Aug. period. Montreal led in 5-month sales with 37,559; Toronto, 36,717; British Columbia, 21,911; Manitoba, 18,765; other Ontario, 18,701; Nova Scotia, 14,817; Alberta, 13,839; Ottawa & eastern Ontario, 11,900; Quebec City, 11,091; Hamilton-Niagara, 10,318; New Brunswick & Prince Edward Island, 8792; Saskatchewan, 6246; Windsor, 6014; other Quebec provincial areas, 1309; Newfoundland, 371. May sales were 21,167 at average factory price of \$313, production 26,916. Inventory at end of May was 130,843, compared to 113,601 at start of month.

Hoffman Electronics' new line, introduced to distributors this week at Pasadena convention, features a "Super Black Easy-Vision" safety glass which company claims increases picture contrast by 75%. Cabinets are lower and considerably shallower than previous years. Line is divided into 3 series, each with a different type of chassis. The 17-in tables start at \$150, 21-in. tables at \$180, 21-in. consoles at \$230, 24-in. tables at \$250, 24-in. consoles at \$330. At top of line is 21-in. cherry combination at \$595.

Excise tax collections on TV-radio-phonos totaled \$104,069,000 in 10 months ended April 30, compared to \$105,921,000 in corresponding period of preceding fiscal year, reports Internal Revenue Service.

Sylvania's new TV-radio line will be introduced to distributors at convention in Chicago's 8th Street Theatre July 28-30, addressed by chairman-pres. Don G. Mitchell.

Motorola signs licensing agreement with President Consolidated Ltd., Sydney, for production of TV-radio products in Australia under President-Motorola brand.

Trade Personals: Glenn W. Thompson, chairman & pres., Arvin Industries Inc., elected pres. of board of trustees, DePauw U; he recently was awarded an honorary degree by Franklin College . . . Douglas Y. Smith, v.p. & gen. mgr., RCA tube div., commencement speaker June 29 at Newark College of Engineering . . . Raymond A. Rich, v.p. & gen. mgr., Philco appliance div., who was stricken with appendicitis during Miami Beach convention last week, is resting comfortably at U of Pennsylvania Hospital, Philadelphia, following operation . . . Renville H. McMann, N. Y. district mgr., promoted to eastern regional mgr., Westinghouse TV-radio div., replacing Richard J. McCusker, resigned . . . Robert E. Kessler promoted to gen. manufacturing mgr., G. Robert Mezger to gen. sales mgr. of DuMont's new technical products div., headed by Dr. P. S. Christaldi . . . John H. Riddel, ex-Capehart-Farnsworth, named merchandise mgr., Sylvania TV-radio div., Buffalo . . . Donald R. Weisenstein promoted to mgr. of sales administration, RCA tube div. . . Norfleet Callicott, ex-mgr. of Hoffman Sales Corp. of Mo., named eastern sales mgr. of Hoffman Radio div.; Warren H. Rymer named district mgr. for Mich., Ill., Ohio, Kan., western Tenn. & northern Miss., succeeded as mgr. of Hoffman Sales of St. Louis by Joseph F. McFarland; John L. Evans named district mgr. for Ia., Wis., Minn., northern Neb. & Dakotas; Byron W. Brown promoted to sales mgr. of new radio-metric div., headquartering in Los Angeles . . . Charles Van Maanen, ex-Allied Appliance Co., Boston, named gen. sales mgr., Andrea Radio . . . Harry A. Roman named New England regional sales mgr., Motorola communications & electronics . . . Roy E. Berry promoted to district mgr. for equipment sales of GE tube dept., covering Chicago, Mich., Ohio & parts of Ind. & Ill., headquartering in Chicago; Frank A. Weeks Jr. heads new district covering Ky. & rest of Ind., headquartering in Indianapolis . . . Al D'Urso, ex-sales mgr., Sarkes Tarzian rectifier div., starts own electronic jobbing business, Valley Electronics Inc., at 1735 E. Joppa Rd., Towson, Md., Baltimore suburb . . . Harold S. Boxer, ex-Westinghouse TV-radio adv. mgr., appointed adv. & sales promotion mgr. of Fedders-Quigan Corp. (air conditioners) . . . Robert E. Chasen named director of industrial relations, Federal Telephone (IT&T) . . . Richard C. Wells, veteran radio engineer & announcer, named mgr. of new industrial sound dept., Newark Electric Co., 223 W. Madison St., Chicago . . . Larry Kline resigns as sales mgr., Ward Products Corp., Cleveland, to become commercial sales mgr. of Thompson Products Co., electronics div.; he's succeeded at Ward by John Altmayer, plant mgr. . . Wm. F. Walsh, ex-DuMont, joins James Lovick Co. Ltd., Montreal, in charge of account of Canadian Aviation Electronics Ltd., DuMont licensee.

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DISTRIBUTOR NOTES: DuMont appoints Kelvinator div. of American Motors, Bendix Radio's Los Angeles outlet, replacing Stewart & Stevens Inc. . . . Pilot Radio appoints Eastern Electronic Sales Corp., New Haven . . . Packard-Bell appoints Claude Shellenberger, Fresno . . . CBS-Columbia appoints L. W. Lawson gen. mgr. of new Houston factory branch, 2602 Commerce St. . . . Graybar appoints J. J. Lieske Chicago district sales mgr.

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Mrs. Leslie F. Muter Sr., wife of pres. of Muter Co. & RETMA treas., and grandmother of 15-year-old boy, piloted single-engine Navion-260 plane from Long Beach, Cal. to Springfield, Mass. to second-place finish this week in annual "powder puff derby" for licensed women pilots. Under the handicap system by which contestant is judged by speed in relations to plane power capacity, however, she did not receive any of the 5 cash awards. Her co-pilot was Doris Langher, also of Chicago.

Financial & Trade Notes: Raytheon ended its fiscal year May 31 with sales of \$182,304,693 and net earnings after taxes of \$4,531,561, equivalent to \$1.72 per share of common stock after giving effect to 10% stock dividend totaling 217,694 shares distributed in July 1954 and after conversion of preferred stock into 223,845 shares of common during the fiscal year.

Both sales and net profit were up from preceding fiscal year when sales totaled \$177,099,790, net earnings \$3,523,316, or \$1.34 per share on basis of 2,628,781 shares outstanding on May 31, 1955. Board meeting July 7 declared 5% stock dividend as of July 18, pres. Charles Francis Adams Jr. stating it appeared advisable for the company to retain cash. Annual report is due Aug. 8.

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Twentieth Century-Fox, which last year grossed \$115,715,815 and earned \$3.04 per share, should earn about \$3.50 this year and around \$4 per share in 1956 and \$4.50 in 1957, says bulletin by Carl M. Loeb, Rhoades & Co., N.Y. bankers. Not only better film business but output of oil on Hollywood lot, purchase of South African theatre chain, Cinemascope & Eidophor business, and TV potential for its picture re-runs are given as reasons for bullish outlook.

Aerovox sales are running higher than last year and 1955 profits are expected to equal 1954 figure, pres. W. Myron Owen told N.Y. Society of Security Analysts this week. He said volume for first 6 months of this year was in excess of \$12,000,000, but net profit was a little lower than same period last year. Total sales last year were \$23,016,539, profit \$860,828. Company will pay a stock dividend at end of this year and in 1956, he added.

AB-PT pres. Leonard Goldenson is disclosed, in SEC registration of 210,600 shares of common stock issued to company officials under stock option plan, to have exercised options on 50,000 of 75,000 shares allocated to him. Options to company officials thus far total 215,000 shares at \$16.63; high for year thus far has been 31½, recent price around 29.

Pacific Mercury Television Mfg. Corp., manufacturer of Silvertone TVs for Sears, Roebuck in 11 western states, reports net profit of \$255,817 (37¢ a share) on sales of \$12,214,539 in fiscal year ended March 31, compared to \$196,015 (28¢) on \$13,996,559 in preceding fiscal year.

Kidder, Peabody & Co., 33 So. Clark St., Chicago, major old-line investment house, has entered field of purchasing, selling & financing TV-radio properties, appointing Robert E. Grant as dept. director.

Dividends: Raytheon, 5% stock payable July 29 to stockholders of record July 18; General Instrument, 12½¢ Aug. 15 to holders July 15; Howard W. Sams & Co., 10¢ July 25 to holders July 18.

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Henry W. Fitzpatrick succeeds Horace S. Ford as director of MIT defense labs, including Lincoln Lab in Lexington, instrumentation lab in Cambridge, operations evaluation group in Washington.

Gen. Charles L. Bolte, who retired April 30 as Army vice chief of staff, joins ACF Industries Inc. as special asst. to chairman.

G. Dean Garner, former Southern Bell v.p., retired July 7 as staff director for communications in Defense Dept.'s Office of Transportation & Communications.

Ralph L. Hart, Western Electric distribution mgr., retires July 20, to be succeeded by Noble Armstrong, now acting distribution mgr.

Dr. Mervin J. Kelly, pres. of Bell Labs, elected to board of trustees of Stevens Institute of Technology, Hoboken.

Electronics Reports: Electronic end-item manufacturers plan to produce more than \$7 billion worth of equipment this year—nearly \$500,000,000 above last year's sales and less than \$250,000,000 below 1953's record of \$7.275 billion.

These figures are more than "estimates"—they're from most complete survey of electronics industry ever made public, compiled by the one "research organization" which has access to top-secret sales figures and production planning—the U. S. Govt. One of a continuing series of surveys by Office of Naval Materiel's electronics section, it's first one to be made public and is based on information obtained directly from approximately 600 "manufacturers or potential manufacturers of electronic end equipment."

Defining area of survey, Navy says: "Whenever possible, the data has been restricted to that applicable to electronic end items, systems, equipments, major assemblies or subassemblies and piece parts produced for direct assembly by the fabricator. Special effort was made to exclude data applicable to research & development, piece parts manufactured and sold as such, and non-electronic products. However, it was not possible to separate and exclude all of such data." Highlights of the survey:

Total of 509 firms last year reported military & civilian sales of \$6,595,500,000. This was only about 2/3 of capacity, however, for same firms could have produced \$9,672,300,000 in equipment (on one-shift basis). The 368 small-business firms (under 500 employes) reported sales of \$531,600,000, less than half of their capacity of \$1,303,900,000, while 141 big-business companies sold \$6,063,900,000, about 3/4 of their \$8,368,400,000 capacity.

The \$6,595,500,000 total for 1954 compares with record \$7,275,400,000 in 1953, \$4,147,795,000 in 1952 and \$3,218,200,000 in 1951—delineating rapid growth of industry's production following Korean war. In 1954 the 509 firms had 458,318 employes, as against 500,690 in 1953 (506 firms).

For 1955, end-equipment companies expect to do \$7,041,800,000 in business, almost evenly divided between civilian and military—\$3,780,900,000 vs. \$3,260,900,000. This figure could be optimistic, since last year in same survey the industry predicted it would do a record \$7,556,800,000, which turned out to be nearly \$1 billion too high, largely because of cutbacks in military procurement. However, in all previous ONM surveys, industry predictions have proven accurate within amazingly low margin of 2%.

Industry went into 1955 with military backlog of \$4,526,400,000, as compared to \$6,116,300,000 in 1954. As of first of this year, \$3,517,700,000 of the backlog was in prime contracts, about \$1 billion in subcontracts. This military backlog represents 69% of total 1954 sales (as opposed to corresponding figure of 84% in 1954)—71% for big business firms and 37% for small business.

The big business firms averaged \$14,536 in sales per employe in 1954, small business \$12,911, while the figure for all firms was \$14,391. Note: For list of top-ranking electronics military contractors, see p. 12, Vol. 11:23.

* * * *

Barnes Engineering Co. is new name of Olympic Development Co., Stamford, Conn., formerly a div. of Olympic Radio & TV Inc. The development firm, headed by physicist Dr. R. Bowling Barnes, became an independent company as result of last week's decision to merge Olympic Radio and Victoreen Instrument into new Nuclear Electronics Corp. (Vol. 11:27). Olympic Development, which last year reported (but never demonstrated) a 24-in. projection color receiver designed to sell for under \$500 (Vol. 10:31-32), is engaged in development & production of infra-red components and instrumentation for remote temperature measurements. It also makes automatic assembly machines through subsidiary Multra Corp.

Gerald C. Schutz named director of electronics, Gruen Watch Co., Cincinnati.

Hoffman Electronics enters components field through purchase of National Fabricated Products Inc., Chicago manufacturer of TV-electronic parts. National's subsidiary, National Semiconductor Products, Evanston, Ill., claims to be first to introduce silicon junction diode and first to produce solar batteries, and is now working on development of silicon transistors and silicon power rectifiers. National pres. Maurice E. Paradise will continue in same capacity under long-term contract. National employs about 400, has net worth of about \$2,000,000.

Two new uses for closed-circuit TV: (1) Detroit's streets & traffic dept. begins 30-day test of TV's value in "supervising" traffic on city's new high-speed express highway system. Using Bell System circuits, 2 cameras are scanning traffic on expressways in test to determine whether TV can be used on large scale to minimize traffic tie-ups. (2) Delegates to Building Owners & Managers convention in Cincinnati were able to watch reactions of passengers riding in new Westinghouse operatorless elevator via TV. Closed-circuit installation was supervised by Telecom Systems Inc., 501 Madison Ave., N. Y.

Tiny device with important implications for TV manufacturing companies and electronics industry is new silicon rectifier about the size of a pea developed by Bell Labs and slated for production soon by Western Electric. Miniature rectifier is said to do the work of 7 larger selenium rectifiers in TV set, with almost unlimited life span. Bell Labs says it operates at temperatures up to 400° F. Active element is silicon wafer smaller than pinhead.

Automation means survival for electronics manufacturers, in opinion of Aerovox pres. W. Myron Owen. He told N.Y. Society of Security Analysts this week that the "antiquated method" of hand assembly "is being discarded by far-sighted manufacturers. Automatic installations reduce assembly costs as much as 80%. Companies which do not adopt these modern methods will not survive in this highly competitive industry."

Textron American Inc., textile firm which has recently been expanding into other fields (including electronics through purchase of Dalmo Victor and other firms), has reached agreement to purchase Western Union's international cable system for approximately \$18,000,000. Sale would be subject to FCC approval and follows 13-year-old govt. order to WU to divest itself of cable system.

New rules on industrial heating equipment, proposed by FCC this week, would set up a type acceptance system including renewal procedure, make microwave frequencies and 915 mc available for the service, specify interference and radiation figures, etc. Comments are due Aug. 15. Notice is 55-758, available from Commission or from us.

DuMont building new west coast electronics center, for Oct. occupancy, at 11800 W. Olympic Blvd., Los Angeles, with 30,000 sq. ft. "to handle west coast electronics commitments and sales both for military and industrial purposes."

Corning Glass Works sets up new components dept., headed by Forrest E. Behn, responsible for manufacture and sale of new line of glass electronic components.

Sole maker of silicon transistors, Texas Instruments Inc., Dallas, now is offering 7 different types, at average price of \$15 each, about half the price when commercial production started 13 months ago.

New govt. technical manuals available from Office of Technical Services, Commerce Dept.: *Techniques for Application of Electron Tubes in Military Equipment* (100 pp., \$2.50), prepared Jan. 1955 by electronics components lab, Wright Air Development Center; *Radio Interference Suppression Techniques* (270 pp., \$6.75), dated Nov. 1953, prepared by Signal Corps Labs, Ft. Monmouth, N. J.

FARM TV CENSUS is now being tabulated by Census Bureau—first ever made—and it is being released on county-by-county basis. It's part of govt.'s Census of Agriculture, conducted in Oct.-Nov. 1954. TV figures are estimates projected from sample of approximately 20% of farms in each county.

A more significant TV set count was completed last month by Census Bureau, but data isn't due to be available until Sept. It will be govt.'s first nationwide set estimate since 1950 census—and was conducted as part of June Current Population Survey on basis of 25,000-home sample. Nationwide figure will be broken down regionally—north-east, southeast, central, west. The TV set survey is being financed by \$14,500 provided by NARTB, TV Bureau of Advertising and the 3 major networks, and coordinated by Advertising Research Foundation.

First 3 complete state tabulations in farm census showed wide variations in farm home set penetration. Nevada, with only 250 TV-equipped farms out of total 2857, had TV penetration of 9% of its farms. In New Hampshire, on other hand, 52½% of all farms had TV—or 5475 out of 10,411. Vermont had 38% TV saturation of farm homes, with 6068 out of total of 15,981 farms.

We'll print the county-by-county farm TV census figures for each state as rapidly as they're tabulated. Here's the count for farms in first 3 states released:

NEVADA					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Churchill	619	20	Lyon	327	6
Clark	210	22	Mineral	53	—
Douglas	124	4	Nye	134	—
Elko	278	12	Ormsby	33	—
Esmeralda	22	—	Pershing	117	1
Eureka	36	—	Storey	11	1
Humboldt	113	—	Washoe	465	181
Lander	33	—	White Pine	148	3
Lincoln	134	—	State Total	2,857	250

NEW HAMPSHIRE					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Belknap	575	278	Merrimack	1,542	956
Carroll	467	239	Rockingham	1,678	1,114
Cheshire	817	343	Strafford	660	406
Coos	670	211	Sullivan	778	298
Grafton	1,393	378	State Total	10,411	5,475
Hillsborough	1,831	1,252			

VERMONT					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Addison	1,368	769	Orange	1,355	328
Bennington	690	422	Orleans	1,527	477
Caiedonia	1,332	337	Rutland	1,409	783
Chittenden	1,186	513	Washington	1,321	333
Essex	361	127	Windham	989	286
Franklin	1,704	872	Windsor	1,609	414
Grand Isle	302	130	State Total	15,981	6,068
Lamolle	828	277			

Minneapolis Star and Tribune (Cowles) is purchasing Wichita area CBS affiliate KTVH (Ch. 12) for \$1,070,000, the 6 former owners getting 20% interest in newly formed operating company called Wichita-Hutchinson Co. Inc. Minneapolis newspapers will hold 80%; last year (Vol. 10:45) they paid CBS \$3,950,000 for 47% interest in WCCO-TV & WCCO, Minneapolis, the other 53% control residing in Ridder family (*St. Paul Dispatch* and *Pioneer Press*). Cowles family (*Des Moines Register* and *Tribune, Look Magazine*) also owns 60% of new KRNT-TV, Des Moines (Ch. 8) and KVTW, Sioux City, Ia. (Ch. 9). Former KTVH owners who will share new minority interests are Howard O. Peterson, gen. mgr.; R. J. Laubengayer, ex-publisher; W. D. P. Carey, ex-pres. of KTVH; Bess M. Wyse, operator of radio KWBW, Hutchinson; John P. & Sidney F. Harris, publishers of *Hutchinson News-Herald* and other newspapers in Kansas & Iowa and 24% owners of radio KFBI, Wichita.

ARMED FORCES now have 6 TV stations overseas—latest to begin operation being ZBK-TV, Kindly Air Force Base, Bermuda (Ch. 10), which went on air July 4 with 100-watt Dage transmitter. AJL-TV, Dharan, Saudi Arabia (Ch. 8), using equipment made by RCA, Dage and Electronics Research Laboratories (Hollywood), went on air June 16.

All overseas stations—plus Ch. 8 outlet at Loring Air Force Base, Maine—are operated by Office of Armed Forces Information & Education. Plans for an Armed Forces TV outlet in Guam are being held in abeyance as result of fight being waged by radio KUAM, Guam against the proposed govt. station (Vol. 11:22). Asst. Defense Secy. T. P. Pike last week pledged that Defense Dept. wouldn't permit the military station to go on air without "additional study."

Meanwhile it was learned that Pentagon has been approached by subscription TV proponents with proposition to run a "scrambled" TV service on Guam in order to meet KUAM's objections—with only authorized military personnel possessing the proper decoder mechanisms on their sets. Another alternative being considered for Guam is a wired TV system, which would be installed by one of leading manufacturers of community antenna equipment.

Note: Up-to-date list of all military TV installations, with personnel, technical data and starting dates, will be contained in new *TV Factbook*, due off presses next month.

Community TV regulation: While California Public Utilities Commission is considering whether to assert jurisdiction of community antenna systems, after conducting hearing June 22 on subscribers' complaints about system in Martinez, Arizona State Corporation Commission announced that it's taking over in its state. Unusual aspect of Martinez hearing was appearance of Spanish Mt. TV Corp., system operator in Ukiah, Cal., which argued in favor of state regulation, preferring it to present municipal control. E. Stratford Smith, exec. secy. of National Community TV Assn., argued against any govt. regulation.

TV film distributors' trade association—as yet unnamed—moved a step closer last week as organizational group named steering committee to obtain charter and formulate rules. Committee is headed by Dwight Martin, General Teleradio, and includes Ralph Cohn, Screen Gems; Frank Reel, Ziv; Lou Friedland, MCA; Jay Williams, Official Films; Ned Koenig, Hal Roach Productions; Saul Konkis, Studio Films; Dave Savage, Guild Films. Some 30 major TV film companies were represented at meeting which selected steering committee, due to report in 6 weeks.

Airborne Assn. this week presented statuette, named "Ernie" in memory of late correspondent Ernie Pyle, to NBC-TV for its "Operation Threshold" demonstration of combat use of TV from Ft. Meade, Md. last summer (Vol. 10:33) as example of outstanding journalistic contribution to national defense.

Kingsley Murphy family's sale of KSO, Des Moines, for \$125,000, allowing them to exercise option on 40% of Cowles' KRNT-TV (Ch. 8) there, was approved by FCC this week. New KSO owner is Lyman S. Ayers group, operators of Indianapolis' WXLW (Vol. 11:24).

Constructive critique: *TV and Your Child*, 45-p. booklet written by the Very Rev. Edwin B. Broderick, first TV-radio director for the Archdiocese of N. Y., 453 Madison Ave., N. Y.

More bingo trouble: Wisconsin Supreme Court last week ruled that "Banko," carried by LaCrosse's WKBT, is illegal, and a state law permitting bingo-type games on TV-radio is unconstitutional.

TV sets-in-use on June 1 totaled 36,100,000, up 291,000 during May, reports NBC Research.

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

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS—July 16, 1955

RASH OF RUMORS—all denied—has color set prices halved, Ch. 2-6 in danger, Crosley selling stations, Washington Post buying 2 more (p. 1).

FEW LOW-POWERED STATIONS to be sought immediately, but satellites show promise in some areas— notably Pasco, Wash. and Lufkin, Tex. (p. 2).

81 AM STATIONS START in first half of 1955 vs. mere 27 TVs; year-by-year count shows radio rising steadily in "TV decade" but FMs dropping out (p. 3).

150 STATIONS, 8,600,000 SETS in foreign countries shown in new Factbook compilation; commercial TV gains, Canada leading in stations, Britain in sets (p. 3).

FCC OUTPUT LIGHT, includes CP for Ch. 7 to KOSA, Odessa, Tex.; more opposition to Pittsburgh's WWSW-WJAS merger; hot fight over Des Moines Ch. 11 (p. 4).

WHIRLPOOL-SEEGER-RCA get green light on merger from Dept. of Justice—RCA & Sears to own 20% each; new TV lines going over big (p. 8).

NO "SWEEPING" CUTS in color set prices expected, RCA says; NBC beefs up summer color schedule, fall fare grows, and Canada plans 1956 start (p. 11).

FORT BRAGG AREA (Fayetteville, N. C.) gets first station, a uhf, as U of Illinois starts non-commercial vhf; Ft. Dodge, Ia. uhf knocked off by lightning (p. 12).

GENERAL TELERADIO BUYS RKO from Howard Hughes for \$25,000,000, with eye to 400-700 feature films in vaults; will continue theatrical production (p. 7).

KENEHAN & BARR given top jobs in FCC Broadcast Bureau, Plummer & Kittner to head up Safety & Special Bureau; more changes due soon (p. 5).

CHECKUPS ON THE CURRENT CROP OF RUMORS:

Though this is a rumor-ridden industry, wherein today's fancy often becomes tomorrow's fact, you can discount as hot weather gossip or old wives tales the current crop of trade chit-chat to the effect:

- (a) That color TV set prices will be slashed as much as half this fall as a means of hyping sales. Our authority: A flat denial by RCA (see p. 11).
- (b) That Channels 2-6 are in danger of usurpation by the military, either imminently or in the foreseeable future. Authority: Unequivocal statements by key govt. communications officials (Vol. 11:5), recently reiterated (Vol. 11:26).
- (c) That Crosley's 4 TV stations and radio WLW are about to be sold. Said Crosley Bcstg. Co. pres. Robert Dunville: "To the contrary, we're looking for more stations to buy if the courts should uphold Storer's no-limit appeal."
- (d) That the Washington Post Co. is about to buy stations in Atlanta and Birmingham -- presumably Crosley's WLWA (Ch. 11) or Storer's WAGA-TV (Ch. 5) in Atlanta and/or Storer's WBRC-TV, Birmingham (Ch. 6). Post's John Hayes denies this, as do spokesmen for both Crosley and Storer.

One long-rumored story that did materialize, though official details aren't out yet, was General Teleradio's purchase of the RKO movie backlog and production facilities in Hollywood (see p. 7) -- with all that that implies as the first break into vaults of the major producers who have kept their old product off TV to date. Except for fear of a glut and depreciated prices, it would seem to signal opening up of an enormous supply of "newer and better oldies" for TV showings.

* * * *

There will be more TV station sales and transfers, to be sure, to add to the 93 that have taken place since 1949, as tabulated for our latest Factbook. There's still the probability that DuMont's WABD, N.Y. may be sold (for reported \$5,000,000 valuation) as well as its WTTG, Washington (\$3,000,000). But the DuMont board, at this week's meeting, made no decision; Dr. DuMont wants to keep them, thinks they can earn as much as \$5,000,000 next year, but his Paramount and the banking directors are inclined either to sell or spin them off into a separate corporate entity.

Storer is known to have looked at WABD, as have others, and Storer also has

been looking into the Cincinnati situation with an eye to adding a station there for an Ohio triumvirate; he already owns WSPD-TV, Toledo & WXEL, Cleveland.

NBC's \$606,000 purchase of uhf WKNB-TV, New Britain-Hartford (Ch. 30), which was followed up last week by CBS's \$650,000 purchase of WGTH-TV, Hartford (Ch. 18) -- deals evidencing their expressed faith in uhf -- has been stymied pending opposition arguments, notably by area stations losing their network affiliations.

Overlap with N.Y. is one of the objections, and such overlap is also alleged in the proposed Westinghouse-NBC swap of their Philadelphia-Cleveland TV-radio stations (Vol. 11:21,25) which FCC was expected to approve this week, but didn't.

Westinghouse lost out in Portland vhf competition recently and, with 4 vhf's to date, is avowedly after a fifth -- possibly in Baltimore. Its pres. Gwilym Price is also on record as stating it will go for the allowable 2 uhf.

Crosley wants into Indianapolis badly, is awaiting competitive decision for Ch. 13 there. Washington Post Co., which owns the highly profitable WTOP-TV in the Capital as well as WMBR-TV, Jacksonville, avowedly wants more TV stations -- but they must be within the periphery of a triangle formed by lines from Washington to Miami to New Orleans, so Mr. Hayes candidly states.

Station brokers and other go-betweens, proceeding on assumption everyone has his price, have sent form letters to nearly all TV station operators asking whether they would entertain offers. It seems there are plenty of buyers but very few sellers among the 420 now-operating commercial stations, except for some faltering uhf's that are hanging on in hopes they too may be taken over.

NO RUSH FOR LOW-POWERED TV STATIONS: Though manufacturers are all set for low-power rules effective Aug. 1, permitting stations to operate with as little as 100 watts (Vol. 11:26), prospective applicants are mighty scarce. A canvass of attorneys shows very few such applications in preparation. Reason seems to be that while low-power rules cut construction & operation costs sharply, few prospective operators foresee revenues great enough to warrant risk -- even as satellites.

Under some conditions, however, satellites can work -- even as regular-power outlets. For example, mgr. Tom Bostic, of KIMA-TV, Yakima, Wash. (Ch. 29), operating satellite KEPR-TV, Pasco, Wash. (Ch. 19), reports that satellite is showing "good economic promise" after operating since Dec. 28, 1954.

He says response from national advertisers has been good, particularly since Pasco station actually covers slightly more people than Yakima "mother" station -- yet advertiser pays only 50% extra for Pasco.

Pasco carries all network and national business broadcast by Yakima but cuts away to insert local slide & film spots when Yakima has local spots. In May, Pasco carried 206 local commercial spots, 162 national & 162 local public service announcements. In Sept., station will add live facilities, "cutting away more and more as time goes on," according to Bostic. KIMA-TV has mobile unit that spends 1-2 days weekly in Pasco-Walla Walla area. Pasco has 8 employes -- mgr., 3 salesmen, 3 engineers, 1 office worker. Yakima has 40.

Same interests hold CP for another satellite, KBAS-TV, Ephrata, Wash. (Ch. 43) which is currently stymied by protest, must go through hearing. Similar arrangement is planned by Wm. Grove for KSTF, Scottsbluff, Neb. (Ch. 10), to repeat programs of his KFBC-TV, Cheyenne (Ch. 5). Scottsbluff is due on air in month or 2.

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Still another kind of satellite is KTRE-TV, Lufkin, Tex. (Ch. 9), due on air in Aug. or Sept. It has no ownership link with "mother" station KPRC-TV, Houston. Agreement between stations permits KTRE-TV to rebroadcast all KPRC-TV programs, including NBC's -- inserting local commercials before and after KPRC-TV programs.

There is no payment involved, and KTRE-TV is building own microwave to bring the programs in. It has to take care of own arrangements for ASCAP, BMI, etc. and if KPRC-TV is required to pay more for film or local material because of Lufkin coverage, KTRE-TV must pay the extra. KTRE-TV mgr. Richman Lewin is convinced that the setup is "right" and that "the economic base is assured."

Now operating in Hawaii are 2 more satellites of yet another kind. KGMB-TV, Honolulu (Ch. 9) has built KHBC-TV, Hilo (Ch. 9) & KMAU, Wailuku (Ch. 3) solely to fill in areas shielded by rugged terrain. So far, they represent outgo, for all 3 stations are quoted on one rate card -- which hasn't been increased since satellites started. Maui station is due to get competition from locally-owned KMVI-TV (Ch. 12) which will rebroadcast programs of KONA, Honolulu (Ch. 11).

There are few CPs and applications for satellites beyond these. There's a CP for KPAR-TV, Sweetwater, Tex. (Ch. 12) and applications for Walla Walla, Wash. & Mayaguez, P.R. It's apparent that low-power rules won't precipitate any landslide of demand starting Aug. 1 -- though one group is thinking about applying for 4. For the very long run, however, everyone seems to feel that low-power stations are bound to penetrate into smaller and smaller communities -- perhaps some day reaching the saturation achieved by radio today (see below).

MORE NEW AMs THAN TVs GOING ON AIR: Curiously enough, new AM stations authorized by FCC during first half of this year outnumbered TVs 64 to 33. New AMs that actually started during that period totaled 81, new TVs only 27. And only 4 AM licenses were turned in, 4 CPs dropped, as against 17 TVs that quit operating and 13 CPs turned in.

All of which may betoken a healthy condition for radio, though the comparison isn't altogether apt because (a) it takes vastly more capital to start and operate a television station -- 10 times as much, or more; (b) most of the new AM grantees and starters are local low power and/or daytime only projects. Indeed, most are going into crossroads communities; e.g., Mexico, Pa. (pop. 350); Fishkill, N.Y. (pop. 841); Golden Meadow, La. (pop. 2820); Rupert, Ida. (pop. 3098); Skowhegan, Me. (pop. 6183) -- and two rival grantees even got CPs recently in Thermopolis, Wyo. (pop. 2870).

July 1 count for our annual AM-FM Directory, which is kept current with weekly Addenda covering FCC grants, changes, withdrawals, etc., shows 2846 AMs authorized as against 2782 last Jan. 1 and 2697 year ago July 1. Of these, 2732 are on the air and 114 still in CP status.

Total AM radio stations in U.S. and possessions in late 1945, when wartime freeze on radio construction was ended, came to exactly 1056. In the "TV decade" since then, the figure grew steadily: by end of 1946, 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644; 1954, 2782. Applications still pending for new AMs totaled 222 on July 1, up from 174 last Jan. 1.

"Shrinkage" continues to be the FM trend: There were 552 FMs authorized as of July 1 (540 on air) as against 583 last Jan. 1 (549 on air) and 575 in mid-1954 (549 on air). Peak was 706 FMs at end of 1950.

150 FOREIGN STATIONS, 8,600,000 SETS: Comparing TV's expansion in foreign countries to the post-freeze pace in U.S. is like comparing an inchworm to a jet plane.

Our forthcoming fall-winter TV Factbook, due off presses early next month, contains what we believe to be the most complete, up-to-date and accurate directory of foreign stations ever published. It was compiled independently, using as sources trade channels, foreign governments and U.S. govt. & international agencies. Among the highlights of new foreign TV directory:

World now has 582 TV stations and 44,600,000 sets to receive them. Deducting the 432 stations and 36,000,000 sets-in-use in U.S., 35 other countries have total of 8,600,000 sets and 150 stations -- including experimentals, bloopers, satellites, but not including the 6 stations operated overseas by U.S. Armed Forces (also listed, with pertinent data, in separate Factbook section).

Number of stations in foreign countries has increased by 23 in last 6 months, number of sets by 2,000,000. The relatively heavy accretion of receivers is due principally to set sales in Great Britain, which now has 5,000,000 -- and to a lesser extent in Canada, Germany, France & Italy.

Next year should be foreign TV's biggest, with expansion plans solidified in many countries, and introduction of first stations slated in about a dozen others.

Commercial TV is general rule in Western Hemisphere, Govt.-owned non-commercial in Europe -- though tide may be turning toward commercial in western Europe:

Germany's big state-owned networks (22 stations) accept limited advertising. And, of course, Britain's BBC is due for competition this fall by govt.-run commercial Independent TV Authority (ITA). Italy's govt.-private partnership, Radio Audizione Italiana, plans to take commercial spots when set circulation is high enough.

New TV phenomenon in Europe is the establishment of high-power commercial outlets on mountaintops in small principalities bordering on France. Such stations are on air in Luxembourg, Monaco and The Saar (though not yet at full power). They beam programs out of their own countries, as Radio Luxembourg beams commercial AM.

Elsewhere in western sphere of influence, commercial TV may become the pattern. Of Japan's 6 stations, 2 are privately owned commercial; new Thailand outlet will take advertising. In Australia, first 4 stations (due next year) will be private and commercial. On other hand, a privately-owned pair of stations (backed by some American capital) failed to make a go of commercial TV in French Morocco, and is now asking French Govt. to take over.

Of foreign countries, Canada ranks first in number of stations (27); Britain is far ahead in number of sets (5,000,000). As of July 1, these were the world's runners-up (to U.S.) in TV: Canada, 27 stations, 1,500,000 sets; West Germany, 22 stations (including satellites), 300,000 sets; Britain, 13 stations, 5,000,000 sets; Cuba, 9 stations, 150,000 sets; Italy, 9 stations, 120,000 sets; Russia, reported to have 8 stations & 800,000 sets; France, 7 stations, 200,000 sets; Brazil and Mexico, 6 stations each and about 130,000 sets each.

LIGHT ACTION at FCC produced one CP via final decision this week—Ch. 7, Odessa, Tex., to Odessa TV Corp., owned half-&-half by Cecil L. Trigg (who owns 75% of radio KOSA) and Cecil Mills. They won out over Clarence E. Wilson & Philip D. Jackson, each of whom owns 1/3 of KBOY, Medford, Ore. Jackson was also v.p. and a 15% stockholder of recently reorganized KTVQ, Oklahoma City (Ch. 25).

Commission's choice was based on Trigg's local residence, activity in civic affairs and superior program proposals. It said the competitors were a standoff in regard to past experience and diversification.

Another effort to forestall grant of Ch. 11, Pittsburgh, to merged WWSW-WJAS was made this week—off-air WKJF-TV (Ch. 53) filing letter with FCC stating that merged application should be treated as a new one open to competition. Owner Agnes J. Reeves Greer said she would file application for Ch. 11. Recently, WENS (Ch. 16) applied for Ch. 11, asked for hearing (Vol. 11:27).

* * * *

One of hottest allocations battles is going on over FCC's proposal to open Des Moines educational Ch. 11 to commercial use, acting on petition of off-air KGTV (Ch. 17)—Commission's first move of that kind. Area educational groups have been snowing Commission under with comments in opposition—and KGTV has been snapping right back.

This week, Joint Committee on Educational TV stated: "Having lost substantial sums of money in its uhf commercial venture, KGTV has an understandable desire to recoup its finances by attempting to operate a vhf commercial station. They attempt to justify their financially-motivated objectives by ignoring the statements of the Des Moines educators of their intent to use the channel and claim that it will lie fallow."

Pursuing its proposal for mutual commercial-educational operation of the channel, KGTV declared: "In contrast to KGTV's specific detailing of the advantages inherent in such mutual operations, the educators only reiterate unsupported protestations of doom for educational TV na-

tionally, statewide and locally if any change whatever be made in the present allocation."

Allocations change sought this week was shift of Ch. 7 from Ponce to Mayaguez, P.R. Now competing for Mayaguez' Ch. 3, San Juan's WKAQ-TV and WAPA-TV asked for change so that each could get a grant without hearing. Commission also proposed shifting Ch. 3 from Pueblo to Alamosa, Colo. at request of KCSJ-TV, Pueblo (Ch. 5) which said it would apply in Alamosa.

* * * *

Another FCC investigation: Rep. Joe Evins (D-Tenn.), chairman of Small Business subcommittee, said he aims to investigate all independent agencies for this reason: "We want to find out whether they are becoming administrative rather than quasi-judicial. FCC was created as an arm of Congress. We want to inquire whether they are really independent, whether they rely solely on their own judgment or if they are called from the White House. The chairman is now more powerful than he used to be. The chairmanship doesn't rotate, isn't voted by the Commission itself. That means there can't be a Democratic chairman under a GOP administration or vice versa." Committee probably won't get to FCC until fall or next session; it starts on FTC Aug. 18.

Independent TV Authority, Britain's new commercial TV operator, disclosed this week that one of its 4 private franchises has been withdrawn—the one granted to Kemsley-Winnick Television Corp., which was to operate the Birmingham & Manchester stations starting in Dec. Kemsley newspaper chain is reported to have backed out, as did dept. store owner Isaac Wolfson, when it became evident that commercial TV might be a losing proposition for quite a while before turning a profit. (For franchise holders and their assignments, as well as other ITA data, see *TV Factbook No. 21*.)

ABC takes 60 newsmen—mostly from dailies and fan publications and a few from trade press—on weekend plane junket from N. Y. to California for July 17 opening of Disneyland Park and special 90-min. *Dateline Disneyland* telecast 7:30-9 p.m. They'll also get preview of ABC-TV's other new movie shows—*Warner Bros. Presents*, *MGM Parade*, *Mickey Mouse Club*.

Personal Notes: George C. McConnaughey, FCC chairman, and Mrs. McConnaughey leave for Europe July 22, flying first to Paris, planning to confer with telecommunications chiefs in several countries. Itinerary: Paris, Geneva, Bonn, Munich, Heidelberg, Stockholm, Oslo, Copenhagen, Amsterdam, Scotland, London—then boarding ship for home from Southampton Aug. 26 . . . Edward L. White, who retires July 30 as chief of FCC Safety & Special Radio Services Bureau after 30 years of govt. service, will enter communications system design practice at his new home at 460 Coffee Pot Riviera, St. Petersburg, Fla. . . . Pat Weaver, NBC pres., subject of cover story in current *Newsweek*, layout in *Life*; AB-PT pres. Leonard Goldenson and his company's fiscal rise (from 1955 low of 21½ to high of 32½) featured in July 15 *Forbes Magazine* . . . Lester Gottlieb promoted to director of CBS-TV daytime programming, reporting to Hubbell Robinson Jr., v.p. in charge of network programs . . . Charles L. Glett resigns as CBS-TV v.p. in charge of operations, Hollywood, his duties assumed by H. Grant Theis, from film service dept. . . . Horace R. Guillotte, director of CBS Radio network operations, named v.p. in charge of operations, continuing to headquarter in Hollywood . . . L. Byron Cherry, ex-mgr. of GE outdoor lighting dept., joins CBS as management consultant . . . Giraud Chester promoted to mgr. of NBC-TV program sales administration . . . Wm. Koblenzer promoted to mgr. of DuMont network sales & Electronicam production services, replacing Gerry Martin, resigned . . . Wm. P. Dix Jr., promoted to sales mgr. of WOR-TV & WOR, succeeding Charles H. Phillips, now mgr. of Petry rep firm's new sales development dept.; Perry Bascom promoted to asst. TV sales mgr. . . . C. E. Miller promoted to chief engineer, KOMO-TV & KOMO, Seattle, succeeding late Francis J. Brott . . . Robert C. Fransen promoted to asst. gen. mgr., Richard M. Day to local sales mgr., KEYD-TV, Minneapolis . . . Pete Jaeger, ex-exec. v.p., Transamerican Broadcasting Corp., elected national sales v.p., Guild Films Inc. . . . John D. McTigue, ex-NBC Radio publicity mgr., joins R. F. O'Leary Jr. & Assoc., adv. & public relations firm, as asst. to pres. . . . Jack Boyle, TV research director, Daniel Starch & Staff, N. Y., elected a v.p. . . . Erik Hazelhoff promoted to mgr. of NBC partic. programs dept., reporting to Mort Werner, director of partic. programs . . . Bob Kane promoted to sales mgr., KSAN-TV, San Francisco . . . Mrs. A. Scott Bullitt, pres. of KING-TV & KING, Seattle, accompanied by Miss Gloria Chandler, stations' public service director, have returned from Milan, where they represented U.S. at "Conference on TV Programming for Youth."

Paul W. White, 53, who founded the CBS news bureau in 1930 and was v.p. in charge of news before retiring in 1943, returning later to newspaper work and to teach journalism, died at his San Diego home July 9 after a long illness. He had been news director of KFMB-TV & KFMB there for 5 years until his death. "The public as well as radio and TV newsmen the world over owe Paul White a real tribute for his great leadership in pioneering the pattern of electronic journalism as we know it today," said CBS pres. Frank Stanton. Survivors are his wife and 2 daughters.

Patrick W. Campbell, 64, TV-radio program officer in Great Britain for U. S. Information Service (Voice of America), veteran of the movie, radio & TV film fields, died July 9 in London of a heart ailment. A nephew and protege of the noted actress Mrs. Pat Campbell, he left stage & film fields to join Don Lee in Los Angeles in the early days of radio; from 1951-54 he was v.p. of George Bagnall & Assoc., TV-radio producers. Surviving is his widow, Mildred.

TOP FCC STAFF JOBS changed hands this week, including a surprise or two. Attorney Edward F. Kenehan, not mentioned in previous speculation, was appointed chief of Broadcast Bureau—probably most important staff position in Commission—succeeding engineer Curtis B. Plummer, who in turn becomes chief of Safety & Special Radio Services Bureau as replacement for retiring Edwin L. White.

At same time, attorney Joseph M. Kittner, asst. chief of Broadcast Bureau, moves with Plummer to become asst. chief of S&S bureau. Moving up to take Kittner's job is engineer James E. Barr, now chief of broadcast facilities div. Commission hasn't yet indicated who'll succeed Barr or a new berth for attorney Lester W. Spillane, whom Kittner replaces.

Previous talk about Broadcast Bureau job mentioned as candidates Christian E. Rogers, recently named engineering asst. to Chairman McConnaughey, and John FitzGerald, chief of Office of Opinions & Review. It's understood, however, that Rogers wasn't considered a probability—but that FitzGerald had been offered job and declined.

Kenehan, 42, has had good variety of experience. He was an FCC attorney 1946-48, rising to chief of AM facilities branch. He joined Washington law firm of Welch, Mott & Morgan in 1948, left in 1951 to become member of RCA's legal staff in Camden. He returned to FCC last Feb., to office of general counsel Warren E. Baker.

Two important Broadcast Bureau jobs, long vacant—chiefs of hearing and renewal & transfer divs.—are now expected to be filled before long.

Commission's announcement of appointments stated: "All these appointees are present members of the Commission staff. Their transfers are part of the Commission's plan to streamline and implement its administrative work by exchanging people with valuable experience in key positions. In particular, the Commission recognizes that the Safety & Special Radio Services represents the largest and fastest growing group of radio users whose expanding services and problems require an increasing amount of attention." Changes are effective Aug. 1.

Col. Harry C. Wilder's WTRY, Troy, N.Y. (5-kw, 980 kc, CBS) was sold this week for \$500,000 to Providence broadcasters George Taylor & Robert Engle, 28% each; Maury Lowe, adman, 22%; Ken Cooper, ex-mgr. of WORC, Worcester, 22%. Deal was negotiated by Blackburn-Hamilton. Col. Wilder and wife, owning 55%, and 19 other stockholders, some of whom are also interested in WTRI (Ch. 35), currently engaged in litigation with CBS over its withdrawal of network service, state they intend prosecuting their claim against CBS to limit, however. Meanwhile, they propose to transfer their 50% stock in WTRI to National City Bank of Troy as trustee "to protect the interests of the present stockholders" because of uncertainty of WTRI's future and because new AM owners don't want to become involved.

Increase in FCC members' salaries from \$15,000 to \$22,500 is sought in HR-7387, introduced this week by Rep. Simpson (R-Ill.).

Thomas F. Harrington, 53, chairman of board of Ted Bates & Co., died of heart attack at his summer home in Candlewood Isle, Conn., July 10. He was a pioneer agency radio director, having handled Jack Benny and other notable stars after he joined Young & Rubicam in 1934. He became a Bates partner in 1948. Surviving are his widow and 2 sons.

Network Accounts: United Motors Service, a div. of General Motors, signed this week as first sponsor of bi-weekly *Wide Wide World* on NBC-TV starting Oct. 16, Sun. 4-5:30 p.m., thru Campbell-Ewald; it bought 30 min., with Alcoa, Allis-Chalmers & International Harvester leading prospects to grab off remaining hour of program, whose showcase few weeks ago drew exclamatory reviews (Vol. 11:27) . . . Ciba Pharmaceuticals to sponsor *Medical Horizons*, originating from hospitals & research centers, on ABC-TV starting Sept. 12, Mon. 9:30-10 p.m., thru J. Walter Thompson . . . American Chicle Co. to sponsor *Summer Theatre* on NBC-TV starting July 19, Tue. 9-10 p.m., thru Ted Bates & Co. . . . CBS-TV plans to keep *Morning Show* (Mon.-thru-Fri. 7-9 a.m.); this week it assigned Dick Van Dyke as m.c., replacing Jack Paar, who requested re-assignment to own show . . . Frigidaire & Toni to be alt. sponsors of *Frankie Laine Time* on CBS-TV starting July 20, Wed. 8-9 p.m., thru Foote, Cone & Belding and Weiss & Geller . . . Standard Brands buys Thu. 5:45-6 p.m. segment of *Howdy Doody* on NBC-TV starting Sept. 22, Mon.-thru-Fri. 5:30-6, thru Ted Bates & Co. . . . Ronson Corp. (lighters & electric shavers) to sponsor Wed. & Fri. segments of *Douglas Edwards and the News* on CBS-TV starting Aug. 24, Mon.-thru-Fri. 7:30-7:45 p.m., thru Norman, Craig & Kummel . . . Charles Antell (Lanolin hair preparation) buys Mon. 2:15-2:30 p.m. segment of *Robert Q. Lewis Show* on CBS-TV starting Sept. 12, Mon.-thru-Fri. 2-2:30 p.m., thru T.A.A. Adv. Inc., Baltimore . . . Cluett, Peabody & Co. (haberdashery) buys 24 partic. each on NBC-TV's *Today & Home* starting in Oct., thru Young & Rubicam . . . GE, for Telechron clocks, plans big campaign this fall on Dave Garroway's *Today* on NBC-TV, Mon.-thru-Fri. 7-9 a.m., thru N. W. Ayer.

Among advertisers currently reported using or preparing to use TV station time: Yosemite Winery Assn., Madera, Cal. (Carina Kan-O-Wine canned wine), thru Jewell Adv., Oakland, Cal.; J. C. Penney Co., N. Y. (chain stores), thru Ralph D. Allum Co., N. Y.; Cream of Wheat Corp., Minneapolis (cereal), thru BBDO, Minneapolis; Reader's Digest, Pleasantville, N. Y., thru Schwab & Beatty, N. Y.; E & J Gallo Winery, Modesto, Cal., thru Getschal Co., N. Y.; Sage Laboratories, N. Y. (safety bleach), thru Paris & Peart, N. Y.; Groveton Papers Co., Groveton, N. H. (Blue Ribbon paper napkins), thru Paris & Peart, N. Y.; Coffee-Time Products of America, N. Y. (Coffee-Time syrup & beverage), thru Bresnick Co., N. Y.; Cella Vineyard, Fresno, Cal. (Betsy Ross grape juice), thru Edwin Meier & Sons, N. Y.; J. B. Williams Co., Glastonbury, Conn. (Lectric shave lotion), thru J. Walter Thompson, N. Y.; Dietonic Beverage Co., Los Angeles (low-calorie beverages), thru Roy Durstine, L. A.; Bowman Biscuit Co., Denver, thru Ball & Davidson, Denver; Wyler & Co., Chicago (lemonade mix), thru Schwimmer & Scott, Chicago; Lady Esther, Div. of Zonite Products Corp., Chicago (4-Purpose liquid face cream), thru Dancer-Fitzgerald-Sample, N. Y.; Balanced Foods Inc., N. Y. (electric home juicer), thru Chester Gore Adv., N. Y.; Altex Engineering Co., Summerville, S. C. ("Flex-A-Lite" windows), thru Bishopric Green & Assoc. Inc., Miami.

Television Bureau of Advertising (TvB) reports 149 members as of July 15—140 stations, CBS-TV, 8 reps. Latest to join are Branham Co.; WEWS, Cleveland; WCPO-TV, Cincinnati; WMAL-TV, Washington; KTRK-TV, Houston; WUSN-TV, Charleston, S. C.

New Reps: Sept. 1 WWJ-TV, Detroit, goes to Free & Peters (from Headley-Reed) and WGR-TV, Buffalo, also goes to Free & Peters (from Hollingbery); KWWL-TV, Waterloo, Ia. has changed to Avery-Knodel (from Headley-Reed).

FEWER THAN 8% of Wyoming's farms have TV sets, according to Census Dept. survey conducted in Oct.-Nov. 1954 and released this week. Sparsely populated Wyoming has only one station—KFBC-TV, Cheyenne—although some border areas can receive signals from out-of-state. Grouped by counties, the figures indicate that farmers near state lines are viewing TV from Salt Lake City, Idaho Falls & Billings, Mont. Census Bureau counted only 870 TVs on 11,392 Wyoming farms (projected from 20% sample) in connection with its Census of Agriculture, being released on a county-by-county basis. Figures for first 3 complete states (Nev., N. H., Vt.) were printed last week (Vol. 11:28). The Wyoming farm TV story:

WYOMING					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Albany	310	58	Niobrara	381	2
Big Horn	849	69	Park	891	74
Campbell	509	4	Platte	676	56
Carbon	330	5	Sheridan	760	8
Converse	348	2	Sublette	204	3
Crook	540	5	Sweetwater	139	—
Fremont	1,271	17	Teton	98	17
Goshen	1,154	134	Uinta	301	60
Hot Springs	200	5	Washakie	290	1
Johnson	320	3	Weston	251	2
Laramie	667	296			
Lincoln	629	32			
Natrona	274	17			
			State Total	11,392	870

Rate increases: Aug. 1 WCIA, Champaign, Ill. raises base hour from \$550 to \$700 and adds 20 sec. at \$140, ID going from \$55 to \$70. KOA-TV, Denver, has raised base hour from \$550 to \$650, min. \$120 to \$150; KBTW, Denver, from \$450 to \$600 & \$90 to \$120. Sept. 1 WFBC-TV, Greenville, S.C. raises base hour from \$400 to \$450, adds Class AA min. only rate (7:30-10 p.m. daily) at \$112.50, Class A min. going from \$80 to \$90. Aug. 1 WTVD, Durham, N.C. raises base hour from \$350 to \$450, min. \$70 to \$90; KVOS-TV, Bellingham, Wash. hour from \$200 to \$300, min. \$40 to \$60; WLOS-TV, Asheville, N.D. from \$250 to \$300. WCNY-TV, Carthage-Watertown, N.Y. has raised hour from \$150 to \$200; CFPA-TV, Port Arthur, Ont., from \$150 to \$170; WJIC-TV, Sault Ste. Marie, Ont. from \$150 to \$170.

CBS-TV Spot Sales adds to N. Y. staff Richard P. Hogue, ex-v.p. of Headley-Reed; Robert M. Williams, from Chicago office; Norman E. Walt, ex-Harrington, Righter & Parsons; Charles McAbee Jr. Joining Chicago office are Robert Resinger, ex-WBBM-TV, Chicago; James E. Conley, ex-WISH-TV, Indianapolis; Frank R. Hussey, ex-O. L. Taylor Co.

Cute commercial: Audio portion of ReaLemon-Puritan Co.'s 8-sec. spot (for ReaLemon lemon juice) on WABC-TV, N. Y. is in French—with separate film track in English. Agency Rutledge & Lilienfeld explains: "We needed an attention getter. With only 8 seconds, we felt we'd get lost in the shuffle."

CBC-owned stations increasing rates: CBFT, Montreal raises base hour from \$700 to \$800; CBMT, Montreal, from \$500 to \$600; CBUT, Vancouver, \$270 to \$400; CBOT, Ottawa, \$250 to \$320; CBWT, Winnipeg, \$280 to \$320; CBHT, Halifax, \$200 to \$220.

Dr. Benjamin Spock, famed pediatrician, will have commercially-sponsored 30-min. program on NBC-TV Sun. afternoon this fall, continuing his weekly series on educational WQED, Pittsburgh.

Clicquot Co., pioneer radio sponsor, has "Lottie Sparkle," blonde girl in Eskimo costume, and "Klee-Ko," Eskimo boy, as animations for new TV adv. & merchandising campaigns by its 125 franchised bottlers.

NBC Film Exchange has been moved from Manhattan to new headquarters at Englewood Cliffs, N. J. under Frank C. Lopore, mgr. of film & kinescope operations.

Telecasting Notes: Purchase of RKO Pictures Corp. by General Teleradio (Vol. 11:24, 26) for reported \$25,000,000, with \$13,000,000 down payment, is now a certainty, though principals are mum on details. Deal with Howard Hughes involves RKO's 400-700 feature film backlog and physical properties, excludes RKO Radio Pictures, holding company owned by Hughes and financier Floyd Odlum . . . Under terms of deal, General Teleradio will continue theatrical film production on RKO lot for limited time, though it might sell the film producing facilities to another company. General Teleradio's interest mainly is the picture backlog—not only for its own 5 TV stations but for syndication to other stations. ABC-TV is said to be eyeing the RKO films for Sun. 7:30-9 p.m., may already be negotiating . . . General Teleradio's Tom O'Neil also plans to release some of the RKO oldies to theatres as re-issues, using others on TV in moderation so as not to depreciate their value . . . "Vidpix production swings into high gear in Hollywood this month, with an unprecedented \$28,000,000 worth of TV pix going before the cameras during the next 2 or 3 weeks," reports Hollywood *Daily Variety*. This figure is in addition to about \$25,000,000 worth of TV film already shooting, with further increase scheduled next month . . . 20th Century-Fox, now preparing hour-long film shows for its *20th Century-Fox Hour* on CBS-TV next fall (sponsored by GE), plans to release same films later for theatrical showing abroad . . . Hopalong abroad: NBC Film div. has sold *Hopalong Cassidy* and *Inner Sanctum* series to Associated-Rediffusion Ltd. for forthcoming British commercial TV . . . TV success of old *Our Gang* comedies (renamed *Little Rascals*) has led New York's WPIX to dig up some early Shirley Temple one-reelers with all-kid casts . . .

ADVERTISING & TV in 1970 were subjects of some fascinating speculations in recent address by Arthur C. Fatt, Grey Adv. Agency exec. v.p. to Toilet Goods Assn., reprinted in July 1 *Grey Matter*, agency house organ. Excerpts from his talk:

"Already we have seen 63,000,000 people witness one spectacular, *Peter Pan*, on the NBC network. Now picture to yourself a manufacturer introducing a meritorious new [drug] product on *Peter Pan*. With one lightning-fast stroke, he could have brought this new product into the forefront of America's consciousness.

"Now project your thinking to 1970 with 20-30,000,000 color TV sets tuned in, many with life-size screens in 3-dimension. Think of what could happen if you were to introduce a worthy new product to 100,000,000 people with 6 or 12 minutes of commercials demonstrating the product, explaining its merits, showing what it can do and creating an almost irresistible desire on the part of the viewer to possess it. And picture in your mind's eye what would happen if that same viewer could buy the product immediately by flicking a dial.

"All that may be necessary for the consumer to make a purchase may be to push a button or two on the 'Selle-vision' panel of her TV set. One button will instantly and automatically register the customer's code number in the store; another will indicate the item wanted, whether to send it COD or charge, etc. Unbelievable? No more so than the idea of dial telephones must have seemed once . . . And what is to prevent TV giving forth scent as it does color and sound? . . .

"What will these new wonders of TV do to radio . . . Remember when radio was supposed to eliminate the phonograph from our lives? . . . Wrist watch radios are more than a dream. They are closer to reality than many of us

"Grown-up hour" in the traditional kiddie-hour 5-6 p.m. time slot is novel program switch by Los Angeles' independent KTTV, which next week begins using filmed *Mr. & Mrs. North* and *Boston Blackie* in that segment, pushing its old 5:30 p.m. kiddie show to 7 a.m. . . . More theatre on TV: DuMont's WABD, New York, has acquired right to televise its choice of 5 of the 8 plays scheduled by off-Broadway Phoenix Theatre next season, after each play has finished its run; also featured will be commentaries on each play by producer, directors, authors, designers, artists . . . You don't have to miss TV when you go to the ball game in Chicago. P. K. Wrigley, pres. of Chicago Cubs, has set aside 1200 grandstand seats at Wrigley Field as special "TV audio section," where spectators will hear the usual TV announcer's commentary while seeing the game live . . . Mrs. Catherine Kreitzer, who settled for \$32,000 this week on CBS-TV's \$64,000 *Question*, signed by Ed Sullivan for Bible readings on his CBS-TV show, starting in Oct. . . . Victor Borge, Danish comedian whose one-man show is in 2nd year on Broadway, has signed exclusive contract with CBS-TV . . . Culinary Institute of America, New Haven, Conn., doing series of 26 half-hour films titled *What's Cooking*, to be syndicated by Elan-Porter Productions, N. Y. . . . Latest movie company venture into TV, *MGM Parade* on ABC-TV (Vol. 11:26), has definitely been slotted Wed. 8:30-9 p.m., immediately following *Disneyland*, beginning Sept. 14; actor-dancer George Murphy will be director and m.c., with Pall Mall as alt. sponsor . . . Ron Serling, whose TV plays *Patterns* and *The Rack* are being made into movies, this week also sold a third; Republic Pictures bought *Taps on a Bugle*, story of a tough Army sergeant who becomes headmaster of a boys' military school.

imagine . . . Just as we now determine the time of day by looking at our wrists, we shall be able to click a tiny button on our wrist watches and get the news, the weather, music, a ball game, which only we can hear . . ."

Among Fatt's other predictions: Slick-paper newspapers, all in color, electronically printed in the home by facsimile; magazines using sense of smell as well as sight, with early deadlines eliminated through electronic transmission and reproduction.

Prospect of commercial TV, offering competition for viewership hitherto monopolized by BBC, has caused BBC to "pull its socks up," said BBC commentator Raymond Baxter at recent meeting of British Sales Promotion Assn. He for one welcomed the competition, due to start in Sept., as "a good yardstick by which we will be able to measure our own products." And Radio Luxembourg, supported largely by British advertising and competing with BBC non-commercial radio & TV, is planning ambitious autumn-winter program schedules designed to hold audience and sponsors.

As a fall film-buying guide for TV stations and ad agencies, Judy Dupuy's Broadcast Information Bureau, 535 Fifth Ave., N. Y. has issued new edition of *TV Film Program Directory—Series, Serials & Packages* (Vol. 2, Issue 6, \$15); 390-p. volume lists titles, distributors, open markets, present sponsors, etc.

Listing of 3069 film titles available for free distribution to TV stations as well as individuals, with addresses of the industries or services from which they're available, is contained in 1955 *Educators Guide to Free Films*, 15th annual edition, published by Educators Progress Service, Randolph, Wis. (591 pp., \$6).

Directory of TV-radio farm directors by city & state has been compiled by and is available on request from Phil Alampi, WRCA, N. Y.

WHIRLPOOL-SEEGER-RCA MERGER FAIT ACCOMPLI: RCA gets its rounded white goods line, long-coveted, as result of Dept. of Justice approval of the Whirlpool-Seeger merger, as proposed (Vol. 11:22) -- with all that's implied insofar as shifts in national distribution are concerned. Tipoff came early in week when Whirlpool stock jumped 8 points to 38 high, closing week at 36%, and Seeger jumped 8½ points July 15 to close at 56. Formal announcement will be made coincident with opening of Whirlpool distributor convention July 18. It will contain these salient points:

RCA and Sears, Roebuck will each hold about 20% of stock in merged corporation, to be known as Whirlpool-Seeger Corp., with Whirlpool's Elisha Gray II becoming president and Walter Seeger chairman. RCA & Sears will have minority members on board, RCA probably designating pres. Frank Folsom & corporate exec. v.p. Charles Odorizzi. RCA will contribute production of its Estate Appliance Corp. into the common pool, will brand all its white goods "RCA-Whirlpool." Sears will continue to be supplied with its own Kenmore washers and Coldspot refrigerators. Financial details will be announced next week by Mr. Gray.

It's understood Govt. interposed no objection under anti-trust laws because 9 other major concerns have had "complete lines" since 1940 -- and it looks now like battle of giants for white goods market now dominated by such names as GE, Westinghouse, Kelvinator, Frigidaire, Crosley-Bendix, Norge, Philco, et al.

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"I've never seen dealers so enthusiastic about TV. Judging from way they're gobbling up new lines, you'd think they never heard of the word 'saturation.'"

This was the general dealer reaction to the new lines in "open houses," as expressed to us by a top manufacturer this week. He could have been speaking of any line, so universal was the acclaim of dealers. Their attitude clearly betokens a confidence lacking in last few years, when cautious buying was the rule. Even allowing for their currently low TV inventories (estimated at less than 1,000,000), dealers aren't just buying for their stockpiles -- they're buying "for the market."

Their purchasing has been abetted by generally longer discounts, to be sure. And there's no denying the sales appeal of the "furniture" in the lines -- cabinet styling, colors & finishes. They also see good merchandisable features in tuning controls -- for examples, RCA's "hidden" controls, Philco's "top touch" tuning and Westinghouse's "tip top" tuning, among others.

But the tempo of TV trade currently is seasonally sluggish, however zealous the preparations for fall season. Plant shutdowns, consumer vacations, etc. have put the kibosh on business generally. Cut-price close-out sales, special deals and normal liquidation of old TV models are general. For example, in Washington this week, Admiral 21-in. table model ("new, in crates") was advertised for \$96 (regular price \$160); 21-in. Philco open-face console for \$116 (list \$230); 17-in. Motorola table model for \$79 (list \$140). Such close-outs were duplicated in other cities.

The under-\$100 sets are activating the normally dull market somewhat this summer, says NARDA managing director A.W. Bernsohn, on basis of reports from his member dealers. GE's 14-in. "portable" at \$99.95 & \$119.95 continue quite the rage in a number of big-city markets, though it's in admittedly limited supply. Indicative of interest in low price, Hallicrafters this week came out with 17-in. mahogany textured table model at \$99.95 (details of new lines introduced this week on p. 9).

Brief highlights of other major trade developments this week:

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What's With Admiral? Why is Admiral so silent these days, while its stock dipped to year's low of 21¼ (closing week at 23¼)? This is pres. Siragusa's explanation: "There isn't anything wrong that a little extra govt. volume wouldn't cure. Our

govt. business is off approximately 80% compared with a year ago, so even though our civilian business is considerably ahead, our over-all is slightly behind. We are doing much better in TV and refrigeration than a year ago...All in all, we are very optimistic about the future. Our bookings on the new [TV] line are up 60%. Our production in June was the highest on record." Admiral news releases this week reported (1) 78,388 TV sets produced during June. (2) Dealer purchases of consoles at distributor open houses "more than doubled" over year ago. (3) Radio receiver sales for first half at record high, running 40% ahead of last year and auguring best radio year since end of war -- radio div. sales mgr. Alfred A. Medica saying Admiral increase is 30% greater than the first-half industry-wide gain of 10%.

Economic Boom: Dun & Bradstreet survey of 1100 manufacturers, wholesalers & retailers finds 77% of them believe their dollar volume in 4th quarter of 1955 will exceed same 3 months year ago, 61% forecasting higher net profits. Some 35% said they planned to carry higher inventories than year ago, 26% anticipated higher price tags in 4th quarter. Also this week, Commerce Dept. reported national production in second quarter had increased "substantially" over record \$375 billion rate in the first 3 months of 1955.

Production: TV output, reflecting plant vacations, dipped to 53,028 week ended July 8, first week of second half of 1955. Total was way down from 129,879 preceding week and 116,698 week ended June 24. It was year's 27th week and brought production for year to date to about 3,800,000, compared to 2,800,000 in equivalent period of 1954. Radio production totaled 124,501 (77,897 auto) week ended July 8, also decreased from 212,079 (94,498 auto) preceding week and 265,592 week before. For 27 weeks, radio output was 7,200,000 vs. 5,300,000 corresponding 1954 period.

Topics & Trends of TV Trade: Broad investigation of distribution practices in major lines of consumer durables, including TV-radio-appliances, will be launched shortly after Congress adjourns by House Small Business subcommittee headed by Rep. Roosevelt (D-Cal.). Study of distributor franchises and discount house operations will be part of the investigation, he said, without mentioning how deeply TV-radio-appliances will be involved. Subcommittee has already approved his bill (HR-7096) making exclusive dealer contracts illegal.

On another merchandising front on Capitol Hill, a House Commerce subcommittee postponed action on bill (HR-2688) which would ban trans-shipment of autos and thus pave the way for similar legislation covering TV-radio. Instead, the subcommittee scheduled additional public hearings for testimony from Justice Dept., Federal Trade Commission & auto manufacturers.

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Higher prices on some major appliances, excluding TV, are planned by Philco as result of shortages and higher costs of steel, copper, aluminum and other raw materials. In telegram to distributors, pres. James H. Carmine said: "It will be impossible for manufacturers of finished goods to absorb these increased costs. This applies especially to refrigerators and air conditioners, which are heavily weighted with copper, which is in extremely short supply."

GE's new line, to be introduced July 18 at National Assn. of Music Merchants convention in Chicago's Palmer House, features 2 clock-TVs—14-in. table at \$129.95 and 21-in. open-face mahogany console at \$270. Line also includes company's first 24-in. sets, addition of another "low-boy" console and extensive use of swivel bases. New 21-in. sets are priced at \$190, \$220, \$240, \$250, \$260, \$270 & \$300; 24-in. sets are \$240 for table, \$290 for console.

Sylvania signed 2-year contract this week with IUE's Local 511, covering about 700 employes at its Buffalo TV-radio plants. Agreement omits mention of guaranteed annual wage, provides extended seniority coverage for employes if company builds additional plants in area.

Hallicrafters added 10 basic models in line shown this week at regional sales meeting in Chicago's Hotel Knickerbocker. New sets start with 17-in. mahogany table model at \$99.95, go up to 24-in. mahogany console at \$350. Some sets also come with mahogany table and casters. Nearly all sets have vertical chassis and greater voltage. The 17-in. tables are priced at \$99.95 & \$120; 21-in. table at \$150; 21-in. consoles at \$280 & \$300; 24-in. tables at \$200 & \$250; 24-in. consoles at \$300, \$310 & \$350. Eight models in old line were carried over. Also introduced were 3 portable radios, all priced at \$40.

Capehart-Farnsworth's new line, introduced this week to distributors in N. Y., starts with \$170 for 21-in. ebony table model, ranges up to 21-in. fruitwood de luxe console at \$390. Line of 9 basic models is divided into "Starline" and "Super Comet" series. All sets in latter series have front-mounted speakers and aluminized picture tubes. The 21-in. tables are \$170, \$200, \$250 & \$290; 21-in. consoles are \$220, \$300, \$350 & \$390; 24-in. table \$220. Also introduced were 10 radios ranging from 20 ebony table to \$160 8-band portable, and 11 high-fidelity radio-phonos from \$130 to \$550.

TV-radio merchandising panel July 20 will be one of features of National Assn. of Music Merchants' 5-day convention starting July 17 at Chicago's Palmer House. Speakers are Magnavox pres. Frank Freimann, "How Can a Music Dealer Successfully Promote TV?"; NARDA chairman Mort Farr, "Type of Service to Be Rendered by a Music Dealer"; F. K. Lutes, of Thearle Music Co., San Diego, "Outlook for TV-Radio Sales in Music Stores"; Wm. J. Lee, of Sherman, Clay & Co. Adv., San Francisco, "TV-Radio Advertising & Promotion."

Clark Kelsey, public relations director of Chicago's American Furniture Mart since 1939, resigns to concentrate on position as exec. v.p. of National Wholesale Furniture Assn.

Admiral TV-radio account was resigned this week by Erwin, Wasey; Russel M. Seeds Co., Chicago, now handling print media, will take on more Admiral business.

Trade Personals: Arthur L. Chapman, Sylvania v.p., adds duties of gen. mgr. of TV-radio div., Buffalo, succeeding Howard E. Riordon, now gen. manufacturing mgr. . . . Charles R. Lunney promoted to adv. & sales promotion mgr., Sylvania TV-radio div., succeeding Wm. D. Strobin, recently resigned . . . Richard L. Myers, head of Paris office of Philco govt. & industrial div. (4 Rue Picot) returns as of Sept. 1 to become Chicago representative, with Robert McDonald going from Chicago office to replace him . . . E. R. Coblentz, ex-DuMont, named western mgr., Westinghouse TV-radio div., San Francisco, replacing Wm. P. Frost, who becomes independent Packard-Bell distributor in San Francisco . . . David Kaufman, ex-Sylvania, joins expanded RETMA engineering dept., now relocated at 11 W. 42nd St., N. Y. (phone remains Longacre 5-3450) . . . John O. Riggs, asst. production supt. of color tubes, promoted to mgr. of product administration, Westinghouse tube dept. . . . Oden F. Jester appointed asst. gen. mgr., Standard Coil, continuing as sales mgr. of distributor div. . . . John R. Howland, ex-Stewart-Warner & Zenith, named gen. sales mgr. of Dage TV div., Thompson Products, supervising sale of color systems & monochrome broadcast equipment . . . Larry S. Racine, pres. of Chicago Standard Transformer Corp., takes indefinite leave of absence because of ill health; chairman Wm. J. Shea adds duties of pres., with Ray Gislason appointed v.p. in charge of all plants . . . John Bentia, former exec. v.p., Alliance Mfg. Corp. (antennas, rotors, converters), named pres.-gen. mgr., replacing Murray D. Lincoln, as result of purchase of company by Consolidated Electronics Industries Corp. (North American Philips) . . . K. A. Jackson resigns as gen. mgr. of Hunt Capacitors (Canada) to become production mgr. of parent Canadian Marconi's new magnetron & power tube plant in Mt. Royal, Que.; he's succeeded by R. B. Finkle, Canadian Marconi's Toronto rep. . . . George B. Park, ex-GE adv. & sales promotion mgr., joins McCann-Erickson Sept. 1 as senior marketing executive . . . Frank Amaru promoted to gen. sales mgr. of RCA Victor's "Label X" records, replacing Joseph Delaney, now v.p.-gen. mgr. of Cadence Records . . . George Rowen, Sparton gen. mgr., elected a v.p. of parent Sparks-Withington Co. . . . Dr. James F. Battley, ex-Sylvania, named chief engineer of Transistor Products Inc., Waltham, Mass., unit of Clevite Corp. . . . H. Joseph Sarlin, ex-gen. sales mgr. of DuMont N. J. factory branch, named eastern district sales mgr., Westinghouse TV-radio div., reporting to Renville H. McMann, new eastern regional mgr.

Frederick Gordon Nixon, asst. controller of telecommunications of Canada's Dept. of Transport, Aug. 18 becomes controller, succeeding retiring G. C. W. Browne.

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DISTRIBUTOR NOTES: Sylvania appoints Wright & Wilhelmy Co., 10th & Jackson St., Omaha (J. C. Conley, pres.) . . . Trav-Ler Radio to open factory branch in Cleveland, replacing Shuler Distributing Co. . . . RCA Victor Distributing Corp., Chicago, appoints John Straus instrument sales mgr., replacing George Dorman, resigned . . . Westinghouse Electric Supply Co., Los Angeles, names John P. Adams TV-radio sales mgr., succeeding Edward G. Marten, promoted to mgr. of consumer products . . . Westinghouse Electric Supply Co. appoints Wm. B. Cone mgr. of Albany, N. Y. branch . . . GE Supply Co., Charlotte, promotes E. L. Dugger to consumer goods mgr. for Va. . . . Dallman Co., San Francisco (Philco) appoints Robert J. Parr adv. & sales promotion mgr. . . . Graybar names E. W. Windahl Indianapolis branch mgr., replaced as Duluth mgr. by D. A. Hilger.

Jack Rosen, sales v.p. of Raymond Rosen & Co., RCA's Philadelphia distributor, was hospitalized this week after being beaten and robbed of \$125 near Philadelphia home.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for May, in addition to those previously published (Vol. 11:25, 27): John P. Richmond bought 150 ACF Industries, holds 200; Edward H. Litchfield bought 100 Avco, holds 100; Charles G. Munn sold 200 Consolidated Electronics Industries (controlled by North American Philips), holds 5500; Stanley F. Patten bought 100 DuMont Class "A," holds 500; Irving G. Rosenberg bought 100 DuMont Class "A," holds 200; John C. Harvell bought 200 Electronics Corp. of America, holds 500; George L. Irvine bought 900 GE, holds 1437; Donald L. Milham bought 200 GE, holds 1009; Wm. A. MacDonald bought 300 Hazeltine, holds 2300; Wilfred M. McFarland bought 100 Hazeltine, holds 310; Joseph S. McGee bought 250 Hoffman Electronics, holds 500; Arnold S. Kirkeby bought 1500 Magnavox, sold 1000, holds 1597; Thomas A. Kennally sold 3000 Philco, holds 6997; Emanuel Sacks bought 100 RCA, holds 445; Thomas B. Doe sold 800 Sperry, holds 1755; Bert T. Oakley sold 600 Sperry, holds 1820; Charles Ondrick sold 500 Sperry, holds 1400; John Sanderson sold 15,700 Sperry, holds 10,182; Paul J. Hemschoot sold 600 Tung-Sol, holds 40.

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Public offering of debentures (300, with \$1000 face value) is planned by Dolph-Petty Bcstg. Co., which seeks purchase of radio KMYR, Denver, in application filed with FCC this week. Purchasers (Wm. B. Dolph & Herbert L. Petty, major stockholders) also plan to exchange stock of Dolph-Petty for 42.5% of KULA-TV, Honolulu (Ch. 4) in which they now hold interests. Dolph and Petty are to hold 35,000 shares each, underwriters Cruttenden & Co. and Saunders, Stivers & Co. 8500 shares each, with public's debentures equivalent to 30,000 shares. Price of KMYR is \$60,000 plus cost of building facilities for 710 kc & 5 kw, for which KMYR holds CP.

Consolidated Television & Radio Broadcasters Inc. (Bitner group) reports profit of \$1,047,311 before taxes, \$505,024 after taxes for 6 months ended May 31 compared to \$1,606,320 & \$773,424 in same 1954 period. Decrease was attributed to entry of a second station in the Indianapolis market and program costs occasioned by shift of WFBM-TV from basic CBS to supplementary NBC & ABC and radio WFBM from basic CBS to supplementary ABC & Mutual. Included in report, which gave no grosses, were WOOD-TV & WOOD, Grand Rapids, but not newly acquired WTCN-TV & WTCN, Minneapolis.

Official Films Inc., which now claims 4500 share owners, reports earnings for fiscal year ending June 30, 1955 are still subject to audit but will exceed the \$317,172 earned in preceding year. Current accelerated pace of business, states pres. Harold L. Hackett, indicates profits before taxes for quarter ending Sept. 30, 1955 will exceed profits before taxes of entire fiscal year ended last June 30, so that current year "will be by far the best yet in terms of sales and earnings."

Reeves-Ely Laboratories Inc. reports net income for 5 months ended June 30 was \$1,001,733 (94¢ a share) vs. \$876,731 (82¢) same period last year.

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Richards W. Cotton, 60, asst. to pres. of the National Co., Malden, Mass., died of heart attack July 11 while vacationing in Portland, Me. He served as chairman of top-level govt. Electronics Production Board and as director of National Production Authority's Electronics Div. during last 6 months of 1952, while on leave from his position as asst. to Philco pres. Wm. Balderston and v.p. of Philco International. At time of his death, he was serving without compensation as industry advisor to Electronics Div. of Commerce Dept.'s Business & Defense Services Administration. He is survived by his widow, 2 daughters & a son.

Color Trends & Briefs: "Nonsense," is how RCA spokesman describes dope stories that RCA will "halve" price of its color sets this fall. Current prices are \$795 & \$895. RCA will push color sales for all they're worth, backed by heavy NBC and CBS colorcasting schedules, but RCA people think current talk about price cuts may have been "planted" by a competitor as a "diversionary tactic."

Story gained currency last week when Commerce Secy. Weeks, in roundup business prediction, foresaw "sweeping" reductions in color receiver prices, bringing increased sales. Later, it was learned that Weeks' prediction was plucked out of the blue by an overzealous staff member—definitely was not result of evaluation by Commerce Dept. electronic specialists. At least one national business publication and one trade journal gave same impression recently. We checked, and here's what an RCA spokesman told us:

"It doesn't make sense. To cut the price that much would require a genius that's beyond us. We're making and selling sets and tubes, and we're in the color business to stay, but they won't be cheap for a while yet." Commenting on speculation that one-gun tube might contribute to price reductions, he took occasion to whack back at Philco pres. James Carmine's sarcastic references to RCA color promises during recent Philco distributors convention at Miami Beach (Vol. 11:26):

"It's our color tube they're using in their announced set, isn't it—even though they called it the Hytron-CBS and said they got it from Sylvania? It looks to us like their green apple has worms in it," he added, obviously referring to Philco's one-gun tube project, known as "Apple," which Philco has frankly stated isn't ready yet.

Sylvania reports it's making 3-gun tubes in sample lots for whoever wants them, including Philco, while experimenting "with all other kinds of tubes." It's also making developmental color sets, has bought some complete receivers from RCA—as have other set makers (Vol. 11:27). It will introduce color sets, disclose prices and plans, at July 28 distributors meeting in Chicago.

That RCA means business in color is also manifest from Canadian reports that color is being pushed there, notably by RCA Victor Ltd. of Canada, whose pres. F. R. Deakins this week welcomed Canadian Broadcasting Corp. plans to telecast color experimentally, starting fall 1956. Deakins said company goal is to have color set on Canadian market for less than \$1000. (Canadian receivers, due to heavy taxes, traditionally run higher than U. S. by 40% to 50% at retail.)

CBC has earmarked \$500,000 in new budget to modify transmitters in Montreal, Ottawa & Toronto, to enable them to rebroadcast color coming from U. S. networks. Goal is to start by fall of 1956.

"British Radio Leads the World" titles 18-p. colored brochure heralding annual National Radio Show to be held at Earls Court, London, Aug. 24-Sept. 3. It has 121 exhibitors scheduled, including all TV-radio manufacturers. New 66,000-ft. RCA Photophone Ltd. factory at Sunbury is scheduled to exhibit for first time—mainly high fidelity equipment. From Aug. 23-Sept. 15, Britain also is seeking overseas visitors for other radio & electronics shows—the Farnborough Flying Display & Exposition and the Engineering & Marine Exhibition. Details are available from Radio Industry Council, 59 Russell Sq., London WC-1.

General Instrument Corp. earned \$60,996 (4¢ per share) on sales of \$7,472,479 in 3 months ended May 31, compared to loss of \$176,302 on \$4,684,405 in same 1954 quarter. The 1955 data includes earnings & sales since March 1 of newly-acquired components subsidiary Automatic Mfg. Corp. (Vol. 11:26).

NBC injected more color into an otherwise almost "colorless" summer by converting to color the *Matt Dennis Show*, Mon.-Wed.-Fri. 7:30-7:45 p.m., starting July 18, adding *Vaughn Monroe Show* in color Tues.-Thu. 7:30-7:45 p.m. July 19. Singer-pianist-composer Matt Dennis replaces Eddie Fisher and Tony Martin shows for summer, Vaughn Monroe taking Dinah Shore spot. These are in addition to the 2 big color shows scheduled July 25 & Aug. 22—*Fourposter* and a spectacular starring Cyril Ritchard.

One of the most powerful color set sales stimulants yet devised is being prepared by NBC—daily hour live drama 3-4 p.m.—costing estimated \$4,000,000 and starting Oct. 3. It will include original drama plus second-run plays from *Kraft Theatre* and *Philco-Goodyear Playhouse*. Project is so ambitious that entire Burbank, Cal. color facilities will be devoted to it. Series will be best opportunity for dealer demonstrations contrived to date. It will be titled *Matinee*, with Albert McCleery as exec. producer. Almost all other color "blockbusters" are scheduled for evenings or week ends (Vol. 11:27). CBS is also expected to come up with more daytime color.

The NCAA football games to be telecast in color by NBC turn out to be: Miami-Georgia Tech, Sept. 17; Notre Dame-Michigan, Oct. 15; Iowa-Michigan, Oct. 29; Army-Navy, Nov. 26. Among big one-shots being considered is a Labor Day show featuring live pickups from National Air Races in Philadelphia, Pike's Peak auto races in Colorado, water carnival in San Diego. NBC's color mobile unit is now being rebuilt to handle 5 cameras instead of 3.

CBS's Orson Welles series (Vol. 11:28) is mighty ambitious schedule. It will comprise six 90-min. shows shot in Eastman color in Europe for total of \$3,000,000, to be shown theatrically after colorcasts. First will be *Trilby*, with Welles as Svengali; another is his modern version of *Twelfth Night*.

Halicrafters & Capehart-Farnsworth each introduced 21-in. color sets this week, both using RCA-type tubes. Halicrafters put no list price on set, though it had previously announced it would retail for \$695 (Vol. 11:18). Capehart's sets were a console at \$795, console at \$895. E. W. Gaughan, v.p. & sales mgr., estimated 100,000 color sets would be sold this year.

Eyeglasses containing prisms and red & yellow filters, plus control of studio lighting, is how to get color pictures out of black-&-white sets—according to Prisma-Scope Corp., Failing Bldg., Portland, Ore. At least that's impression given in its 40-p. brochure.

BBC experimental color transmissions will begin in London this fall, according to reports from Britain. Various systems will be tested with aim of possibly starting regular color programming by 1958.

ACF Industries Inc., whose ACF Electronics at Alexandria, Va. started in 1954 with 15 employes, now has more than 300 and expects to have 500 or more by year's end, reports sales of \$190,774,346 for fiscal year ended last April 30, down 22% from \$245,086,908 in preceding year; net income was \$6,855,320 (\$6.62 per common share), 12% under \$7,778,420 (\$7.93) year ago. ACF Electronics, among other things, is developing "Tinkertoy" or "Compac" components for TV (Vol. 11:23, 24, 27). Parent company also reports \$17,000,000 in unfilled orders for Engineering & Research Corp., Riverdale, Md., acquired last Nov. and employing 1800, mainly on govt. nuclear projects.

New 40-p. glossary of microwave and mobile communications terms has been published by RCA engineering products div., Camden.

W. Stanley Edgar, ex-contracts & services engineer, named Western Union director of development & research.

TWO STARTERS this week—one a uhf commercial outlet in Fayetteville, N.C., other a vhf educational in Champaign-Urbana, Ill.—brought on-air total to 434, of which 106 are uhf. It was a week free from news of more uhf defections, though KQTV, Ft. Dodge, Ia. (Ch. 21) wired FCC July 13 for permission to go off air for indefinite period in order to repair damage to transmission lines and antenna after being struck by lightning.

WFLB-TV, Fayetteville, N.C. (Ch. 18) is next door to big Fort Bragg, first local TV outlet in area, nearest other being WNAO-TV, Raleigh (Ch. 28), 53 mi. away. It began tests July 15 but doesn't plan programming with CBS & NBC until FCC approves projected private microwave relay, says attorney Bernard Koteen. It has 1-kw GPL transmitter with GE antenna on 40-ft. tower. Owners are 9 local business men headed by Harry B. Stein. L. W. Allen is exec. v.p.; Wm. B. Belche, sales mgr.; Marvin Rosenberg, program director; J. D. Goodrich, chief engineer. Base hour is \$150. Rep is Adam Young.

WILL-TV, Champaign-Urbana, Ill. (Ch. 12, educational) started test patterns July 14, goes on program schedule shortly, reports Richard L. Rider, asst. mgr. & program director. Owned by U of Illinois, it's the 14th educational on air. It uses 5-kw demonstrator transmitter donated by GE, with 12-bay GE antenna on tower of Memorial Stadium. Dr. David Henry, ex-JCET chairman, is now president of the university; Frank E. Schooley, director of broadcasting; Richard G. Lawson, operations director; Hubert V. Cordier, production mgr.; John R. Brugger, chief engineer. Community has one other vhf—commercial WCIA, Champaign (Ch. 3).

There were no new reports on upcoming stations this week, but latest transmitter shipments & orders reported were:

From RCA, 50-kw transmitter to KWWL-TV, Waterloo, Ia. (Ch. 7); from Standard Electronics, 25-kw amplifier to WMAL-TV, Washington (Ch. 7). Standard Electronics also announced order from CJOC-TV, Lethbridge, Alberta (Ch. 7)—due on air next fall—for new economy model 10-kw transmitter, for delivery Sept. 1, as well as 12-gain Alford antenna and multicon camera, through Canadian Westinghouse. Standard Electronics also has order for 50-kw from KFVS-TV, Cape Girardeau, Mo. (Ch. 12) for Aug. 1 delivery.

James S. Copley, chairman of Copley Press Inc., and the First National Bank of Chicago are named defendants in suit filed by William M. Copley, of Paris, alleging "gross abuse of business judgment" in purchasing KCOP, Los Angeles (Ch. 13) about 2 years ago and in otherwise acquiring newspapers, radio stations, etc. without approval of probate court. The younger brother's suit in Chicago circuit court alleges "dissipation" and "mismanagement" of the estate of their father Col. Ira Copley, who died in 1947. The Los Angeles independent TV station has been a consistent loser, it's claimed, ever since it was purchased for \$1,375,000 from Mrs. Dorothy Schiff Sonnenborn, who retained her profitable radio KLAC (Vol. 9:49,52).

Transfer of WBLN, Bloomington, Ill (Ch. 15) to Worth S. Rough, ex-gen. mgr. of WCBC, Anderson, Ind. by Cecil W. Roberts (Vol. 11:26) for token \$1 and assumption of some \$200,000 indebtedness, was approved by FCC this week. Also approved was stock issue by KOAT-TV, Albuquerque (Ch. 7) whereby radio KOAT holdings are cut from 56% to 33%, Albuquerque Exhibitors from 35% to 30%, remainder being held by minority stockholders.

Nuclear explosion resulted in "only minor surface damage" to RCA 250-watt radio transmitter and 2-way mobile communications equipment during last May's civil defense test at atomic test site in Nevada. The equipment "could have returned to the air minutes after the explosion," said RCA engineering products v.p. Theodore A. Smith. Although buildings housing the equipment were partially to completely destroyed, he said, "not a single tube or component was damaged." All the equipment, with the exception of one 2-way radio, was housed less than mile from blast center.

Community antenna system in Harrisonburg, Va. has been sold by Frederick Allman, operator of WSVA-TV (Ch. 3) there, to group headed by Martin F. Malarkey. System has 600 subscribers, sold for a reported \$60,000. Malarkey, pres. of National Community TV Assn., started with system in Pottsville, Pa., extended it to Minersville, purchased Schuylkill Haven, Pa. system last year (Vol. 10:9), plans further expansion. Name of Harrisonburg system is being changed to Harrisonburg Trans-Video Corp.

Dr. Milton Eisenhower, President's brother who heads Penn State U and is educational TV enthusiast, said his school will expand its classroom instruction by TV in next 5 years as result of survey showing practically no difference in grades of students taught by TV or by classroom lectures. So far, it has taught only psychology & chemistry by TV; next fall it will take up music appreciation & history, he said.

Educational TV at its best: Stephens College, Columbia, Mo., putting in closed circuit for simultaneous lectures to small groups of first-year students in 50 different classrooms twice weekly. Project is supported by grants for Fund for the Advancement of Education (Ford) and RCA.

Initial decision in Lamb case, by examiner Herbert Sharfman, probably won't be forthcoming until fall. FCC Broadcast Bureau and attorneys for Toledo broadcaster-publisher Edward Lamb are due to file initial proposed findings by July 25. After this, additional time (possibly 10 days) may be given for answers—and then Sharfman begins consideration.

Anti-trust suit against 12 leading motion picture makers to compel them to release 16mm films to TV and other non-theatrical outlets (Vol. 8:30) has been set for trial Sept. 20 in Los Angeles Federal Court before Judge Yankwich. Depositions, starting with RCA-NBC Chairman Sarnoff, will be taken next week.

"Sponsored" theatre-TV: Box Office Television Inc. (Sid Caesar, pres.) is offering "for local public service sponsorship" Notre Dame-Navy and Notre Dame-Iowa football games next fall, with local commercial firms acceptable to Notre Dame invited to underwrite telecast by distributing free or premium tickets.

TV hath charms to keep prisoners contented, and it even has reduced escape rate of convicts in Richland County, N.C., says supervisor C. L. Talbert. But "the boys still wander from restless camps," he says, and so he's looking for donors of sets.

The Edgar B. Stern family (WDSU-TV & WDSU, New Orleans) has provided \$145,000 fund to the Governmental Affairs Institute, Washington, affiliate of American Political Science Assn., for compilation of a handbook of American election statistics to appear biennially.

CBS commentator Eric Severeid has gifted his alma mater, U of Minnesota, \$1000 for 1955-56 scholarship to graduate student planning a TV-radio career.

Tax on theatre-TV boxing bouts—5% of admission price—will be asked by Pennsylvania Gov. Leader under proposed new boxing code.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS—July 23, 1955

SALE OF RKO to General Tire sets up new show business giant in movie-TV-radio-programming field. Other majors eye move; film network a possibility (p. 1).

BIG APPLIANCE MERGER, creating RCA-Whirlpool brand, with RCA owning 20% of new Whirlpool-Seeger Corp., due to change distribution patterns (pp. 2 & 11).

ABC SHOWING ZEST program-wise and financially as result of Hollywood tieups and new ventures, but allocations economics is still big obstacle (p. 3).

NEWSPAPERS ADVISED by Campbell-Ewald's H. G. Little to "forget worrying about TV" as a competitor and to take longer view of business expansion (p. 4).

PITTSBURGH GRANT goes to WWSW, merging with WJAS; KNTV, San Jose, starts as 435th station; NBC purchase of WBUF-TV, Buffalo, due for hearing (p. 5).

MOTOROLA'S NEW LINE follows industry pattern of easier step-ups; Admiral increases some TV prices, others likely to follow by fall (p. 9).

UHF PROBLEMS to simmer this summer, inactive with McConnaughey gone; Doerfer proposal includes all-uhf N. Y.; 4 FCC members on network study group (p. 5).

UHF BOOSTERS recommended to fill "shadows," as industry comments on FCC proposal; some ask vhf boosters, too; 3 uhf stations prefer deintermixture (p. 6).

HIGHER POWER permitted for Zone I vhf stations with heights over 1000 ft., as FCC creates new 1250-ft. ceiling; 18 due for increases, including N. Y.'s 7 (p. 7).

NBC & CBS COLOR SCHEDULES to break "chicken-egg" cycle next fall with over 12-15 hours of color weekly, stimulating set manufacturing & distribution (p. 13).

SIGNIFICANCE OF RKO SALE TO GENERAL TIRE: There's more behind General Tire's purchase of RKO Radio Pictures (Vol. 11:24,26,29) than the obvious fact that Hollywood's feature film vaults have finally been decisively cracked by TV.

The \$25,000,000 cash sale of a major movie studio to a large holder of TV and radio properties (through General Teleradio, 90% owned by General Tire, 10% by Macy dept. store interests) actually sets up a new giant in the entertainment world -- the most important move to date in the much-discussed "merger" of Hollywood and TV.

Under one corporate roof now are one of the largest theatrical film producing companies, a huge world-wide movie distribution setup, a potential top-flight TV film production outfit, a TV film distributor with mammoth stock of first-run-on-TV features, 4 TV stations (N.Y., Los Angeles, Boston, Memphis), 5 radio stations (same cities plus San Francisco) one nationwide radio network (Mutual) and 2 regional networks (Yankee & Don Lee).

What started as a quest for programming material by General Teleradio pres. Thomas F. O'Neil to keep his independent New York and Los Angeles TV outlets in the competitive race with the network flagships, appears destined to end up as a new TV-radio-movie empire -- with important ramifications for both TV and the movies.

In buying RKO, General Tire got much more than just the vaultful of 500-800 old features it originally set out to acquire -- it took over a going concern which grossed about \$44,000,000 last year and is reported by film trade press to have shown profit as result of its vast distribution operations, even though it has produced very few pictures of its own in the last 5 years.

The obvious facts are these: RKO-Radio's theatrical distribution activities will continue, the company operating as subsidiary of General Tire, under Thomas O'Neil. With theatrical exhibitors crying for more product, it's likely that he'll put RKO wholeheartedly back into movie production (perhaps floating a stock issue to supply needed capital to start production rolling). Either General Teleradio or RKO can be expected to make TV films at RKO studios in Hollywood, Culver City & N.Y.

Many of the top RKO feature film properties may go to theatres for re-runs before they're released to TV -- if it's found that the profit potential is high;

one RKO oldie -- "King Kong," originally released in 1933 -- went through a highly successful theatrical reissue last year.

What did General Tire get from RKO's vaults? Nobody knows exactly how many features and short subjects. Among outstanding boxoffice attractions were the Fred Astaire-Ginger Rogers musicals, some Shirley Temple films, Howard Hughes' controversial "The Outlaw," academy award winner "The Informer" and pictures featuring Myrna Loy, Cary Grant, John Wayne, Gary Cooper, Gregory Peck, Lucille Ball, Henry Fonda, et al. A glance through RKO's titles of the last 20 years also reveals plenty of stinkers -- some of them probably not even suitable for free showing on TV.

Included in the purchase were two unreleased films made by RKO under Howard Hughes -- "Jet Pilot" and "The Conqueror" -- and there's some speculation that these may be given their premiere via TV.

As with his "Million Dollar Movie" series and his TV film properties, O'Neil will eventually syndicate RKO features to other stations. Whether he will actually set up a "film network" -- selling the time as well as the programs -- is an unanswered question, but it's recalled that in the past he's hinted at the possibility.

Does subscription TV fit into the picture? Best guess is that it probably does not, although O'Neil has loaned his WOR-TV, New York and his WGTH-TV, Hartford (whose sale to CBS now pends FCC approval) for experiments with the Skiatron pay-as-you-see system. General Teleradio needs the new-to-TV feature material now, isn't too interested in holding out for pay TV, which is still a long way off -- though there's no question that O'Neil is being approached by fee-TV proponents.

Will the sale pry open the vaults of the other majors? One theatrical trade publication accuses Howard Hughes of pulling his finger out of the hole in the dike and starting the flood. The flood was inevitable, of course. But the events of this week have certainly stirred the other movie producers into serious thought as to whether the time is now ripe. The only remaining question: Who's next and when?

A NEW GIANT IN THE WHITE GOODS MARKET: Biggest of all the TV-radio manufacturers, RCA moves into a relatively new arena as it prepares to mix it with long-established competitors for supremacy of the home appliance markets with new brand that combines 2 respected names -- "RCA-Whirlpool." It's a battle that promises to exert profound changes not only at consumer levels but also among rival manufacturers, suppliers, distributors & dealers. And, no less important, it will have new meaning for all others who depend on these giants for revenue -- including stations, agencies, etc.

Advertising & merchandising battle royal for consumers' white goods as well as TV-radio dollar will be far more intense than ever -- what with RCA-Whirlpool-Seeger-Sears combine lined up, as result of their factory-source merger last week (Vol. 11:29), against GE, Westinghouse, Frigidaire, Kelvinator, Crosley-Bendix, Norge, Philco, Admiral, Maytag & others whose names have long been household words. Reduced to its simplest terms, merger brought together RCA's air conditioner and Estate stove business with Whirlpool's washer-dryer operations (nation's largest) and Seeger's big refrigerator business. As one newsman described merger, "it's like putting Ted Williams and Willie Mays on the same team."

Sears, Roebuck will be both a partner at the factory and competitor at the retail counter. Like RCA, it will own 20% of merged Whirlpool-Seeger Corp., which will turn out RCA-Whirlpool line; but it will also continue to be supplied with own brand of Kenmore washers and Coldspot refrigerators from the combined company.

Pattern of distribution threatens to be a hodge-podge before it's finally settled. It's manifest RCA entered the consolidation to give its distributors the benefit of a rounded white goods line. Of RCA's 69 distributorships, 17 currently also handle Whirlpool. And for the rest, it presumably means switching Whirlpool lines to all or most of them -- including RCA-owned distributors in Buffalo, Chicago, Davenport, Detroit, Grand Rapids, Kansas City & Los Angeles -- or else switching RCA lines to existing Whirlpool distributors. An RCA spokesman assures, however, that all RCA-Whirlpool distributors will be selected on merit; that nothing will be done overnight and plenty of time will be allowed to make adjustments; and that contractual obligations will be respected fully in any changeovers made.

[Details of merger, probably the biggest in appliance history, are on p. 11.]

ABC HITCHES WAGON TO HOLLYWOOD STAR: With its smash-hit Disneyland, ABC apparently has found the formula for adapting the movie industry's skills to TV -- and during a visit to Hollywood this week it seemed evident to us that ABC's plans for further exploitation of that formula could give it excellent chance of eventually blossoming into a really strong third network. The upcoming season should tell.

Program-wise, ABC-TV now feels it has something to crow about -- and last week's press junket to Hollywood afforded previews of some movie-originated shows that evoked as much enthusiasm as did opening of much-publicized Disneyland park.

Keystone of its new programming is ABC's happy pact with Walt Disney studios, where magic is now being scientifically compounded for 6 hours a week of TV shows, as well as the regular Disney movie releases (One Disney official told us: "We turn out more in a couple of days now than we used to in a year".)

We saw some of next season's Disneyland films -- there'll be 24 new ones -- and they are of same high quality as this year's series. One difference is that the new Disneyland shows will be aimed more at whole-family audience than at the kiddies alone. Included will be 2 scientific films, authoritative as textbooks but as enjoyable as Donald Duck. One of these -- "Our Friend the Atom" -- will have occupied fulltime energies of crew for 2 years when it is finally telecast next spring.

But ABC's biggest programming whammy is its breakthrough into daytime kiddie TV through its hour-long Disney-produced Mickey Mouse Club. Slotted for 5-6 p.m. daily in all time zones (via 2 telecasts from New York, 2 from Los Angeles), it's taking on the formidable competition of NBC-TV's Pinky Lee-Howdy Doody sequence. But ABC topkicks point out that show was nearly sold out even before prospective sponsors saw clips, and confidently predict lineup of 100-plus stations, including some which carried Howdy Doody this season. Plan is to make 100 shows, re-run best 20.

If samples we viewed at Disney Studios are typical of whole series, Mickey Mouse Club is due to be a winner with children of all ages (including our age). The shows combine new and old cartoon material, instructive fun, and live segments from all over world, as well as specialty acts by group of talented kids -- completely up to the standards of wholesome entertainment for which Disney is noted.

* * * *

ABC is hoping its new Warner Bros. show will be "another Disneyland" -- this one aimed completely at adults. On our visit to Warners lot we found TV completely dominant, with 3 large sound stages exclusively devoted to shooting the hour-a-week Warner Bros. Presents, using most elaborate sets ever built for TV film. All material will be new, based on characters and settings of past Warner Pictures.

ABC's third movie pact is with MGM for 30-min. weekly series. We found very little concern over TV at MGM studios, got impression that no production had begun on the TV series. The show will rely mainly on old theatrical short subjects, tied together by George Murphy as m.c. and with newly produced blurbs for current MGM releases, borrowing Disney's "behind the scenes at the studio" format.

Network has plans for still another Hollywood show -- this one Sun. 7:30-9 and consisting of never-before-on-TV film features, possibly including some of the RKO backlog taken over by General Tire (see p. 1), if negotiations are successful.

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While other networks continue to diversify further into the manufacturing business, ABC apparently has few ambitions in that direction (though it does own 1/3 interest in Microwave Associates, small Boston electronics producer). ABC and its parent American Broadcasting-Paramount Theatres believe there's no business like show business -- and their diversification has all been in that direction.

Most important AB-PT extra-curricular activity is participation in the new Disneyland Park (under terms of its TV contract with Walt Disney). AB-PT owns about 35% of it and is hankering to buy more of the 160-acre Anaheim, Cal. property -- which some day could bring it more income than its entire broadcasting operation.

Disneyland's promotional value is tremendous -- its name being the same as the ABC-TV show. The \$17,000,000 park is due to become as big a tourist mecca as Yellowstone National Park or Niagara Falls; it will certainly get more promotion

than either. The Park, which should gross around \$20,000,000 a year, will be publicized in national advertising by some of the 53 concessionaires and exhibitors -- including such big names as TWA, Santa Fe, General Foods, Eastman Kodak, Quaker Oats, Monsanto, American Motors -- all of whom lease space at \$20 a square foot.

Almost feverish public interest in the park and in ABC-TV's Disney activities was strikingly confirmed when network's June 17 special 90-min. Dateline Disneyland telecast far outranked all competition -- including Ed Sullivan -- in Trendex survey.

AB-PT stands to gain from Disneyland park in other ways, too. Its United Paramount Theatres operates 5 refreshment stands there, and it's one of landlords of 650-unit \$10,000,000 luxury Disneyland Hotel (which promises "color TV in every room") being built by Wrather-Alvarez interests, owners of KFMB-TV, San Diego. being built by Wrather-Alvarez interests, owners of KFMB-TV, San Diego.

AB-PT's latest expansion is into phonograph record field, through its Am-Par label -- which has rights to Disney material, including some brand new ditties to be aimed at the younger set in the Mickey Mouse Club show.

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Just 2½ years after the infusion of new showmanship and new money into the ABC organization through merger with United Paramount Theatres, the network's programming innovations and new sponsorships are beginning to register on the balance sheet. Network is solidly in black and AB-PT financial statement this week (see p. 13) discloses second-quarter profit double that of last year's same period, with figure for first half nearly twice 1954's -- and next season should be even better.

But ABC-TV is still a poor third in the network business -- its monthly billings never approaching even one-third of CBS's or NBC's. ABC chieftains know that while showmanship and money will help, something else is needed to pull the network up to major league status -- time clearances on more TV stations. Limiting factors are economics of TV stations and the FCC's allocation plan -- neither of which is conducive today to 3 strong networks. ABC pres. Robert Kintner had this in mind at last May's NARTB convention when he pointed out that only 42 of nation's 233 TV markets had 3 or more outlets (Vol. 11:22).

Lacking continual access to stations in all markets, ABC-TV's strategy now -- as exemplified by its Hollywood programming -- is to make its schedule so strong on certain days and in certain time segments that it can attract sponsors and outlets in 2-station markets which formerly were closed to it.

SAGE ADVICE TO NEWSPAPER COMPETITORS: From one of top figures in the advertising business came some profound advice to those newspaper publishers still stewing about TV as a competitor. Said Campbell-Ewald pres.-chairman Henry G. Little, speaking last week before the Newspaper Advertising Executives Assn.:

"I don't think TV will ever take the place of the newspapers any more than it did of radio. TV seems to be well on its way to replacing network radio, but I don't think it can hurt newspapers too much, nor do I think it has significantly affected local radio which is in the same boat."

Mr. Little's reasoning was that TV can help the newspaper business, in fact merits editorial support, for it's a stimulus to "the tremendous business expansion that appears to be ahead. If newspapers will forget worrying about TV for a while and take a little broader viewpoint of what's down the road [they will] share this expanding business -- perhaps even increase their share."

Increased lineage will develop, too, from sponsors backing up their TV shows as they fight for audiences, he noted. If the newspapers had been alert, he added, such competition as the program-listing TV Guide, with its more than 2,000,000 circulation, might never have started. (He might have added that more than 110 newspapers, out of the 434 on the air, are identified with alert newspaper ownership, as disclosed in our TV Factbook No. 21.)

Another speaker at same session was Harold Barnes, director of ANPA Bureau of Advertising, but he had another "practical competitive" angle: Noting that a lot of automobile dealer and beer advertising is being lost to TV and radio, he urged that newspaper space salesmen concentrate on sponsors of programs with low ratings.

FCC GRANTED 2 CPs this week—to WWSW, Pittsburgh (Ch. 11) and to Vidicon Industries of America, Laredo, Tex. (Ch. 8)—as one new vhf station started test patterns to bring on-air total to 435. The Pittsburgh station is to be owned jointly by *Post-Gazette* and H. J. Brennen interests; the Laredo outlet 50% each by H. C. Avery Jr., architect, and David H. Cole, contractor. This week, too, one CP was cancelled—for WRNY-TV, Rochester, N.Y. (Ch. 27), held by Schine Theatres, on which construction never started.

New starter is KNTV, San Jose, Cal. (Ch. 11) which started testing July 21, plans programs later, probably as an independent since networks all have San Francisco affiliations. It's only 42 mi. from San Francisco, uses 2-kw RCA transmitter with 12-bay antenna on 218-ft. Ideco tower on Peak Loma Prieta, is designed to cover valley area up to Palo Alto. A. T. Gilliland is owner of Sunlite Bakers, the CP holder, with Harry Maynard as mgr., Harry Bartolomei as chief engineer. Base rate will be \$300. Rep has not yet been chosen.

Grant of second commercial vhf in Pittsburgh, looks toward merger of Block newspaper's WWSW with Brennen interests, who will sell their WJAS. Commission said CP "is without prejudice to any action the Commission may take with respect to any future application to effectuate a contract of June 2 which resolved these competitive applications." At same time, FCC dismissed Ch. 11 application of WENS, Pittsburgh (Ch. 16), which sought to compete for the channel—saying WENS was never a party to the proceeding, had no right to join now. WENS plans court appeal.

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NBC's second uhf purchase—WBUF-TV, Buffalo (Ch. 17)—was snagged this week when FCC, acting on objections of present NBC affiliate WGR-TV (Ch. 2), sent WBUF-TV a McFarland Letter indicating hearing is required. FCC said that WGR-TV had raised "serious questions" about extent of NBC's station ownership and

that it's concerned about anti-trust suit pending against RCA. NBC's purchase of WKNB-TV, New Britain, Conn. (Ch. 30) is already scheduled for hearing.

Efforts of TV-radio manufacturer H. L. Hoffman to get his KOVR, Stockton, Cal. (Ch. 13) designated a San Francisco station were turned down as Commission ruled San Francisco already has plenty of stations and Stockton shouldn't be deprived of its only vhf channel.

Shift of Ch. 21 from Huntington, Ind. to Ft. Wayne, requested by WANE-TV (Ch. 69) and WINT (Ch. 15), was denied by FCC because co-channel spacing with Champaign-Urbana, Ill. would be too short. At same time, Sarkes Tarzian, who owns WTTV, Bloomington, Ind. (Ch. 4) and who has applied for Ch. 21 at Roanoke, Ind., with transmitter 3 mi. from Ft. Wayne, was sent McFarland Letter which frowned on that method of getting into Ft. Wayne. Tarzian will probably find another site for projected satellite.

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Though FCC has "5-mile rule" pending—to require transmitters to be located within 5 miles of principal city—Commission granted more distant sites to 2 grantees. KTRB-TV, Modesto, Cal. (Ch. 14) was authorized to build on Mt. Oso, 22 mi. from Modesto—Commission noting that station proposes no change in studios or programming or any loss of service to Modesto. KWWL-TV, Waterloo, Ia. (Ch. 7) was allowed to move to site 15.5 mi. from city on grounds it would be less of an air hazard, and would increase rural service.

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FCC-requested modification of "protest" provisions of Communications Act (Vol. 11:26, 28) was passed July 21 by House, 77-10—but not without sharp debate. Most of those opposed expressed fear bill would render uhf stations defenseless against encroachment of high-power vhf outlets. Senate communications subcommittee under Pastore (D-R.I.) this week approved same measure, which will be considered by full Commerce Committee July 27. Passage of bill is certain—unless Senate drops it in last-minute race for adjournment.

ALLOCATIONS SITUATION will remain unsettled at FCC until Sept., now that Chairman McConnaughey has left for Europe (after designating Comr. Webster acting chairman). Then, Commission will come to grips with deintermixture, with Comr. Hyde's suggestions about weighing economics of allocations (Vol. 11:28), and with such things as Comr. Doerfer's drastic reallocation proposal which he laid before colleagues this week (with tongue in cheek, most observers believe).

A staunch opponent of deintermixture up to now, Comr. Doerfer proposed that Commission go the whole hog if it wants to help uhf—by moving all stations in major markets, such as New York, to uhf. Deintermixture proposals to date, he said, "would not solve the uhf problem but would create for a long time small islands of uhf markets contributing little or nothing to the objectives of the Sixth Report & Order."

He urged that vhf hearings be decided immediately in Madison, Peoria, Evansville & Hartford, stating: "It is manifestly unfair to single out a few communities which happened to be at the tail end of the priority hearing order for an experiment which gives little promise of making any substantial contribution to the objectives of the Sixth Report & Order."

Stating that cost of uhf conversion in New York "may well approximate \$500,000,000," Doerfer asked: "Why should a resident of New York City be permitted

to enjoy a choice of 7 channels without conversion costs and a farmer in Wisconsin, Illinois, Indiana, Connecticut, and New York be denied any TV service?"

Rest of commissioners were a bit flabbergasted, were inclined (quite correctly, we believe) to feel that their colleague was seeking to dramatize, through *reductio ad absurdum*, his belief that current deintermixture proposals are futile. As one observer put it: "They wouldn't touch the idea with a 10-ft. pole."

Commission made first move, meanwhile, toward implementing network study, for which Congress has given it \$80,000, by designating 4 members as a "network committee"—McConnaughey, Hyde, Doerfer, Bartley. They're looking for a manager of the study, to come from outside FCC, but he isn't expected to be hired before McConnaughey's return Sept. 10.

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KEDD, Wichita (Ch. 16) filed petition for reorganization under the bankruptcy act in Federal district court in Topeka July 21, pres.-mgr. Stanley Durwood claiming assets of \$551,000, unsecured debts of \$190,000 and secured or partially secured debts of \$520,000. Meanwhile, in state court, Ziv TV filed claim for \$20,000, Standard Rate & Data for \$1200; previously, MCA-TV had asked for receivership in Wichita Federal court on unpaid bill of \$5200, Atlantic Television Corp. on \$1400 (Vol. 11:28).

Further delay in Lamb case decision was indicated this week when examiner Herbert Sharfman extended deadline for filing initial proposed findings from July 25 to Aug. 15 at request of Broadcast Bureau.

Personal Notes: Howard S. Meighan, CBS v.p. since 1946 and first pres. of CBS Radio, named CBS-TV v.p. in charge of western div.; he was network's chief executive in Hollywood 1949-51 . . . Charles L. Glett, recently CBS-TV network services v.p., Hollywood, has joined exec. staff of General Teleradio to concentrate on motion picture activities . . . Capt. Wm. G. H. Finch, onetime Hearst Radio chief engineer and an inventor of facsimile systems, retires Aug. 1 from the Navy (Office of Naval Research) . . . Peter J. Smith promoted to mgr. of NBC telesales dept., succeeding Erik Hazelhoff, now mgr. of partic. programs . . . A. N. Bender promoted to gen. sales mgr., WHAM-TV & WHAM, Rochester, N. Y. . . . Robert M. Fisk, ex-NBC Film Exchange, named film supervisor, ABC Film Syndication . . . Fred Weber has resigned as gen. mgr. of WFPG, Atlantic City, to take charge of his upcoming WHTN-TV, Huntington, W. Va. (Ch. 13) due on air in Sept.; his successor at WFPG is Harry H. Foster . . . Hal Hackett, pres. of Official Films, elected chairman, succeeding Mike Nidorf, resigned . . . H. J. Eells succeeds Robt. Hoffman, resigned, as TPA Chicago sales mgr. . . . Robert Schlinkert, gen. sales mgr., WKRC-TV, Cincinnati, adds duties of asst. to David G. Taft, exec. v.p. & gen. mgr., with Roger Read becoming local sales mgr. . . . Peter Storer leaves CBS Spot Sales to rejoin Storer Bestg. Co. as N. Y. national sales mgr. for WAGA-TV, Atlanta & WBRC-TV, Birmingham . . . John R. Overall, ex-CBS Radio eastern sales mgr., joins NBC-TV sales . . . Margot Anderson, ex-radio WSPA, Spartanburg, S. C., named exec. secy. of American Women in Radio & TV, replacing Betty Chapin, resigned . . . Frank Blotter, ex-Ruthrauff & Ryan, named v.p. & TV-radio director, Mumm, Mullay & Nichols, Chicago . . . Bradford B. DeMarcus, ex-Dage Products & radio WIBC, Indianapolis, named TV-radio production, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis . . . Wickliffe W. Crider, TV-radio v.p., and G. Maxwell Ule, research v.p., Kenyon & Eckhardt, added to board of directors . . . J. J. Neale, v.p. of Dancer-Fitzgerald-Sample, takes over duties of TV-radio director, replacing Alvin Kabaker, resigned . . . Miss Pat Walsh placed in charge of new Hollywood branch of Campbell-Mithun Inc., Minneapolis, at 1680 N. Vine St. . . . Connie Ryan resigns as DuMont trade press editor to join Lennen & Newell on P. Lorillard Co. (Old Gold) account.

Lester W. Spillane is new chief of FCC Renewal & Transfer Div., filling vacancy left by resignation of Walter Powell, who joined NARTB staff. Spillane is a veteran Commission attorney, having joined Commerce Dept. radio div. in 1928, continuing with old Federal Radio Commission and with FCC. He has been asst. chief of Safety & Special Radio Services Bureau, is being succeeded by Joseph M. Kittner, ex-asst. chief of Broadcast Bureau (Vol. 11:29). Two important Broadcast Bureau jobs remain to be filled—chiefs of Broadcast Facilities and Hearing Divs.—and new Broadcast Bureau chief Edward F. Kenehan hopes they'll be taken care of within a month.

Two NARTB appointments this week: Robert L. Heald, with Welch, Mott & Morgan since 1947, becomes NARTB chief attorney Sept. 1, succeeding Vincent T. Wasilewski, new mgr. of govt. relations dept. succeeding v.p. Ralph W. Hardy, who becomes CBS Washington v.p. Heald is onetime law clerk to ex-Chief Justice Groner of U. S. Court of Appeals and was a wartime FBI agent. Also this week, Fred Garrigus, ex-CBS & WEEL, Boston, who had headed own Boston public relations firm, was named to new post of NARTB mgr. of organizational services, assuming duties of Oscar Elder, Hardy's former asst. now with Robert K. Richards Public Relations.

UHF BOOSTERS, or "amplifying transmitters," as FCC terms them, were generally recommended as good means of filling "shadows" in normal service areas of uhf stations—as industry filed comments this week on FCC proposed rule-making (Vol. 11:14).

RETMA's comments, submitted by Ben Adler, chairman of satellite-booster committee, are probably most representative. RETMA suggests that boosters be handled on case-to-case basis, tailoring them to each station's needs; that FCC adopt no blanket minimum powers, heights or separations; that boosters be permitted within a station's normal Grade B coverage area, assuming station were using maximum power and height; that no limitation be placed on number of booster per station; that unattended operation be authorized.

RETMA recognizes possibility boosters may degrade color somewhat, asks that color specifications be delayed until more information is available. Sylvania, in separate comments, says that "sound engineering opinion indicates that no substantial color degradation would occur."

Sylvania also reported that it has operated successful 10-watt booster in Emporium, Pa. for 4000 hours; that booster can be built for about \$19,500, operated for some \$9950 annually. Adler stated that interest shown by uhf operators in his experiments indicates that "practically every TV station operator utilizing a uhf channel is experiencing some sort of shadow problem which emphasizes the need for this type of service." RCA and NBC filed separate comments, both in line with RETMA recommendations.

Vhf boosters should also be permitted, according to WSM-TV, Nashville, which has had considerable experience operating vhf amplifier at Lawrenceburg, Tenn., 68 mi. from Nashville. Similar request was made by Quincy Valley TV Inc., Quincy, Wash., non-profit group of some 350 area residents who have been served by illegal vhf boosters. Group claims that on-channel vhf boosters can be built for \$1500, compared with 10 times as much for uhf "translator" such as is being operated experimentally in Manson, Wash. It also states that community antenna service is uneconomical because of low population density.

Three uhf station operators dissented from others' recommendations, stating that deintermixture, not boosters, will give uhf the help it needs. Stations filing were WFIE, Evansville, Ind.; WEHT, Henderson, Ky.; off-air WKLO-TV, Lexington, Ky.

Laurence G. Woodford, 66, retired gen. mgr. of AT&T Long Lines Dept., was found dead of a bullet wound July 16 at his home in Wilton, Conn. It was ruled a suicide; he had been in ill health.

John D. Allison, 41, sales mgr. of KGMB, Honolulu, and with Raymer and Headley-Reed before moving to Hawaii in 1952, died of a heart attack July 15. Survivors are his wife and 10-year-old daughter.

David Chapin, 15-year-old son of Slocum (Buzz) Chapin, ABC-TV network sales v.p., was one of 7 boys killed July 11 in an avalanche while climbing a mountain in Canadian Rockies during vacation near Banff.

J. Scott Milne, 57, IBEW pres., died July 20 at Portland, Ore. of a heart attack. Head of the 625,000-man union since April 1954, he is survived by his wife, 2 sons.

Belgian Post Office, which runs the country's 4 TV stations, now printing the phrase "Be a televiewer" on postage stamp cancellations.

ZONE I VHF STATIONS may now operate with full power permitted by FCC rules (100 kw for Ch. 2-6, 316 kw for Ch. 7-13) and with antenna heights up to 1250-ft. above average terrain. FCC this week finalized year-old proceeding which raises maximum from 1000 ft. Immediate effect is to permit 18 Zone I stations (northeast U. S.), now operating with less than maximum powers from heights above 1000 ft., to increase power. These include 7 in New York City. Rule doesn't affect uhf stations; they're permitted full power up to 2000 ft. in all zones.

Decision was a compromise, as expected (Vol. 11:2). Rule-making had been requested by WBEN-TV, Buffalo and WSAZ-TV, Huntington, both seeking to increase output to 100 kw with present antennas. FCC's original proposal would have increased Zone I ceiling to 2000 ft., same as in Zones II & III, but it brought flood of opposition resulting in the 1250-ft. compromise.

Seeking to forestall criticism that new rule would permit big vhfs to encroach on other stations' areas, particularly uhfs', FCC said: "The effect of the amendment would be to increase the limitation of other stations on a line between [stations increasing power] in the order of some 1 to 3 miles, assuming such other stations did not similarly increase antenna height and power. The extent of the increased coverage for stations going to the new maximum would be in the order of 4 to 5 miles, assuming no interference. Accordingly, we believe that stations operating under the new rule would have very little impact on the operation of other stations, both vhf and uhf, while at the same time such stations as WBEN-TV and WSAZ-TV would, through the use of maximum power and increased antenna height, be enabled to improve the service rendered to the public."

Commission also foresaw little possibility that new

Eventual U. S. Supreme Court ruling is expected to result from this week's indictment of UAW for using funds to pay for programs presenting Sen. Patrick McNamara and other Michigan Democratic candidates over WJBK-TV, Detroit during campaigns last year. Indictment charges violation of Corrupt Practices Act which prohibits unions, banks & corporations from using general funds for political purposes. Matter has never been tested in courts. UAW spent \$5985 for 9 programs, also invited GOP candidates to participate but they declined on grounds programs were illegal. UAW pres. Walter Reuther denied violating law, said that constitutional guarantees of freedom of press and speech permit union to express views through purchase of TV-radio time. He declared indictment was "inspired" by Postmaster General Arthur Summerfield and State GOP chairman John Feikens in effort to "save face" after party's defeat in Michigan last fall.

RCA has delivered "candelabra" antennas to be used by Dallas' WFAA-TV & KRLD-TV atop 1521-ft. Ideco tower, now past 1200-ft. mark. It will be 2nd tallest man-made structure, surpassed only by 1572-ft. tower of KWTW, Oklahoma City (Vol. 10:14; 11:8). Each antenna is of standard type modified to withstand high-altitude winds and will be mounted on 2 corners of triangular platform, 75-ft. apart.

GE's first image orthicon tubes are now in production after several years' preparation, will be delivered in early fall; GE also plans vidicon production. Up to now, RCA has been sole U. S. source of image orthicons, with production at Lancaster, Pa. plant. Westinghouse also plans to make them.

rule would encourage construction of taller towers and creating greater air hazards, pointing out that it has never had any limitation on physical height of towers and that case-to-case evaluation of hazards is always made.

The 18 Zone I stations which can now increase power are as follows, with new possible powers indicated, including presently authorized powers in parentheses: Detroit, WWJ-TV 100 kw (97.7); Manchester, N. H., WMUR-TV 316 (112); Newark-New York, WATV 316 (180); Binghamton, WNBF-TV 316 (166); Buffalo, WBEN-TV 100 (54); New York, WABC-TV 224 (110), WABD 79 (37), WCBSTV 89 (42), WOR-TV 316 (129), WPIX 209 (100), WRCA-TV 63 (25.7); Schenectady, WRGB 100 (93); Cleveland, WEWS 100 (93); Dayton, WHIO-TV 316 (200); Johnstown, WJAC-TV 100 (70.8); Harrisonburg, Va., WWSA-TV 18 (8.32); Bluefield, W. Va., WHIS-TV 100 (50.1); Huntington, WSAZ-TV 100 (46.8).

New rule also makes it possible for Zone I CP-holders not yet on air to get modifications upgrading powers if their heights are greater than 1000 ft. Text of new rule reads as follows:

"(1) In Zone I, on Channels 2-13, inclusive, the maximum powers specified above for these channels may be used only with antenna heights not in excess of 1250 ft. above average terrain. Where antenna heights exceeding 1250 ft. above average terrain are used on Channels 2-13, or antenna heights exceeding 2000 ft. above average terrain are used on Channels 14-83, the maximum power shall be based on the chart designated as Appendix III, Fig. 2(a)." A new chart showing power-height relationships is substituted for old Appendix III, Fig. 2(a). Decision is Notice 55-802, Doc. 11181, effective Aug. 31. Copies are available from Commission or we'll get you one.

Power increases: KFMB-TV (Ch. 8) & KFSD-TV (Ch. 10), San Diego, both went to 316-kw ERP July 20; earlier, WTOG-TV, Savannah (Ch. 11) went to 209-kw; KOMU-TV, Columbia, Mo. (Ch. 8), to 251-kw.

Three NLRB actions this week affecting TV: (1) IBEW petition to represent TV-radio announcers and directors at KOLN-TV & KOLN, Lincoln, Neb. was turned down because bargaining unit should include "other employes who regularly or frequently appear before the cameras and microphones . . . including sports director, production director, newscasters and television personalities." Since IBEW had not demonstrated enough interest among this larger group, Board dismissed petition. (2) In case of unnamed station which had fired 4 TV directors who had refused to quit union, NLRB general counsel upheld regional decision that the men were "supervisors within the meaning of the Act and therefore the company had no duty to bargain concerning them." (3) On similar finding that directors were supervisors, board dismissed IBEW petition against KFMB-TV, San Diego.

This week's transmitter shipments: From GE—35-kw transmitter with film chain & portable camera chain to upcoming WKRG-TV, Mobile (Ch. 5) due in Sept.; 5-kw transmitter to upcoming KTRE-TV, Lufkin, Tex. (Ch. 9), also Sept.; 5-bay helical antenna to WFLB-TV, Fayetteville, N.C. (Ch. 18). From RCA—25-kw amplifier to upcoming KCRA-TV, Sacramento (Ch. 3) due in Sept.; 12½-kw transmitter to upcoming WOSU-TV, Columbus, O. (Ch. 34, educational) due late next fall.

Tributes to Bob & Helen Coar, who celebrated 20th anniversary of establishment of their radio studio on Capitol Hill July 20, came from leaders of both Senate & House in floor speeches that day. TV studio was added in 1952. The facility currently is used by 269 Representatives & 80 Senators.

Network Accounts: Oldsmobile, for 3rd straight year, will sponsor 1956 Academy Awards nominations & presentations on NBC-TV next March after Motion Picture Assn. of America this week rejected proposal for movie industry-wide sponsorship. Cost of televising "Oscar" shows was said to be about \$900,000, which MPAA board regarded as too expensive . . . Ed Murrow's *See It Now*, dropped by Alcoa last month, will be presented next fall on irregular schedule as either hour or 90-min. program in undetermined evening time, no sponsor signed yet; no decision yet on replacement for Tue. 10:30-11 p.m. period, which has become more valuable as result of success of \$64,000 *Question* 10-10:30 p.m. . . . American Tobacco (Pall Mall) & General Foods (Instant Maxwell House Coffee & Minute Rice) to be co-sponsors of *M-G-M Parade* on ABC-TV starting Sept. 14, Wed. 8:30-9 p.m., immediately after *Disneyland*, thru Sullivan, Stauffer, Colwell & Bayles, Benton & Bowles and Young & Rubicam . . . Ralston Purina to sponsor *Grand Ole Opry* on ABC-TV starting in fall, every 4th Sat. 8-9 p.m., thru Gardner Adv. . . . Webster-Chicago to be alt. sponsor of *Tony Martin Show* on NBC-TV starting Sept. 5, Mon. 8:30-9 p.m., thru John W. Shaw Adv., Chicago . . . Mobile Homes (trailers) buys 15 partic. on NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m. & *Tonight*, Mon.-thru-Fri. 11:30 p.m.-1 a.m., thru J. Walter Thompson . . . DuPont drops *Cavalcade of America*, will replace it with *DuPont Cavalcade Theatre* on ABC-TV starting Sept. 13, Tue. 9:30-10 p.m., thru BBDO; new series of 26 films will be produced by Four Star Productions Inc., Culver City, Cal. (Don Sharpe) . . . Minute Maid-Snow Crop Frozen Foods, for 2nd straight year, to sponsor Tournament of Roses from Pasadena Jan. 2, 1956 on NBC-TV, possibly in color, thru Ted Bates & Co. . . . Miller Beer to sponsor half of College All Star-Cleveland Browns football game on ABC-TV Aug. 12, starting 9:30 p.m., thru Mathisson & Assoc., Milwaukee; Atlantic Refining Co. will share sponsorship in 35 eastern markets, thru N. W. Ayer . . . Dr. Spock's new NBC-TV series, titled *Dr. Spock*, starts Oct. 9, Sun. 3-30 p.m.; no sponsor yet . . . Reynolds Metals to sponsor *Frontier* on NBC-TV starting Sept. 25, Sun. 7:30-8 p.m., as replacement for *Mr. Peepers*, thru Clinton E. Frank Inc., Chicago.

Changes in format of \$64,000 *Question* (CBS-TV Tue, 10-10:30 p.m.) are being considered by packager Louis G. Cowan in light of many suggestions that something be done to ease the tax burden and thus make it easier for contestant to go for the \$64,000. Syndicated columnist J. A. Livingston this week proposed that sponsor Revlon pick up the tax tab, but a Cowan executive said this wasn't likely, urged patience in working out problems of show that's skyrocketed in popularity in the 7 weeks it's been on air.

Rate increases: WKZO-TV, Kalamazoo, adds new Class AA hour (8:29-10:31 p.m. daily) at \$1000, min. at \$200, with Class A hour going from \$900 to \$950; KMBC-TV, Kansas City, adds Class AA hour (7-9:30 p.m. daily) at \$600, min. at \$200, Class A hour going from \$540 to \$480. Rate decrease: KEYD-TV, Minneapolis, cuts base hour from \$600 to \$450, min. \$120 to \$90.

NBC-Westinghouse swap of Philadelphia & Cleveland stations (Vol. 11:21) should be held up, WSTV-TV, Steubenville urged FCC this week, until Westinghouse's KDKA-TV, Pittsburgh, modifies its network affiliation agreements to permit WSTV-TV access to more ABC-TV programs—possible under new territorial exclusivity rule (Vol. 11:26).

CBS signs KSLA, Shreveport (temporarily using KCIS call) as primary and adds KIVA, Yuma, Ariz. under Extended Market Plan.

Crosley's MBS affiliation, whereby its WLW, Cincinnati was offered on special basis in addition to affiliate WCPO, was terminated as of July 22.

Among advertisers currently reported using or preparing to use TV stations time: Maltex Co., Burlington, Vt. (cereal), thru Bryan Houston, N. Y.; Oz Greeting Card Co., N. Y., thru Francis D. Gonda Co., Hollywood, Cal.; Balanced Foods Inc., N. Y. (electric home juicer), thru Chester Gore, N. Y.; Tastee Products of Cal., Los Angeles (Tastee Freez), thru Dreyfus Co., L. A.; Stroh Brewery Co., Detroit Stroh's Bohemian beer), thru Zimmer, Keller & Calvert, Detroit; Redi-Magic Milkshake Mix Co., Los Angeles, thru Roy S. Durstine, L. A.; Florida Power & Light Co., Miami, thru Bevis & Tyler, Miami; Dri-Zit Co., San Jose, Cal. (Dri-Zit deodorizing products for garbage cans), thru Long Adv. Service, San Francisco; Neuhoff Packing Co., Nashville, Tenn. (Old Hickory bacon), thru Doyne Adv., Nashville; Ivano Inc., Chicago (Plumite drain cleaner), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Coats & Clark's Sales Corp., N. Y. (Crown zippers), thru Kenyon & Eckhardt, N. Y.; Japan Canned Crabmeat Sales Co. Ltd., Tokyo, thru Gotham-Vladimir Adv., San Francisco; Brother International Corp., Los Angeles (Select-O-Matic automatic zigzag sewing machine), thru Allen Christopher Co., N. Y.; Florida Citrus Commission, Lakeland, Fla. (fresh & processed citrus fruits), thru Benton & Bowles, N. Y.; Washington State Fruit Commission, Portland, Ore. thru Pacific National Agency, Portland; Kurlash & Co., Rochester, N. Y. (eye beautifiers), thru Charles L. Rumrill & Co., Rochester; Mail Pouch Tobacco Co., Wheeling, W. Va., thru Charles W. Hoyt Co., N. Y.

"Communist infiltration" in TV-radio writing and acting and the legitimate stage will be investigated in extensive hearings scheduled to begin Aug. 15 in New York City by House Un-American Activities Committee Chairman Walter (D-Pa.) At least a dozen actors and writers reportedly have been subpoenaed. In entertainment industry, some connections were implied between the forthcoming investigation and the recent overwhelming repudiation by AFTRA members of AWARE Inc., alleged to be a black-listing organization (Vol. 11:28). One unnamed actor was quoted by *New York Times* as saying he understood that all performers subpoenaed had signed petition urging condemnation of AWARE. Meanwhile, AFTRA administration—which had endorsed AWARE—hurriedly began conducting membership referendum aimed at disciplinary action, including expulsion in some cases, against members who decline to answer Congressional questions about Communist affiliations. A performer expelled from union would be barred from employment by TV-radio networks, which have union shop.

Sears, Roebuck & Co., which has joined RCA (each with 20%) in new Whirlpool-Seeger Corp. (see pp. 2 & 11), may be planning TV advertising for first time. This week, NBC-TV presented closed-circuit showing to group of top-level Sears officials, at their request, to demonstrate what TV could do for retailers. NBC pres. Sylvester L. (Pat) Weaver Jr. made brief talk, followed by sales pitches from NBC merchandising consultant Edward Weiss. NBC centered its presentation around upcoming *Richard III* & *Matinee*, latter the new hour daytime dramatic color strip.

American Bar Assn. convention in Philadelphia week of Aug. 21 will be covered by TV, both live & closed-circuit, as means of demonstrating to jurists how unobtrusively cameras can cover legislative sessions & court trials. Coverage was arranged by NARTB as public service, will be handled under pooled arrangement by 3 local stations—WCAU-TV, WFIL-TV, WPTZ.

ABC, CBS & NBC agreed this week on new 3-year contract with United Scenic Artists Local 829 granting 210 members new minimum wage scale of \$230 for scenic designers, \$171.50 for costume designers, \$170 for scenic artists—40-hour week.

MOTOROLA'S NEW LINE; ADMIRAL UPS PRICES: Motorola took over trade spotlight this week with a new 22-model TV line that stresses easier step-ups, simplified tuning, accented cabinet colors. Last of the majors to introduce its line, Motorola is preparing its most ambitious promotion campaign -- \$15,000,000 covering next 12 months -- in effort to improve even further its position as one of industry's "Big Four." Whereas other top-ranking TV-radio manufacturers are heavily in white goods (see pp. 2 & 11), Motorola bills itself as "largest exclusive electronics manufacturer."

Price differential has been narrowed to \$10 in all sets listing under \$300 (14 of them) as means of encouraging step-up selling. Widest gap in entire line is \$30. Controls are located at right front of picture in most sets, whereas RCA has gone to side & top tuning, Philco to top tuning, Admiral to top & front, most others sticking to traditional front controls. (Details of Motorola's new line on p. 12).

Pres. Paul V. Galvin, setting forth immediate targets at convention of distributors in Chicago, said Motorola anticipates record volume of about \$225,000,000 this year, topping previous high of \$217,000,000 in 1953. He said sales in first half of 1955 "moderately exceeded" the \$92,000,000 of first-half 1954. Motorola seeks to "maintain 10%" of industry's consumer products business, he stated. It is accordingly expanding TV plant at Franklin Park, Ill., has new Chicago plant for plated circuitry production, and new transistor facility at Phoenix.

Electronics volume of \$10 billion, with largest single factor being estimated 7,500,000 TVs, was foreseen by Mr. Galvin, long a RETMA leader. He also predicted 1955 sales of 12,000,000 radios. By 1965, he estimated more than 65,000,000 TVs in use, more than half of them color. (For Motorola color set plans, see p. 13.)

Another of the "Big Four" -- Admiral, which was first to release its line last June (Vol. 11:23) -- this week raised prices of 7 new models by \$10 in vhf, \$15 in uhf, because of "higher material and production costs." Prospect is that others will also hike prices by fall, for increases are being talked up generally in trade now. Strength of the TV market and the national economy as a whole are cited as reasons for belief that time is ripe.

Shortages of copper and other basic materials, plus wage increases, are the other factors likely to send prices of TV sets higher around Labor Day. Many a competitor goes along with Galvin's remark that "the price structure in consumer electronics products cannot go lower without penalty to quality."

Brief highlights of other major trade developments this week:

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Music Show: Panel on TV-radio merchandising was center of keen interest at Chicago convention of National Assn. of Music Merchants, which was otherwise dominated by high-fidelity. On the panel, Magnavox pres. Frank Freimann & NARDA chairman Mort Farr attacked bitterly what they called "overloading" of merchandise on distributors & dealers. Freimann said many of the 100,000 TV-radio dealers are "in hock to the distributor or the local bank," said "jungle warfare" can be ended only when factory-distributor practices are improved. Farr said he's convinced the factories are trying to put a lot of small, fringe dealers out of business by overloading them and that eventually the only dealers who will stay in business are those who can afford to buy merchandise in carload lots.

Labor: GE and IUE negotiated fruitlessly for 2 days on new contract calling for guaranteed annual wage, then suspended talks while union considered grievances not involved in new pact. IUE asked in opening day for guarantee of 85-100% of wage of 125,000 workers in event of layoffs. John H. Callahan, chairman of IUE negotiation committee, said company had been notified of plans to strike if accord is not reached by Sept. 15. In addition to guaranteed wage, union is also asking increase in wages, ending of geographical differentials in pay, improvements in incentive

system, reinstatement of profit-sharing plan, 9 paid holidays, minimum of 4 weeks vacation after 20 years, improvements in pension & insurance and a union shop.

Economic Boom: President's Council of Economic Advisers spelled out for Congress the extent of national economic strength in second quarter of 1955. Here are highlights: (1) National production climbed to record annual \$383 billion rate, \$8 billion higher than first quarter. (2) Corporate profits before taxes rose to an annual rate of \$42.5 billion, up from \$40.9 billion in first 3 months; profits after taxes climbed to \$21.2 billion from \$20.4 billion in first quarter. (3) Average take-home pay of each person rose to record yearly rate of \$1619. (4) Consumer savings rose to annual rate of \$17.5 billion vs. \$15.3 billion in first quarter. (5) Consumers spent at record annual rate of \$249.5 billion.

Consumer Credit: Sen. Sparkman (D-Ala.), chairman of the Senate Small Business Committee, is one who believes the current \$20 billion level of installment buying isn't dangerous as long as personal income also remains high. In speech to National Retail Hardware Assn., he remarked that "sky-limit credit with little or no down payment and years in which to repay has become one of the characteristics of our present-day prosperity." He said, however, that a "somewhat anxious watch" is being maintained in Congress and Federal Reserve Board on level of installment credit.

Production: TV output, still reflecting plant vacations, totaled 78,968 in week ended July 15, compared to 53,028 preceding week and 129,879 week ended July 1. It was year's 28th week and brought production for year to date to about 3,900,000, compared to 2,900,000 in equivalent 1954 period. Radio production totaled 180,987 (109,087 auto) week ended July 15, compared to 124,501 week ended July 1 and 212,079 week before. Radio output in 28 weeks was 7,380,000 vs. 5,450,000 same 1954 period.

Trade Personals: Thomas P. Ryan, Sylvania TV-radio midwest sales mgr., promoted to gen. sales mgr., replacing Arthur A. Currie, now v.p.-gen. mgr. of Adams Distributors Co., Sylvania's Boston distributor . . . Morris S. Lewis promoted to mgr. of market planning & analysis, RCA tube div., Harrison, N. J. . . . Frank D. Witten promoted to Philco electronics service mgr., succeeding Wm. Satterfield, now on leave of absence . . . Allen W. Dawson promoted to sales mgr., Corning Glass industrial bulb dept.; Phillip C. Leffel Jr. named sales mgr. receiver bulb dept. . . . Paul W. Hessinger promoted to v.p. & gen. operations mgr., RCA Victor Mexicana, S.A.; Michael S. Hazzard, ex-RCA rep for Caribbean area, recently Zenith-Norge distributor in Cuba, appointed sales v.p. . . . Maurice Scotti, ex-Motorola-New York Inc., named CBS-Columbia Long Island regional mgr., replacing Ed Weisl, resigned . . . C. A. Swanson, Standard Coil west coast sales mgr., promoted to gen. sales mgr. . . . Titus Haffa, Chicago industrialist (Dormeyer Corp.) who with family controls Webster-Chicago Corp., elected pres., replacing Norman C. Owen, resigned; Nick Malz, Dormeyer production v.p., elected exec. v.p. & gen. mgr. of Webcor laminations div.; Noel McKay, from Chicago headquarters, named gen. mgr. of subsidiary Webcor (Great Britain) Ltd. . . . J. Trevor Downer, ex-Radiomarine Corp. of America, named west coast sales mgr., Chatham Electronics (tubes) . . . Roy True, treas. of Industrial Development Engineering Assoc. (I.D.E.A.), elected exec. v.p. . . . C. R. Bower appointed Emerson southwest district mgr., Denver . . . Edwin Cornfield, ex-Pilot Radio, named sales mgr. of tape recorder div., DeJur-Anseo Corp., Long Island, N. Y. . . . Curtis B. Hoffman elected sales v.p., Brush Electronics Co. div. of Clevite Corp. . . . Russ D. Gawne resigns as sales mgr. of Crescent Industries home instrument div. (phonographs) to become sales mgr. of GC Electronics (resistors), new div. of General Cement Mfg. Co., Rockford, Ill. . . . K. D. Kerr appointed marketing mgr. of new dealer products dept., Dominion Electrohome Industries Ltd., Kitchener, Ont.

DISTRIBUTOR NOTES: CBS-Columbia establishes factory branch at 1351 W. North Ave., Milwaukee (Sam Abramson, ex-Hallicrafters of Milwaukee, gen. mgr.), replacing Standard Electric Co. . . . Motorola appoints Mountain Electronic Co. Inc., 708 Bigley Ave., Charleston, W. Va. (H. L. Kolin, pres.) . . . Sylvania appoints Tri-City Distributors, 300 N.E. 75th St., Miami (Sumner Swanson, pres.) . . . Admiral appoints Coffin & Wimple Inc., 142 Broad St., Bangor (Harold I. Hamm, gen. sales mgr.) . . . Raytheon appoints BESTelevision Distributing Corp., 14 E. Stratford Ave., Lansdowne, Pa. (Edward Clinton & Stewart Mears, partners) . . . Hallicrafters appoints E. O. Lundberg mgr. of Kansas City distributing branch, replacing John List, resigned . . . Emerson Radio of Michigan, Detroit, appoints Cy Perkins sales mgr., replacing Edward Henmon, resigned . . . Robert L. Rice Co., Portland, Ore. (Crosley-Bendix) names James Miles sales mgr., replacing Ralph Sacks, resigned . . . GE Supply Co., Milwaukee, appoints F. W. McDonald district mgr. of consumer products.

National Assn. of Music Merchants, at annual convention this week in Chicago, re-elected all officers: pres., Earl Campbell, Campbell Music Co., Washington; chairman, Russell B. Wells, Charles E. Wells Music Co., Denver; v.p., Paul E. Murphy, M. Steinert & Sons, Boston; exec. secy., Wm. R. Gard; secy., H. T. Bennett, Bennett Music Co., Santa Barbara.

Canadian Admiral pres. Vincent Barreca predicts retail sales of 800,000 TVs in Canada this year, 555,000 of them in second half, compared to 619,428 in all of 1954.

Frank J. Hughes, 58, contracts director of Avco's Crosley div., with headquarters in Washington, died of heart attack June 20 at his home. With Crosley since 1949, he formerly was v.p. of Warren Norge Corp., pres. of Brooklyn Servel Corp. & N. Y. mgr. of Kelvinator Corp. He is survived by a son & daughter.

Frank L. Nason, 71, retired New England manager for Westinghouse, died July 17 in Brookline, Mass.

A PPLIANCE MERGER involving RCA, Whirlpool, Seeger and Sears Roebuck was consummated this week after Justice Dept. approved consolidation in principle, even though Govt. has been frowning on many industrial mergers recently. Clincher, it's understood, came when RCA persuaded Justice it has been handicapped by lack of a full appliance line. Buttressing its contention was argument that out of 35 makers of home laundry equipment in 1940, the 9 who then had full or diversified line are still in business; 10 of the remaining 26 have sold out; 8 have gone bankrupt or otherwise liquidated or discontinued; of the 8 remaining, 4 are known to be up for sale.

New Whirlpool-Seeger Corp. will have total assets of about \$130,000,000 and a net worth of about \$85,000,000. RCA and Sears will each own about 20%, or combined interest of less than 50%. By agreement of 2 companies, the common stock owned by each in excess of 20% of total common stock outstanding will be voted by Whirlpool-Seeger pres., who probably will be Elisha Gray II, currently pres. of Whirlpool. RCA buys into new company with undisclosed amount of cash, plus its air conditioning & Estate stove business, acquiring 1,157,000 shares in new company.

Whirlpool-Seeger Corp. will issue 5,785,000 shares of common (\$5 par) and 211,000 shares of non-voting 4½% cumulative preferred (\$80 par). Under distribution plan, 3,080,000 shares of common will go on a share-for-share basis to present Whirlpool stockholders; about 1,548,000 shares of common and the 211,000 shares of preferred will go to Seeger stockholders on basis of 1⅓ shares of common and 3/16 share of preferred for each Seeger share. Whirlpool's 1954 annual report showed 3,079,524 shares outstanding as of Dec. 31, 1954, of which Sears owned 158,965 directly and 110,000 indirectly. Sears also owns about 348,335 of the 1,125,685 Seeger common outstanding.

Whirlpool is the nation's largest manufacturer of automatic washing machines, also makes dryers & ironers. It markets its products under own name and produces Kenmore washers for Sears. It has plants at St. Joseph, Mich., Clyde, O. & LaPorte, Ind., and employs about 5800. In 1954

it reported net profit of \$9,185,038 (\$2.98 a share) on sales of \$169,000,000.

Seeger manufactures Coldspot line of household refrigerators, farm and home freezers & dehumidifiers for Sears, and commercial refrigerators, display cases & ice makers for Frigidaire div. of General Motors. It employs about 6000 in plants at St. Paul & Evansville, Ind. For 1954, it reported profit of \$5,986,929 (\$5.52 a share) on sales of \$112,000,000.

In addition to Gray, who has been proposed for pres., Walter Seeger will serve as chairman of new company. RCA will be represented on board by pres. Frank Folsom & corporate exec. v.p. Charles M. Odorizzi.

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First appliances bearing the new "RCA-Whirlpool" brand are expected to hit the market about Dec. However, the contract under which Fedders-Quigan Corp. makes air conditioners for RCA runs until June 30, 1956, and companies are currently negotiating a possible extension, according to Fedders pres. Salvatore Giordano.

On RCA's part, the divestiture of its Estate stove business to the new company will not cut into its gross appreciably, said a spokesman; it was said that RCA would benefit primarily in the strengthening of its 69 distributorships, aside from the profit expected from its stock ownership in the new firm.

There was some reluctance at first in RCA organization to venture so deeply into white goods, but the fact that RCA retains its primary identity as an electronics & communications concern and the need for strengthening distribution of its TV-radio products with addition of established white goods lines overcame the reluctance. In this respect, the counsels of Folsom & Odorizzi, both merchandising veterans, prevailed.

Role of RCA Service Co. in new setup isn't determined yet, though it already does appliance as well as TV servicing in some cities. Up in the air is question of whether a single service contract, covering TV-radio & appliances, might emerge.

In letter to Whirlpool stockholders, Mr. Gray said only that "a more complete line of major home appliances must be offered to distributors and dealers if its home laundry equipment line is to retain its share of industry sales and continue to grow."

Topics & Trends of TV Trade: How are the discount houses doing? Depending on whom you're talking to, you can get all manner of answers—they're expanding, they're folding, etc. Seeking clarifications, *Wall Street Journal* conducted own survey of so-called "franchised" and discount dealers, and discovered:

(1) Discount houses are still flourishing and expanding, generally, though some "Johnnies-come-lately" have failed. (2) Counter-price-cutting by dept. stores & small retailers is making it difficult to define a discounter. (3) Retail stores specializing in appliances have been hit hardest, dept. stores least. (4) Clear-cut winner is the consumer—"smaller factory-to-household markups on consumer hard goods appears here to stay."

Among biggest discount houses, E. J. Korvette Co. and Masters Mart Inc., both N. Y., expect \$23,000,000 & \$20,000,000 grosses this year, respectively. Polk Bros., Chicago, reports more than 1000 on its payroll, with first-half 1955 sales 40% over first 6 months of 1954. Big gains are also reported from Philadelphia's Silo Discount House and Los Angeles' Wm. E. Phillips Co.

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New high-fidelity directory & buyers' guide, titled *Audio Fair—Hi-Fi, Why, What & Where to Buy*, will be published in Oct. by Audio Fair Publishers, 67 W. 44th St., N.Y.

TV shipments to dealers totaled 2,677,630 in first 5 months, when production was 3,238,820, compared to shipments of 2,370,098, production of 2,301,055 in first 5 months of 1954, reports RETMA in state-by-state tabulation (county-by-county tables available to RETMA members on request). New York led, with 257,956; California second, 218,350; Pennsylvania third, 167,562. May shipments were 348,181, compared with 361,102 in April and 304,227 in May 1954. [State-by-state tabulations of TV shipments to dealers by years, 1950-54, first 5 months of 1955 and cumulatively from 1946-54, are included in upcoming *TV Factbook No. 21*, due about Aug. 1.]

Federal Trade Commission, as predicted (Vol. 11:28), this week denied RETMA's request for postponement of effective date of FTC's TV-radio trade practice rules so its members could study proposals further. Letter from FTC secy. Robert M. Parrish to RETMA counsel Glen McDaniel said merely: "It was the Commission's conclusion that no adequate grounds for the requested postponement have been presented."

Cooperative adv. steering committee of Assn. of National Advertisers includes J. R. Clemens, Westinghouse; J. W. Jackson, RCA; David H. Kutner, Motorola; E. B. Mercer, Philco; John G. Porter, GE.

RETMA of Canada's electronics div. next annual meeting is Sept. 22-23 at Hotel Chantecler, Ste. Adele, Que.

MOTOROLA'S new line, introduced this week at distributors convention in Chicago's Conrad Hilton Hotel, comprises 22 basic models ranging from a 17-in. ebony table model at \$150 to 24-in. blonde console at \$410. Prices are virtually same as old line. A feature of the line is a 17-in. table model with built-in clock timer (produced by Sessions Clock Co.) for \$170.

Motorola's big talking point is "Right-Up Front" tuning, in which the dual channel selector and fine tuning dial are at top right of picture, with other controls set directly below in vertical alignment. Explained gen. sales mgr. James E. Herbert: "Controls are on the right side close to the circuitry; up where they are within easy reach without stooping; and in front where they are ready for instant use. It's the easiest-to-tune set on the market."

Making these control locations possible, said Herbert, is a new vertical side-mounted chassis, called "Power Panel." Chassis is only 1 3/8-in. thick, with "unusually short" front-to-back dimension. All 21 & 24-in. models use 90-degree deflection tube. In all but the 17 & 21-in. leaders, the tube is aluminized. Line also goes in heavily for colors, featuring such cabinet finishes as bronze, charcoal, "carnation pink," "cerulean blue," "mist green."

The 17-in. tables are priced at \$150, \$160 & \$170; 21-in. tables at \$170, \$180, \$200, \$230; 21-in. consoles at \$230, \$250, \$280, \$290, \$300, \$310, \$340, \$350, \$360; 24-in. tables at \$250 & \$280; 24-in. consoles at \$300, \$350 & \$410.

Also introduced were 6 table radios ranging from \$15 to \$40; 6 clock radios from \$25 to \$50; 5 phonographs, including 2 high-fidelity units, from \$30 to \$210.

RCA's music synthesizer (Vol. 11:6) can now be heard in the home, RCA Victor having released \$3.98 record including 7 electronically created musical selections accompanied by commentary describing how synthesizer works. Record is available as 12-in. LP and 45rpm 4-record album.

New Andrea distribution plan: direct from factory to selected dealers, with factory handling all shipments, billings, etc.

Electronics Reports: Motorola's transistorized auto radio (Vol. 11:19) will reach "production stage" before end of this year, v.p. Elmer H. Wavering told this week's distributor convention in Chicago. Use of modular design components in new auto radios was hinted when Wavering said transistors offered the "possibility of developing functional modules" which would operate for years without failure and without servicing. "As time goes on," he said, "we may well introduce transistors in such other products as portable radios, phonographs and TV. However, we will incorporate transistor applications only where by their nature they will do the best job in the equipment, and we will retain vacuum tubes in those circuits where the tube does a better job."

Emphasizing Motorola's ambitious plans in auto radio field are 3 new plants—the big transistor facility now under construction in Phoenix, a new large radio factory being built in Quincy, Ill., and newly acquired car radio tuner plant in Arcade, N. Y. Only other major manufacturer to announce transistorized auto radio to date has been Philco, which will produce \$150 set for Chrysler (Vol. 11:18) to be introduced this fall. But transistors are such a "natural" for auto radios, there's little doubt that the day is not far off when all car radio production will use them.

* * * *

Electronics Corp. of America has formed Electronics Corp. of America (Canada) Ltd., Toronto.

Electronic Design Magazine shifts from monthly to semi-monthly next Jan. 1.

NEARLY 20% of North Dakota farms now have TV sets, according to official U. S. Census of Agriculture. County-by-county census tabulated this week shows 11,178 of the state's 61,939 farms are TV-equipped. Analysis of distribution of sets shows them in counties clustered around the state's 4 stations in Bismarck, Fargo, Minot and Valley City, with no out-of-state stations close enough to reach the state's viewers. Greatest number of rural viewers are in Cass county, where Fargo and Valley City stations can be received—with 1365 farms TV-equipped out of total of 2323, or almost 60% penetration. TV figures were projected from 20% sample survey conducted in Oct.-Nov. 1954. Reports on earlier state tabulations were carried for Nev., N. H., Vt. (Vol. 11:28) & Wyo. (Vol. 11:29). We'll print future county-by-county tallies as soon as they are tabulated by Census Bureau. Here's county farm census of TV for North Dakota:

NORTH DAKOTA					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Adams	555	37	Mercer	852	46
Barnes	1,789	521	Morton	1,453	427
Benson	1,331	96	Mountrail	1,279	175
Billings	358	7	Nelson	1,104	93
Bottineau	1,677	490	Oliver	555	97
Bowman	537	5	Pembina	1,519	120
Burke	892	57	Pierce	957	62
Burleigh	1,026	296	Ramsey	1,269	82
Cass	2,323	1,365	Ransom	1,140	393
Cavalier	1,794	43	Renville	833	270
Dickey	1,171	197	Richland	2,325	939
Divide	907	24	Rolette	1,001	88
Dunn	1,059	31	Sargent	1,168	295
Eddy	556	29	Sheridan	865	67
Emmons	1,259	261	Sioux	318	47
Foster	612	78	Slope	447	5
Golden Valley	424	1	Stark	1,169	87
Grand Forks	1,886	466	Steele	862	353
Grant	1,018	115	Stutsman	2,042	288
Griggs	805	200	Towner	884	42
Hettinger	887	62	Traill	1,326	669
Kidder	871	141	Walsh	2,084	159
La Moure	1,365	247	Ward	1,983	603
Logan	827	67	Wells	1,391	89
McHenry	1,596	478	Williams	1,536	28
McIntosh	982	22			
McKenzie	1,202	10			
McLean	1,859	308			
			State Total	61,939	11,178

Technical papers on Willys' "flat tube" (Vol. 11:3) will highlight annual Western Electronic Show & Convention (WESCON) Aug. 24-26 in San Francisco Civic Auditorium, from the standpoint of TV receiver and tube industry. The mystery-shrouded tube—only about 3-in. deep—is said to be nearing production readiness, but only scanty engineering details have been released. The paper on the tube, due for presentation Aug. 24, will be: "A Thin Cathode Ray Tube," by tube's inventor Wm. Ross Aiken of Willys West Coast Electronic Lab, Palo Alto, and "Beam Focusing & Deflection in the Aiken Tube" by R. Madey, also of Willys.

Tiny battery with many possibilities for miniature transistorized equipment has been developed by Elgin National Watch Co. Designed for electronic wrist watch now under development, new cell is smaller than a penny, will deliver constant voltage for 2 years. Gen. mgr. A. P. Barton of Elgin electronics div. said it was made possible by use of indium as an anode. It delivers 1.15 volts, which can be stepped up to 1.37 by using different cathode material, does not leak, smell or emit gas. Suggested uses for the new battery, which is not yet in production: hearing aids, portable radios, miniature recording devices, photo-flash units, self-focusing cameras.

Don G. Mitchell, Sylvania pres., to testify on effects of automation in hearings of Joint Congressional Committee on Economic Report, Oct. 10-28.

RCA has contracted with Mochizuki Radio-Wave Laboratory, Tokyo, for rights to make and sell its TV coil.

Financial & Trade Notes: Sylvania had record earnings of \$6,088,019, or \$1.90 per share on 2,961,520 shares, in first 6 months of 1955, up from \$3,522,785 (\$1.08 on 2,679,686 shares) in first half of 1954 and \$5,169,092 (\$1.70) in 1953 period. Sales were \$138,713,949, up 9% over \$127,070,638 in first half of 1954 but below the \$149,092,932 in same 1953 period. Second-quarter profit of \$2,840,364 also established a record for period, comparing with \$1,401,298 (41¢) in 1954 and \$2,395,849 (78¢) in second quarter 1953. Second-quarter sales were \$64,733,722 vs. \$60,075,187 in 1954 and \$69,032,624 in 1953. In semi-annual report to stockholders, pres. Don G. Mitchell said unit sales of TV receivers held up well but dollar volume declined from first half of 1954. Picture & receiving tube sales exceeded first half 1954 by big margin, he said.

* * * *

American Broadcasting-Paramount Theatres continues improvement over 1954, showing consolidated net profit of \$1,488,000, or 33¢ per share on 4,119,542 shares outstanding, in second quarter vs. \$740,000 (15¢ on 3,967,496 shares) in same 1954 quarter. For 6 months, earnings were \$3,438,000 (79¢) vs. \$1,850,000 (40¢). For all 1954, net profit was \$4,931,487 (\$1.06) on total income of \$188,795,705. Pres. Leonard Goldenson reported ABC div. showed marked improvement, though separate figures were not released. Seasonal third quarter drop was predicted, with jump expected in fourth quarter and 1954 topped as result of improved fall-winter time sales.

Jack L. Van Volkenburg, CBS-TV pres. & CBS Inc. v.p., has exercised option to acquire 4630 shares of Class A stock, increasing holdings to 4956 shares. Simon B. Siegel, AB-PT treas., has exercised options on 5000 shares, holds 5100; James L. Brown, AB-PT comptroller, bought 1500 shares of AB-PT on stock option. Arthur F. Vinson, GE v.p. for manufacturing, bought 1185 shares of GE, increasing holdings to 3019; Willard H. Sabloff, GE v.p., sold 1545 shares, decreasing holdings to 465.

DuMont sales for 24 weeks ended June 19 totaled \$29,741,000, down from \$41,590,000 for comparable 1954 period. Loss was \$1,249,000, or 56¢ per share, compared to profit of 412,000 (18¢) in 1954. The 1954 sales figure included sales of WDTV, Pittsburgh, whereas 1955 sales figure embraced income of that station for only 10 days in Jan., or until it was transferred to Westinghouse in \$9,750,000 deal (Vol. 10:49-50).

The upbeat movie industry: Loew's Inc. (MGM) grossed \$131,372,000, earned \$4,514,242 (88¢ a share) in 40 weeks ended June 9 vs. \$138,250,000 & \$4,466,376 (87¢) in corresponding 1954 period. Stanley-Warner Corp. grossed \$68,750,740, netted \$2,222,053 (\$1.01 per share) in 39 weeks ended May 28 vs. \$44,411,850 & \$1,494,960 (64¢).

Packard-Bell earned \$362,131 (52¢ per share) on sales of \$15,267,000 in 9 months ended June 30, compared to \$334,830 (49¢) on \$14,727,419 in same period year ago. Unit sales of TVs in first 6 months were up 41% from same 1954 period, though revenue was up only 8% because of decrease in average price.

Dividends: Hazeltine, 35¢ payable Sept. 15 to stockholders of record Sept. 1; American Electronics, 12½¢ Sept. 15 to holders Sept. 1; Servomechanisms, 10¢ Aug. 15 to holders Aug. 1; Television-Electronics Fund, 8¢ Aug. 29 to holders July 31.

GE's earnings hit new high in first half of 1955—\$101,892,000 (\$1.18 per share) against 1954's \$93,856,000 (\$1.08). Drop in defense business was balanced by increased commercial sales.

P. R. Mallory & Co. reports 6-month net income of \$1,192,984 (\$1.66 a share) on sales of \$32,326,945 vs. \$313,383 (23¢) on \$26,819,875 in same 1954 period.

Color Trends & Briefs: Network color schedules for next season are shaping up so impressively that it may be said that NBC & CBS are truly breaking the chicken-&-egg cycle of "too few programs to encourage purchase of sets and too expensive sets to encourage production of more color programs." With NBC & CBS doing their part in color, industry will be looking to stations, manufacturers, distributors & dealers to make the most of it.

Precise number of color hours to be presented weekly can't be nailed down yet. But NBC is already committed to some 9-10 hours a week—5 of them during 3-4 p.m. daily, prime dealer demonstration time (Vol. 11:29). CBS officials say it's impossible to get accurate estimate yet "because the situation is still too fluid." However, CBS has already announced some 1½-2 hours weekly, is planning more. It's likely, therefore, that there will be at least 12-15 hours of color available to the nation weekly next fall & winter—much of it tied to the networks' most ambitious programs, those in the "spectacular" class.

What's even more impressive about the color programs is that sponsors are snapping them up. For example, U. S. Rubber has just bought \$3,000,000 worth of spots in NBC's Sun. 7:30-9 p.m. "Color Spread," starting next Jan. and running once a month for solid year. Standard Brands has bought 3 partic. in "Color Spread" starting Sept. 11. Only one partic. in the program is yet unsold. Great majority of NBC's & CBS's big shows are sellouts.

* * * *

RCA will make Hallicrafters' color sets and RCA Service Co. will service them, for time being, Hallicrafters chairman Wm. J. Halligan Sr. told distributors meeting in Chicago this week—joining others who have decided to ease into color that way (Vol. 11:27). Price of sets wasn't indicated, presumably will be near RCA's \$795 & \$895 (instead of the \$695 originally announced by Hallicrafters). Halligan told group that many in industry feel that color activity will be substantial within a year, and pres. Raymond W. Durst stated: "We are sure there will be a market for color this fall. Admittedly, it will not be big but there will be one. Therefore, we have planned a cautious limited production so that you can be identified with color."

Servicing will be much more important for color sets than it has been for black-&-white, opines Crosley national service mgr. R. H. Schneberger in July 11 *NARDA News*, predicting that dealers who don't provide adequate color servicing will fall by the wayside. As for future of color, he said: "It is our humble opinion that when color comes into its own it will have as great if not greater impact on our business than monochrome TV had when it first took its place alongside radio." Though he foresees color set dominating the living room, he expects black-&-white sales to hold up, as did radio.

Motorola's color sets, using 19-in. CBS-Hytron tubes, will be offered at \$695 for console, \$795 for console—\$200 less than when they were first introduced last year (Vol. 10:34). Edward R. Taylor, consumer products marketing v.p., told distributor convention in Chicago this week that network color schedules will give sales strong lift. "All we need now to accelerate the orderly growth of color," he said, "are the several hours of daily programs, daytime and evening, being planned by the networks to begin after Labor Day."

Upcoming network color schedules: NBC-TV—July 25, *Producers' Showcase*, "The Fourposter," with Jessica Tandy & Hume Cronyn, 8-9:30 p.m.; July 26 & 28, *Vaughn Monroe Show*, 7:30-7:45 p.m.; July 27 & 29, *Matt Dennis Show*, 7:30-7:45 p.m.; Aug. 1-5, daily 15-min. segment of *Home*, 11-12 noon; Aug. 22, *Producers' Showcase*, 8-9:30.

Double-page spread in *Life Magazine* next week is part of RCA's heavy promotion of color sets.

Telecasting Notes: "Sneak previews" of pilot films have been tried on TV from time to time to test audience reaction, but rarely on nationwide basis. In trade ads plugging its new *Great Guildersleeve* series, NBC film div. announced it had received 25,000 fan letters as result of preview of the series presented unannounced over NBC-TV network. Story behind the ad is this: Sneak preview was held nearly year ago, when NBC-TV was considering the filmed show as a network program. Though audience reaction to pilot film was favorable, network shelved the program because of lack of time availabilities and other problems. Later, NBC-TV film div., under v.p. Carl M. Stanton, became interested in the property based on the popular NBC Radio series, revamped cast & format, began shooting at Hal Roach Studios and offered the series for syndication . . . Add CBS's midweek extravaganzas to the growing list of powerhouse one-shot shows scheduled for next season. These previously unannounced shows are said to be in the works or in negotiation stage at CBS-TV: *Wonderful World*, original musical with music by Arthur Schwartz & Howard Dietz; *I Hear America Singing*, another original by Jean Holloway & Carroll Carroll, produced by Ken Murray; Broadway play *Time Out for Ginger*; old Broadway musical *Along Fifth Avenue* starring Jackie Gleason; F. Scott Fitzgerald's *The Last Tycoon*, written for TV by Budd Schulberg; Cole Porter & Orson Welles' musical adaptation of Jules Verne's *Around the World in 80 Days*; musical version of Maeterlinck's *The Bluebird*; a musical show featuring Judy Garland . . . Electronicam progress report: DuMont expects to net nearly \$2,000,000 next year from its combination film-live camera system. Among films now being shot by Electronicam in DuMont's New York studios: Jackie Gleason's CBS-TV show for next year; 11 half-hour documentaries on Russian propaganda, by Columbia U mass communications center; experimental filming of five 15-min. episodes of Colgate's *Modern Romances* series; test commercials for Chevrolet. Completed in one day using Electronicam was 90-min. pilot dramatic production by producer Warren Wade, based on his live *Broadway TV Theatre* on WOR-TV last season . . . Craftsman Films Inc., 350 Fifth Ave., N. Y. (Jackson Dube) has purchased exclusive rights to 44 films of *Greatest Fights of the Century* from International Boxing Club and Mike Jacobs estate . . . Evangelist Billy Graham, who says he has TV offers from 2 U. S. networks, has agreed to do some 15-min. shows for one of the commercial franchisers of Britain's ITA, which starts in Sept. . . . Ralph Edwards has agreed to do version of *This Is Your Life* on BBC while in London next month . . . Book version of Ed Murrow's *See It Now* due from Simon & Schuster in Nov. . . . Lou Cowan, top packager, subject of encomium in current *Time*, called "Man of the Hour" in current *Variety* because of top Trendex achieved by his \$64,000 *Question* . . . TeeVee Togs, N. Y. (Herbert Gussow) introducing "Jackie Gleason" polo and sweat shirts, bearing pictures of characters on his CBS-TV show, retailing at \$1 . . . Ed Sullivan bows as summer stock actor Aug. 2 in Southbury (Conn.) Playhouse's *King of Hearts*.

Four applications for new TV stations were filed with FCC this week, bringing total pending to 141 (16 uhf). Week's applications: for Elmira, N. Y., Ch. 18 satellite, by WSYR-TV, Syracuse; for Laurel, Miss., Ch. 7, by insurance man Wm. S. Smylie, mayor of Meridian, and realtor S. A. Rosenbaum; for Cheboygan, Mich., Ch. 4, by Richard E. Hunt, the operator of local radio WCBY; for New Orleans, Ch. 8 (educational), by Greater New Orleans Educational TV Foundation. [For details, see *TV Addendu 21-B* herewith; for complete listings of all grants, new stations, applications, etc. see *TV Factbook No. 21*, due off presses shortly.]

Subscription TV's possible impact on advertising is getting too little attention, *Printers' Ink* says in July 22 editorial which concludes: "Powerful advertising media are an economic necessity in order to preserve our economic system and any developments that might weaken their ability to move tremendous amounts of merchandise have important economic implications . . . If paid TV will diminish the power of TV advertising, this factor should be taken into consideration . . . Other advertising media should be big enough to see the point made here and should not be swayed by any shortsighted delight over the body blow that paid-TV might give a strong competitor." Theatre exhibitors' Organizations For Free-TV, summarizing results of several newspaper polls, reports these figures: *Knoxville News-Sentinel*, 814 against pay-as-you-see, 6 for; *Minneapolis Star & Tribune*, 72% against, 22% for; *El Paso Herald Post*, 15-to-1 against; *Cincinnati Post*, 2132 against, 68 for. L. S. Hamm, pres. of No. California Theatre Assn., opined that toll TV will be tried out and fail. "You can't stop technological progress," he said, "and you can't stop the toll-TV people from trying out their idea, at least. Anyway, I suspect the FCC will look at it this way. I believe toll TV will fail because I just don't think the public wants to pay what it will have to pay for unsponsored TV." In Chicago, poll of dealers at National Assn. of Music Merchants convention showed 3630 against pay TV, 320 for.

RCA's contact with Air Force Secy. Talbott figured prominently this week in Senate subcommittee's investigation of his private relations with firms handling Air Force business. Substance of charges, on basis of subcommittee records, was that Talbott had tried to pressure RCA into renewing a contract with N. Y. management consultants Paul B. Mulligan & Co., of which he is still a partner. RCA had refused to renew the contract without an opinion from Attorney General as to both its legality & propriety, in view of Talbott's connection with firm. Talbott testified he had asked RCA chairman David Sarnoff to talk it over with Mulligan, but denied any pressure. He first denied, later admitted, he had subsequently spoken about the matter to RCA attorney Sam Ewing. Sen. Bender (R-O.), a Talbott defender, introduced figures which he said proved RCA received twice as much Air Force business from Talbott after refusing to renew the Mulligan contract.

Public likes TV commercials—and to prove point he made in his NARTB convention speech, replying to "an unreasoning attack which is now being skillfully exploited by the proponents of subscription TV," ABC pres. Robert E. Kintner this week cited Trendex survey made for his network. It revealed a whopping 92.5% found sales talk "interesting and informative." Covering 1000 N. Y. homes, it showed that about one-third had seen a complete TV program that day, that about two-thirds of these remembered the show's commercial. Of latter group (about 250), 89% approved the pitch, 7% disapproved, rest had no opinion. Phone poll was made in evening, so showed 85% of viewers had last seen a network show and more than 70% of those remembered the commercial. Results were said to support recent Starch and Videodex studies.

Transcript of Senate hearings on TV and juvenile delinquency held last April 6-7 (Vol. 11:15) is now available from Judiciary Committee. Included are statements & testimony of NARTB pres. Harold Fellows, NBC v.p. Joseph V. Heffernan, ex-Comr. Haddock, et al.

DuMont concentrates all broadcasting div. activities in its Telecenter, 205 E. 67th St., N. Y., quitting old executive & sales office at 515 Madison Ave.

Hearst's WTVW, Milwaukee (Chick Showerman, mgr.) switches to new 1105-ft. Blaw-Knox tower and 12-bay antenna this weekend and changes call to WISN-TV.

MARTIN CODEL'S

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

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS—July 30, 1955

PUBLIC SPENT \$15.6 billion on their TV sets during last 10 years, nearly half now 21-in.; 4,191,000 TVs scrapped, 34,549,000 still in use (p. 1).

ASSAULT ON COLOR MARKET, planned by RCA-NBC, most far-reaching to date, including 6-fold increase in color programs, heavy ad schedule (pp. 2, 8 & 13).

LIVE REPEATS excite NBC pres. Pat Weaver, who aims to capture big juvenile audience with Sun. 7:30-9 p.m. re-runs of Sat. 9-10:30 p.m. spectaculars (p. 2).

BRICKER VETOES Magnuson plans for "freedom of air" probe and for aid from private foundations in TV study. Davis out as counsel, Dill offered job (p. 2).

TELEVISION FACTBOOK off the presses, on way to Digest subscribers—21st edition of TV-radio-electronics industries' standard reference volume (p. 3).

"MOVIES COME FIRST" says Tom O'Neil, aiming to expand RKO production. Some features may be re-issued, others released to TV in about year (p. 4).

TV PRICE HIKES due by fall, as result of increased labor & materials costs; color pace to be quickened by big RCA receiver promotion (p. 8).

WESTINGHOUSE AUGMENTS TV line with several white, yellow & blue-green models to be retailed through kitchen equipment dealers (p. 10).

STOCK PORTFOLIO of new Electronics Investment Corp. disclosed, totaling \$8,552,636. First-half earnings of RCA, Westinghouse, Hoffman, Storer, others (p. 12).

ABC'S "MOVIE" IDENTITY further solidified by purchase of 35 J. Arthur Rank films, 20 of which will be aired in 90-min. network show, others syndicated (p. 5).

COURTS CHECKING ON FCC: Rochester protest ordered to hearing, while Congress is on verge of pulling protest rule "teeth" (p. 5).

NEW VHF STARTERS in Bluefield, W. Va. and Miami, Fla. (educational) bring on-air total to 437; latest reports on upcoming stations (p. 7).

FABULOUS FIGURES—THE TV STATISTICAL STORY: In the 10 years since TV's emergence, 41,000,000 sets have been manufactured, 38,588,000 have been sold to the public, 4,191,000 have been scrapped -- making total of 34,549,000 sets-in-use as of July 1.

A public investment of \$15.6 billion is represented in the 38,588,000 sets sold at retail. Based on average retail price of \$270 for the 10-year period, the retail value of the receivers themselves comes to \$10.4 billion. Add about \$2.4 billion for servicing labor alone; about \$1.7 billion for components, antennas, accessories, etc.; about \$1.1 billion for tube replacements. Total: \$15.6 billion.

The 21-in. size accounts for 17,032,000, or 49.3%, of all sets in use; about 12,927,000 (37.4%) are 16-17-in.; 4,080,000 (11.8%) are 15-in. & under; 503,000 (1.5%) are over 21-in. As of July 1, some 8000 color sets were in use (15, 19 & 21-in.) out of an estimated 28,000 produced.

To give an idea of the current scrappage rate, some 600,000 sets were discarded in the first 6 months this year -- 306,000 of them under 15-in.; 246,000, 16-17-in.; 46,000, 19-21-in. Last year, 1,357,000 sets were discarded.

The figures are adduced from production, sales, inventory, sets-in-use and discard tables published in our TV Factbook No. 21, off the presses this week -- notably one table on the over-all trade pattern prepared by Frank Mansfield, Sylvania director of sales research. His table gives data on production, distributor sales, dealer sales, scrappage rates by screen sizes, 1953-55 (by quarters), plus 10-year accumulative tabulation of sets-in-use. Mansfield's estimates do not give market-by-market data on sets-in-use, a project still under study by NARTB (Vol. 11:22).

Current overwhelming popularity of 21-in. is evidenced by fact that of the estimated 3,182,000 sets sold to public in first half of this year, 2,624,000 were 21-in., the remainder mostly 17-in. Out of the 7,300,000 receivers sold at retail last year, about 5,785,000 were 21-in. (Complete table on p. 19, TV Factbook No. 21.)

Note: NBC Research monthly sets-in-use figures show 36,477,000 as of July 1 -- nearly 2,000,000 more than the Mansfield estimate.

ALL-OUT RCA-NBC FALL COLOR CAMPAIGN: Almost single-handedly, RCA-NBC are determined to put color across next fall-winter season in what shapes up as one of the most extensive and expensive efforts to establish a new product & service ever undertaken by any company in any industry. They're pushing with accelerating vigor on every front -- network programming, set & tube production, receiver and programming promotion & advertising, station equipment sales.

Rounding up programming plans this week, NBC exec. v.p. Robert Sarnoff drew attention not only to extent of color programs but to extremely important fact that many of them will be telecast in periods when sets can be demonstrated easily.

Volume of color programming, Sarnoff said, will be 5 times as great as last year's -- most of it in programs of great appeal -- strongly promoted live spectacles and big sports events. In terms of volume, NBC will have 37 hours of studio-originated color in Oct. vs. 7 last year, 41 in Nov. vs. 8½, 38 in Dec. vs. 9. This is in addition to color remotes of sports and mobile pickups for inserts in other programs. (For summary of program plans, see Color Trends & Briefs, p. 13.)

On receiver production & promotion end, RCA is uncorking most extensive broad-side yet attempted for color (details on p. 8), while its broadcast equipment sales force is doing its utmost to persuade individual stations that investment in local color originating equipment will pay off competitively.

"REPEAT" IDEA WINS STRONG SUPPORT: Live repeats of hit TV shows, performed while they're still "hot" and buoyed up by word-of-mouth and critical acclaim, are being explored by NBC-TV -- with a vengeance. Pres. Pat Weaver is so sold on the idea (Vol. 11:17-23) that he's thinking in terms of "next day" repeats. First such might be Max Liebman's monthly Sat. 9-10:30 spectacles, repeated Sun. 7:30-9 p.m. -- thought being mainly to capture audience of children for whom Sat. show is too late. Weaver has long felt that last year's Babes in Toyland (9-10:30 p.m., Dec. 18) could appropriately have reached vast audience of children at an earlier period next day.

First show for which a repeat is planned, assuming cost & clearance problems are settled, is Oct. 1 Heidi. Since Liebman will also produce several Sun. night spectacles, job of clearances should be somewhat easier.

Most top network executives and producers appear to be in agreement that click performances ought to be repeated (Vol. 11:17-23), only objection being fear of losing audience ratings. The NBC-TV experiment, if it jells, will receive close attention. An exceptional candidate for a repeat was July 25 Fourposter, in color on NBC-TV. Starring Hume Cronyn and Jessica Tandy in show they did on the stage, it had viewers and critics bubbling with superlatives -- and those who missed it are asking, "Why can't we see it, too?" It's our hunch they will.

BRICKER VETOES MAGNUSON PROBE PLANS: Senate Commerce Committee's ranking minority member, former Chairman Bricker (R-Ohio), decided this week that Chairman Magnuson (D-Wash.) and his chief counsel Sidney Davis were flying just a little bit too high in their plans for TV investigation -- and he put his foot down hard.

The conservative Republican put the kibosh on Magnuson's announced plans to "farm out" certain portions of the inquiry to non-profit foundations (Vol. 11:26) -- after reports that Ford Foundation's Fund for the Republic, headed by Robt. M. Hutchins, had been approached to study "freedom of speech and thought on TV-radio."

Not only did he demand that the Committee have no truck with foundations, but he threatened active opposition to any "freedom of thought" investigation -- and his opposition to Davis was at least partly responsible for the majority counsel's resignation, announced this week. The liberal Davis, a New York attorney, asked to be relieved of his duties to undergo treatment next week for dislocated spinal disc.

Office of majority counsel will be offered to former Sen. Clarence C. Dill (D-Wash.) who is currently working on "legislative phases" of TV probe at Magnuson's request. Joseph M. Kittner, asst. chief of FCC Broadcast Bureau, had been rumored as replacement for Davis, but he has not been approached by the Committee. Robert L'Heureux will continue as minority counsel.

Bricker is known to feel Magnuson and Davis were straying far afield in the

TV investigation. Bricker wants inquiry to concentrate on uhf problems and "monopoly aspects" of the network question.

Hearing phase of TV inquiry is now scheduled for January -- plans for fall hearings having been abandoned because of difficulty of rounding up Senators during recess and to allow time for completion of preliminary staff work.

"There will be no lag" in the investigation, Magnuson said this week. Summing up progress to date, he said special ad hoc engineering committee (Vol. 11:26) is well into its study of allocations, the FCC has begun its network investigation and is also working to "simplify its procedures," while Sen. Dill continues his study of possible amendments to Communications Act.

Investigation will continue under Magnuson's personal supervision, he added, denying rumors that hearings would be turned over to Sen. Pastore (D-R.I.).

Note: One important help-uhf project endorsed by Senate Commerce Committee in both Republican 83rd Congress and Democratic 84th went by the boards this week -- for at least 6 months. House Ways & Means Committee declined to act on HR-4070, introduced by Rep. Ikard (D-Tex.), to exempt uhf-equipped receivers from 10% Federal excise tax, after Administration opposed principle of bill (Vol. 11:27).

"BIBLE OF THE BUSINESS"—21st EDITION: Television Factbook No. 21 is on its way to all full-service subscribers this week -- our 1955 Fall-Winter edition bringing up to date the many directories and statistical tables that have become the standard reference of the TV-radio-electronics industries over the last 10 years.

As a semi-annual barometer of TV progress, it's noteworthy that it details 435 stations on the air in U.S., 27 in Canada, as against 426 & 24 just six months earlier, listing also the 56 stations that have gone off the air to date; that its log of foreign stations has grown to 150 in 35 other countries, serving 8,500,000 sets; that there are now 392 community antenna systems serving some 1,000,000 people as against 302 six months ago; that there are now 6 Armed Forces TV stations.

Some 75 reference depts. comprise the 432-p. Factbook, including network & station rates, personnel & other data; lists of CPs outstanding, prospective starting dates of upcoming stations, applications pending for new stations; channel allocation tables; lists of stations equipped for colorcasting; directories of TV, radio & tube manufacturers; TV-radio receiver production, sales & inventories figures; major TV advertisers and time-&-talent expenditures on networks & stations; directories of the FCC, engineers, attorneys, technical services, laboratories, research firms, labor unions, trade associations; lists of educational, newspaper & theatrical ownerships of stations; multiple ownerships and group operators; data on all sales and transfers of stations from 1946-55 -- among other features.

One copy of the Factbook, along with new 1955 TV wall map, 42x29-in. and in color, goes to each subscriber. Map shows all TV cities, all existing and projected AT&T and private network interconnections, all cities involved in the TV allocation plan, all other cities of more than 10,000 population, with log of all U.S. & Canadian stations and their channels. Extra copies of the Factbook are available at \$4; extra maps at \$1, lower prices in quantities.

Praise for TV industry's efforts to improve juvenile programming came this week from Sen. Kefauver's juvenile delinquency subcommittee in its progress report. After acknowledging that industry is "making efforts to improve its programs," report stated: "We asked the TV broadcasters to adhere more closely to their code. We pointed out to them that many violations of their own code are occurring which could have detrimental effect on children. We then asked those not belonging to the radio & TV code to join, so that a united front could be presented for better programming. We were also especially interested in having those who produce films for TV come under some sort of industry regulation. At present they are subject to no restrictions. Our full TV report will be released in a few weeks." Meanwhile, Vincent M. Gaughan, subcommittee's special counsel for TV-motion pictures-

pornography-youth employment phases of probe, left the group on completion of his assignment to organize new law firm in Buffalo. He's v.p. of CP-holder WSTF, Stamford, Conn. (Ch. 27) and was one-third owner of Buffalo's uhf WBES-TV, now off air.

Purchase of off-air WLBR-TV, Lebanon, Pa. (Ch. 15), sought by Triangle Publications (WFIL-TV, Philadelphia, WNBF-TV, Binghamton) which proposed to put station back on air as soon as possible (Vol. 11:27), has been held up by FCC, which sent McFarland Letter based on objections raised by WHP-TV, Harrisburg (Ch. 55). Commission notes allegations that Lebanon area already has plenty of TV service; that WLBR-TV would be a satellite of WFIL-TV and thereby hurt area uhfs; that station's service area would overlap those of WFIL-TV & WNBF-TV.

GENERAL TELERADIO is in the movie business through its \$25,000,000 purchase of RKO Radio Pictures (Vol. 11:30)—and “theatrical motion pictures come first.” So said General Teleradio pres. (and now RKO board chairman) Thomas F. O’Neil at New York press conference this week at which he sketched in some missing details surrounding the General Tire purchase and the company’s future plans.

He said he hopes to work out plans to expand theatrical film production in the relatively inactive studio he took over from Howard Hughes. Production organization will be headed by Charles Glett, former CBS-TV west coast network services v.p. with long experience in motion picture production. O’Neil accented his plans for future theatrical production—obviously anxious to get on good terms with movie exhibitors—but main interest of most newsmen at conference was in his TV plans for the RKO product.

He estimated the feature film backlog at about 800, but said it may be as long as a year before any are on TV. He said it was difficult to estimate how many were suitable for TV; then, he added, there are some legal problems involving TV use of some of the pictures. Possibilities of re-release to theatres of some of the movies will be considered. He foresaw no “flood of features” to TV, pointing out that some 400 feature films came to TV in 1954, and adding that the “gradual release” of RKO product won’t result in any glut.

“No major film company is likely to make its entire library available at one time,” he said. “Rather, we should envision a judicious apportionment that would recognize that there are older films which should probably precede the release of the newer product and that would take account of the physical realities in selling any given number of films. If these probabilities prove to be fact, it is not likely that

there will be any real upset of the TV feature film market, least of all any ‘loosening of the floodgates’ to pour thousands of films on a suddenly disinterested market.”

He also said that RKO’s 2 unreleased films—*Jet Pilot* & *The Conqueror*—would be shown in theatres before they’re released to TV; that he has “no immediate plans” to establish a film TV network; that TV film production at RKO studios was a “possibility”; that General Tire has “no immediate intention” of offering RKO stock to public. He revealed that \$20,000,000 of the \$25,000,000 price paid to Howard Hughes came from Chase Manhattan Bank, remainder from General Tire.

RKO sale doesn’t open the floodgates as far as 20th Century-Fox pres. Spyros Skouras is concerned. Asked at London news conference whether his company would sell its feature film backlog for TV, he replied that it would—to the first buyer willing to pay \$150,000,000.

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List of 612 pictures “to which RKO Radio is understood to have clear title,” and which presumably will eventually be offered to TV, was compiled by *Billboard* and printed in July 30 issue. Among the topflight titles:

Abe Lincoln in Illinois (Raymond Massey), *Alice Adams* (Katherine Hepburn), *Annie Oakley* (Barbara Stanwyck), *Bachelor & the Bobby Soxer* (Cary Grant, Shirley Temple), *Bachelor Mother* (Ginger Rogers, David Niven), *Big Street* (Henry Fonda, Lucille Ball), *Bring ‘Em Back Alive* (Frank Buck), *Citizen Kane* (Orson Welles), *Double Dynamite* (Jane Russell, Frank Sinatra), *Hunchback of Notre Dame* (Charles Laughton), *If You Knew Susie* (Eddie Cantor, Joan Davis), *King Kong*, *Kitty Foyle* (Ginger Rogers), *Last Days of Pompeii*, *Sister Kenny* (Rosalind Russell), *Mr. Blandings Builds His Dream House* (Cary Grant, Myrna Loy, Melvyn Douglas)—plus all of the Fred Astaire-Ginger Rogers musicals and pictures featuring John Barrymore, Jimmy Durante, James Stewart, etc.

Personal Notes: Terence Clyne, chairman of McCann-Erickson plans review board, assumes management supervision of TV-radio dept. . . . Alfred R. Stern promoted to new post of NBC Radio director of partic. programs; Nicholas Gilles upped to operations mgr. of partic. programs . . . John P. Jefferson, ex-Radio Free Europe, joins CBS as asst. director of public affairs; Ralph Backlund promoted to exec. producer of radio public affairs programs; Dr. George Crothers, in charge of CBS-TV’s *Lamp Unto My Feet & Look Up and Live*, named director of educational & religious broadcasts . . . Calden P. (Bud) Stitt, from Chicago office, promoted to v.p. in charge of rep John E. Pearson’s Minneapolis office, replacing James Bowden, now John Blair & Co., Chicago . . . Jim Terrell upped to asst. national sales mgr., WKY-TV, Oklahoma City, Bob Gamble replacing him as news director . . . Charles R. White has resigned as commercial mgr. of KPTV, Portland, Ore., to become gen. mgr. of new KLEW-TV, Lewiston, Ida. (Ch. 3), due on air next Nov. . . . Dean McCarthy promoted to program mgr., WISN-TV, Milwaukee, succeeding Mel Quinn, now public affairs director . . . Thomas Freebairn-Smith appointed to newly created post of exec. secy., Academy of TV Arts & Sciences, L. A.; he was recently with WCAU, Philadelphia . . . Cody Pfanstiehl resigns as public relations director of WTOP-TV & WTOP, Washington, to take charge of public relations for Washington Community Chest Federation; Robert Adams continues as promotion director for TV, Wm. Wiggins for radio . . . Gene P. Loffler, ex-KSO, Des Moines, named gen. mgr. of KMMT & radio KAUS, Austin, Minn., replacing Tom Steensland, resigned . . . Jerome D. Greenberg promoted to merchandising director, WATV & WAAT, New-

ark . . . Dick Peck promoted to chief engineer, WREX-TV, Rockford, Ill. . . . Roman W. Wassenberg, ex-gen. mgr. of now off-air KTVU, Stockton, Cal., named exec. v.p. & gen. mgr. of Wesley Dumm’s KSFO, San Francisco, replacing Alan Torbett, resigned . . . Walter Kingsley, Ziv western div. chief, moves to N. Y. to become sales mgr. of new national sales organization, Allen Johnston taking over western div. and Russ Clancy continuing in charge of eastern div.; new setup will serve national advertisers . . . Tony Azzato, ex-film director, WPIX, N. Y. and recently eastern sales chief, George Bagnall Assoc., has formed own eastern film sales firm, Tony Azzato Assoc. . . . Charles Levy, ex-eastern publicity, adv. & exploitation director, resigns from Walt Disney organization to start own firm specializing in TV & film . . . De Alton Neher, ex-WDSU-TV & WDSU, New Orleans, named TV-radio director, Bauerlein Adv., New Orleans . . . Frank Riordan, sales mgr., promoted to managing director of WGBS-TV, Miami, succeeding Noran E. Kersta . . . Don M. Alexander elected pres., Alexander Film Co., Colorado Springs, Colo., succeeding his brother J. Don Alexander, who died May 6.

FCC Comr. Richard A. Mack’s new legal asst. is Earl Barber, from Miami firm of Yonge, Whiteside & Prunty. Engineering asst. hasn’t been selected; Mack has “borrowed” John Doane from staff, meanwhile.

Gordon M. Freeman, of Cincinnati, elected pres. of IBEW (AFL) by executive board July 25; he succeeds the late Scott Milne and his term runs to 1958. H. B. Blankenship, of Canton, O., succeeds Freeman as v.p.

Telecasting Notes: ABC's purchase of 35 top British films is first of its kind by a network, besides marking ABC-TV's entry into regular 90-min. programming. For \$1,600,000, the network acquired unlimited 5-year rights to the J. Arthur Rank features—many of recent vintage. Network will slot 20 of the films Sun. 7:30-9 p.m. under title *Movie of the Week*, in the tough time spot opposite CBS-TV's 8-9 p.m. *Ed Sullivan Show* and NBC-TV's new *Colgate Variety Hour*. Remaining 15 films will be marketed to stations by ABC Film Syndication as "Anniversary Package." All are first-run-on-TV. Advertisers in Sun. "film spectaculars" will be offered 9 spots during 90-min. period, ranging in price from \$9450-\$13,500 each, depending on frequency, with each film due for one or 2 repeats next season a la *Disneyland* . . . Films to be shown on network include *Caesar & Cleopatra* (Vivien Leigh, Claude Rains, Stewart Granger), *Notorious Gentleman* (Rex Harrison, Lilli Palmer), *Clouded Yellow* (Jean Simmons, Trevor Howard), *Mikado* (Kenny Baker, Martyn Green), *Tight Little Island* (Joan Greenwood, Basil Radford), *Odd Man Out* (James Mason, Robert Newton), and possibly several Alec Guinness films. Slated for syndication are such films as *Great Expectations*, *Seventh Veil*, *Kind Hearts & Coronets* (Alec Guinness) . . . More than 60% of ABC-TV's programming next season will be on film, its movie industry-originated programming (Vol. 11:30) consisting of 1½ hours weekly of feature films, 7 hours of new material produced by movie studios (Disney & Warner Bros.), 30 min. of new-to-TV theatrical short subjects (MGM) . . . Educational spectacular: Granddaddy of the 90-min. programs, Ford Foundation's *Omnibus*, returns to CBS-TV Oct. 9, Sun. 5-6:30 p.m., with several big projects scheduled, including musical comedy based on "Hans Brinker, or the Silver Skates" by Alan Jay Lerner & Frederick Loewe; Alec Guinness in new humorous play; "Battle of Gettysburg" by Pulitzer Prize winner Bruce Catton; and series of 3 programs called *TV World's Fair* . . . Talent & production costs for network programs

next season may hit the astounding figure of \$500,000,000, TV-radio editor George Rosen predicts in lead story in July 27 *Variety*; he points out that \$50,000,000 in agent commissions expected next season would have paid cost of all TV network programming only a few years ago . . . Ziv TV to produce film series on order for advertisers through new national sales organization in N. Y. headed by Walter Kingsley. New Ziv properties for regular syndication include now-in-works *Dr. Christian*, with Jean Hersholt & Macdonald Carey, and *I Love a Mystery*, Carleton Morse's former radio serial; *Mr. & Mrs. Theatre*, possibly with Rex Harrison & Lilli Palmer; *Craig Rice, Woman Detective*, with Barbara Stanwyck; *Man Called X*, by James Saphire . . . Some 4000 actors will be employed in NBC-TV's daily *Matinee* series of hour-long color drama shows (Vol. 11:29), to be produced at Burbank, Cal. studios at cost of about \$100,000 a week. Tieups with movie studios for talent (but no big names) are being explored by exec. producer Albert McCleery . . . "Film network" plans of Guild Films and station-owned Vitapix Corp. apparently have been discarded because of time-clearance difficulties, Guild announcing modification in its deal with Vitapix to allow it to sell its film shows to networks and to national sponsors for network airings . . . TV Inc., small-station-owned film purchasing organization which claims to have acquired more than \$250,000 worth of film for its members, has voted to let major market stations use its film buying services as "associates," but they can't be stockholders . . . TV Review-Preview section in July 27 *Variety* is good reading, studded with predictions and features by top network and TV film officials, and by leading TV writers, directors, producers, etc. . . . Another TV drama goes to Broadway: Paddy Chayevsky's "Middle of the Night," originally produced last year on *Kraft TV Playhouse* (NBC-TV), has been adapted by author for theatre, with opening tentatively set for Dec. . . . Both NBC & CBS reported negotiating with Irving Berlin to write and appear in a spectacular next season.

COURT OF APPEALS is certainly holding tight rein on FCC, particularly in its review of Commission action on protests. This week, court tossed another protest case back, telling Commission it erred in denying an evidentiary hearing to radio WSAY, Rochester, N.Y., which had objected to grant of shared-time CPs to WVET-TV & WHEC-TV.

It is enough, court said, that WHEC is owned by Gannett Newspapers, to require a hearing. Court noted Gannett's widespread newspaper & broadcasting interests, said FCC should look into charges that there is a "threatened monopoly control of mass media of communications in the Rochester area." Court went on to say this issue isn't "frivolous or immaterial," and it called attention to Clarksburg, W.Va. decision (Vol. 11:25) which emphasized same idea. Court called for a "broad reopening" of case.

It was touch-&-go at press time, meanwhile, as to whether Congress would accede to FCC's request to get the protest "albatross" off its neck. The House-passed measure, which would give Commission more discretion in calling hearings, was approved by Sen. Pastore's subcommittee, but appeared doomed after full committee failed to report it. Pastore wouldn't give up, polled members, got bill reported and placed on calendar, awaiting final action.

An earlier reversal by courts was implemented by Commission this week when it stayed CP for WANE-TV, Ft. Wayne (Ch. 69) and ordered reopening of hearing

between it and Anthony Wayne Bcstg. Co. Court had ruled that role of Paul V. McNutt, Anthony Wayne principal who died after final decision, must now be considered differently (Vol. 11:25).

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Commission held its last meetings this week until end of vacation period Aug. 31. It got out flock of AM grants, sales, etc. but issued no TV grants. Final action on anything important will be delayed a month. Acting Chairman Webster & Comr. Lee will be only members regularly on hand.

One allocations change was finalized—addition of Ch. 6 to Hayes Center, Neb. Allocation of Ch. 12 to Santa Barbara, Cal. was sought in petition filed by James M. Monroe & Wm. E. Sullivan who asked FCC to cut mileage restrictions. WVEC-TV, Hampton, Va. (Ch. 15) asked change of rules to permit it to identify location as Hampton-Norfolk. Grantee WOBS-TV, Jacksonville, Fla. (Ch. 30) asked that city be deintermixed by making Ch. 12 educational, shifting Ch. 7 to Savannah.

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Pay raise for FCC commissioners hung in the balance at week's end as Congress rushed toward adjournment. Both House & Senate Civil Service Committees had approved slightly different versions of President Eisenhower's proposals to increase salaries of about 250 top govt. executives. House version would increase commissioners' pay from \$15,000 to \$19,000, Senate version to \$20,000 as requested by President. Chairman Magnuson (D-Wash.) of Senate Commerce Committee this week introduced bill to raise members of independent boards and commissions (including FCC) to \$21,500.

Station Accounts: Television Bureau of Advertising has launched local sales campaign, *Pinpoint Concept of Television*, mailing 34-p. presentation under that title to its members, advertisers & agencies. Presentation is first of a series of 5, deals with local news programs and is based on study conducted for TvB by Nielsen. It reveals that 63% of all TV homes regularly view local news programs, and that they watch these shows average of 2.7 times a week. Subsequent presentations will deal with children's programs, movies, women's programs & weather shows . . . Spot TV expenditures in first quarter, revealed by TvB on basis of N. C. Rorabaugh figures, showed increases in 8 product categories over first 3 months of 1954: shortenings, up 220%, mouthwashes 93%, toilet soaps 67%, shaving creams 40%, soaps & detergents 34%, shampoos 28%, dentifrices 21%, home permanents 18%. In addition, TvB disclosed gasoline & oil companies spent \$2,816,000 on spot TV in first quarter (no comparable 1954 figures available), top 10 sponsors being Esso, Shell, Standard Oil of Ohio, Standard Oil of Indiana, Phillips, Pure Oil, Bardahl Oil, Sinclair, Richfield, Ohio Oil . . . Old favorite, *The Goldbergs*, is now being syndicated by Guild Films as 30-min. program; under Old Dutch Coffee sponsorship, it returns as weekly feature on WABD, N. Y. starting Sept. 22, Thu. 7:30-8 p.m. . . . Among advertisers currently reported using or preparing to use TV station time: Marlin Firearms Co., New Haven, thru Scheideler, Beck & Werner, N. Y.; Calistoga Mineral Water Co., Calistoga, Cal., thru Charles R. Stuart Adv., San Francisco; Chattanooga Medicine Co., Chattanooga (Black-Draught laxative) thru Harry B. Cohen Co., N. Y.; Lucky Lager Brewing Co., San Francisco, thru McCann-Erickson, San Francisco; Heckman Biscuit Co., div. of United Biscuit Co., Grand Rapids, thru George H. Hartman Co., Chicago; Shulton Inc., N. Y. (men's toiletries), thru Wesley & Assoc., N. Y.; Armour & Co., Chicago (frankfurters), thru Tatham-Laird, Chicago; Petri Wine Co., San Francisco, thru Young & Rubicam, San Francisco; Byko Co. Inc., N. Y. (Oranjeboom beer), thru Ralph Jones, N. Y.; Continental Baking Co., N. Y. (Daffodil Farms bread), thru Ted Bates, N. Y.; Carnation Co., Los Angeles (Instant Chocolate Drink), thru Erwin, Wasey & Co., L. A.; Perkins Products Co., Chicago (Kool-Aid powdered soft drink), thru Foote, Cone & Belding, Chicago; National Lead Co., N. Y. (Dutch Boy paint), thru Marschalk & Pratt, N. Y.; Rogers Imports Inc., N. Y. (smoking accessories), direct; Kummeth Mfg. Co., Owatonna, Minn. (Trav-L-Eez baby carriages), thru Erwin, Wasey & Co. of Minn., Minneapolis; L. Sonneborn Sons Inc., N. Y. (Amalie Pennsylvania motor oil), thru Humbert & Jones, N. Y.

Signs of the TV-radio times: TV-radio took largest share of Canadian advertising dollar placed through 91 agencies during 1954, reports Dominion Bureau of Statistics; total ad volume last year was \$156,163,289, up 8.2% from 1953 . . . NBC's owned-&-managed stations, TV & radio, collectively registered gain of 13% in national spot, 12% in local sales in first 6 months of 1955, reports v.p. Charles R. Denny; biggest gainers were WRC-TV, Washington, up 43% in national; WNBK, Cleveland, up 34%. WRCA-TV, N. Y. registered 18% gain in local, WNBK 16%, KRCA, Los Angeles, 15%, and Cleveland's WTAM led local radio with 45% gain . . . Westinghouse's 5 radio stations earned 96% more profit in first 6 months of this year than last, with local sales up 25.9%, reports pres. Chris J. Witting; KYW, Philadelphia, alone, was up 60%. Its 4 TV stations, he added, without giving figures, are "regularly setting new highs, but then TV is a booming new medium" . . . Radio WWJ, Detroit reports increase in national spot was 8.9% in first 6 months, with local up 54.2%.

Network Accounts: Westinghouse will spend estimated \$5,000,000 to cover 1956 Presidential conventions, campaigns & election returns on CBS-TV & radio. In 1952, it paid CBS \$3,000,000 for similar sponsorship. Coverage will consist of special program the day before each party's convention, conventions themselves, weekly progress report on campaigns for 8 weeks, election returns. Democratic convention will open in Chicago Aug. 13, Republicans in San Francisco Aug. 20 . . . General Motors, whose United Motors Service div. recently bought 30-min. of NBC-TV's bi-weekly *Wide Wide World* starting Oct. 16, Sun. 4-5:30 p.m., has taken option on entire program, with other 2 segments likely to go to Frigidaire and one of its automobile divs. . . . AT&T's first regular TV show will be *Storyteller*, series of 30-min. filmed dramatizations of true human interest stories, filmed at Hal Roach Studios, on undetermined network this fall, thru N. W. Ayer; it will be narrated by John Nesbitt and tied to Bell Systems' "Second Phone for Every Home" campaign . . . Camels & Amana Refrigeration Co. to be alt. sponsors of Phil Silvers' *You'll Never Get Rich* on CBS-TV starting Sept. 20, Tue. 8:30-9 p.m., thru Wm. Esty & Co. and MacFarland, Aveyard & Co., Chicago . . . U. S. Savings & Loan League buys 3 partic. on NBC-TV's *Color Spread* next year, Jan. 1, March 25 & June 17; show is scheduled for every 4th Sun. 7:30-9 p.m., thru Christopher, Williams & Bridges, Chicago . . . Johnson & Johnson buys alt. Tue. 12-12:15 p.m. segment of *Tennessee Ernie Ford Show* on NBC-TV; alt. Tue. 3:15-3:30 p.m. of *Ted Mack Matinee*; Tue. 4:30-4:45 p.m. of *World of Mr. Sweeney*; 8 partic. on *Home*, Mon.-thru-Fri. 11 a.m.-noon, thru Young & Rubicam . . . Standard Brands buys alt. Fri. 12:15-12:30 p.m. segment of *Tennessee Ernie Ford Show* and alt. Fri. of *Howdy Doody* on NBC-TV, 5:30-6 p.m., thru Ted Bates & Co. . . . Dow Chemical buys *Football Scoreboard*, post-NCAA show, on NBC-TV this fall, thru MacManus, John & Adams . . . Pitching for more food sponsors, NBC-TV's *Home* starts year-round promotion of food industry Aug. 1—including weekly "editorial" on food, remotes from grocery stores & processors, tie-in display promotions with grocers.

Rate increases: WPTZ, Philadelphia, raises base hour from \$2500 to \$3200 and 20 sec. from \$500 to \$650; WXIX, Milwaukee, hour from \$700 to \$800, min. \$100 to \$125; KOTV, Tulsa, from \$700 to \$750, 20 sec. \$150 to \$175; WSJV-TV, Elkhart-South Bend, from \$250 to \$300, min. \$50 to \$60; KBAK-TV, Bakersfield, Cal., \$235 to \$275 & \$47 to \$55.

Miss Suzanne Herz, of Biow-Beirn-Toigo Inc., N. Y. agency, won first prize of \$400 in contest guessing when new 1105-ft. tower of WISN-TV, Milwaukee, would be completed; her guess was 12:05 p.m. July 25. Richard Scott, American Chicle Co., won second prize of \$200; Gene O'Fallon, KFEL-TV, Denver, third prize of \$100.

NBC-TV offers combination rate to sponsors for partic. on *Today*, *Home & Tonight* and weekend radio *Monitor*; exec. v.p. Robert W. Sarnoff said "typical schedule" of 18 messages (14 on *Monitor*, 4 on combination of TV shows) would deliver "29,000,000 commercial impressions" for \$30,853—or \$1.06 per 1000.

NARTB will back National Radio & TV Week Sept. 18-24 (Vol. 11:3) with kit of institutional spot announcements. TV pitch will stress new big-screen sets, urge public to think of second set purchase with theme "Dedicated to Better Home Entertainment." Networks, RETMA, NARDA, RAB & TvB have pledged support.

First Spanish-language ad agency in U. S. is branch of Publicidad Badillo, San Juan, Puerto Rico, opened in Chanin Bldg., N. Y. this week by exec. v.p. Harwood Hull.

TWO MORE VHF stations can be added to roster of those now operating—WHIS-TV, Bluefield, W. Va. (Ch. 6) and WTHS-TV, Miami, Fla. (Ch. 2, educational)—and they bring on-air total to 437, of which 106 are uhf.

Bluefield station turned on first test patterns afternoon of July 29, planned preliminary test programs daily from 6:30-10:30 p.m. and interconnection with NBC in 2 or 3 weeks, depending on completion of microwave relay. It's owned by Hugh I. Shott family, publishers of *Bluefield Daily Telegraph*, oldtime broadcasters, and it's located on W. Va.-Va. border where it opens up virtually new TV market since nearest other outlets are in Roanoke, 71 mi. distant, and Oak Hill, 50 mi. away. It uses 10-kw RCA transmitter, 100-ft. Ideco tower with 6-bay antenna on East River Mt. Ridge. Hugh I. Shott Jr. is gen. mgr.; P. T. Flanagan, station mgr.; J. F. Byers, chief engineer. Base hour is \$200. Rep is Katz.

Miami station, second vhf in city and country's 15th non-commercial educational, is slated for Aug. 1 test patterns, Aug. 10 programming schedule. It utilizes old GE Ch. 4 transmitter of local WTVJ, converted and located on top floor of downtown Everglades Hotel. In charge of operation for Dade County Board of Public Instruction is Vernon Bronson, asst. director of its dept. of radio & television education.

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

KTBS-TV, Shreveport, La. (Ch. 3) now plans to start NBC programming Sept. 3, writes pres.-gen. mgr. E. Newton Wray. RCA antenna, on hand, is scheduled for installation on 1051-ft. Truscon tower Aug. 25, with test patterns due next day. DuMont 25-kw transmitter also is on hand for installation at site 3 mi. SE of Mooringsport, La. It will be city's second outlet, KSLA (Ch. 12) having begun in Dec. 1953. Base hour will be \$400. Rep will be Petry.

Two engineers who have done quite well: Frank C. Carman and partner Grant R. Wrathall have given 4-month option to publishers of *Salt Lake Tribune* and *Ogden Standard Examiner* to acquire all their TV-radio station holdings for sum reported in excess of \$1,000,000. Salt Lake City newspaper already owns 50% of KUTV (Ch. 2) and radio KUTA, ABC outlets, in which Carman, gen. mgr., and Wrathall, onetime Washington consulting engineer living in Aptos, Cal., are founder-owners of 25% each. Ogden newspaper, owned by Glassman family, including son-in-law George C. Hatch, pres. of radio KALL, Salt Lake City, is owner of radio KLO, Ogden; KIMN, Denver; and 40% of KMON, Great Falls, Mont. Carman & Wrathall own 12½% each of KLIX-TV, Twin Falls, Ida. (Ch. 11) and radio KLIX, also to be sold to the newspaper combine, which has not indicated how it will divide ownership; they also own 16¾% each of radio KOPR, Butte, Mont., whose counterpart KOPR-TV (Ch. 4) quit the air last year; 12½% each of radio KIFI, Idaho Falls, Ida.; 6¼% each of radio KWIK, Pocatello, Ida.—latter 2 stations to be sold to J. Robb Brady Trust Co., of Idaho Falls. Carman personally owns radio KGEM, Boise, and Wrathall is 100% owner of recently inaugurated KPOO, San Francisco, 10-kw daytimer on 1010 kc, and both those stations may go into the new newspaper group.

Latest private microwave: Upcoming WFLB-TV, Fayetteville, N. C. (Ch. 18) was granted CP for system to pick up signals of WFMY-TV, Greensboro & WTVD, Durham.

KCRA-TV, Sacramento (Ch. 3), planning Sept. 1 NBC programming, has set Aug. 25 test pattern target, reports pres.-gen. mgr. Ewing C. Kelly, writing from new headquarters at 310 Tenth St. Transmitter house is ready for 25-kw RCA transmitter due July 27. Coaxial cable is in place and Ideco 450-ft. tower is 60% completed for 6-bay 102-ft. antenna scheduled for installation week of Aug. 15. It will be 2nd vhf to compete with city's first outlet, KCCC-TV (Ch. 40)—KBET-TV (Ch. 10) having started last March. Base hour will be \$650. Rep will be Petry.

WITI-TV, Glendale, Wis. (Ch. 6, allocated to Whitefish Bay), granted June 29, expects to be on air by next Jan. 1, reports pres. Jack Kahn, Milwaukee yarn & hosiery manufacturer. Glendale is suburb of Milwaukee. Equipment not ordered yet, rep contract not signed.

WXEX-TV, Petersburg-Richmond, Va. (Ch. 8) now has Aug. 13 test pattern target, reports managing director Irving G. Abeloff. On Aug. 15 it takes over as NBC outlet for Richmond area from pre-freeze WTVR (Ch. 6). Pres. Tom Tinsley Jr., of Baltimore's WITH, has moved to Petersburg for summer to supervise installation, and 50-kw RCA transmitter is now reported nearly ready. Antenna is scheduled for installation Aug. 9 on 978-ft. Stainless tower at Hundred Rd. site, 12 mi. S. of Richmond. Base hour will be \$750. Rep will be Forjoe.

KTRE-TV, Lufkin, Tex. (Ch. 9), planning Sept. 1 commercial start using KPRC-TV programs via microwave from Houston, has Aug. 10 test pattern target, reports v.p.-gen. mgr. Richman Lewin. KPRC-TV is lending cameras and remote equipment for Aug. 30 opening program featuring live show from new Lufkin High School auditorium. GE 5-kw transmitter is now being installed; antenna is ready on 500-ft. Andrews tower. Base hour will be \$150. Reps will be Venard, Rintoul & McConnell and Clyde Melville Co. (Southwest).

WTTW, Chicago (Ch. 11, educational) now plans test patterns Aug. 15, preparatory to early Sept. programming. It's installing GE antenna atop Field Bldg., also has 5-kw GE transmitter. Regular 4-10 p.m. schedule begins after move of studios & offices to Chicago Museum of Science and Industry late this year.

FCC chief accountant Wm. J. Norfleet retires Oct. 31 after 39 years of govt. service, and Chairman McConaughy plans to split staff into 2 groups—incorporating economists into Broadcast Bureau as a separate division, putting accountants into Common Carrier Bureau, abolishing Office of Chief Accountant. Move is considered logical because economists have been working primarily on TV-radio, accountants on common carrier—and Commission has become acutely aware of TV-radio economics, principally because of Congressional pressures on color, uhf, network practices, subscription TV, etc.

FCC "line of succession" in case of disaster was announced this week. The first 10: chairman, "defense commissioner" (now Lee), "alternate defense commissioner" (Bartley), any other commissioner, chief of Field Engineering & Monitoring Bureau, general counsel, chief engineer, chief of Safety & Special Bureau, chief of Broadcast Bureau, chief of Common Carrier Bureau.

First authorization for 5-megawatt power went this week to New Orleans' WJMR-TV (Ch. 61, due to switch to 20). Commission's grant was experimental, to permit station to serve as proving ground for new GE equipment (Vol. 11:25). FCC's proposed 5-megawatt rule is expected to be finalized within few months.

Low-power uhf & vhf transmitters (150-watt) are among products described in technical bulletins issued by Adler Communications Labs, 1 LeFevre Lane, New Rochelle, N. Y. Also covered: video switcher, video distribution amplifier, video clamp amplifier.

PRICE HIKES DUE BY FALL, COLOR ACTIVATED: Increases in black-&-white TV prices this fall seem more certain than ever, in light of recent increases in costs of labor and raw materials -- plus the robust condition of TV market and national economy. Top set manufacturers and their components suppliers are virtually unanimous now in forecasting price increases in autumn -- though they're understandably cautious, for competitive reasons, about public predictions on their own plans.

RCA, Philco, Admiral, Motorola & Westinghouse are among set makers who have indicated that prices would be raised. Their theme generally is: "We're going to try to hold the price line, but we're not sure we can do it. We anticipated the higher labor costs, but not materials. In the long run, it depends on parts."

Leslie F. Muter, pres. of parts maker Muter Co., flatly predicts 5-10% hike in components prices shortly after Labor Day, saying parts prices now are 10-15% under year ago. He reflected a general attitude when he commented to us:

"We made only a 2% net profit in the first 6 months of this year. I think you'll agree with me that that's a pretty thin margin. In view of the strong TV business, there's no reason for it." (Muter Co. financial report is on p. 12.)

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Record or near-record TV year continues to be indicated in field reports and forecasts. Dealer enthusiasm -- and purchases -- at "open houses" continues to astonish the most experienced manufacturers. Important and especially gratifying aspect of their enthusiasm has been purchase of high-end, or "furniture" TVs.

Sylvania pres. Don G. Mitchell this week added his optimistic forecast to those which have emanated from trade leaders lately. Addressing his distributors' convention in Chicago, he predicted retail sales of at least 7,200,000 TVs this year -- perhaps more. In fact, he forecast unit sales to public will range from about 6,500,000 to 7,300,000 a year for next decade.

Closer attention should be paid to national economic trends, said Mitchell, because TV industry has "now come of age" and is tied closer than ever to economy at large. "In the years ahead," said Mitchell, "I think we [the TV industry] will get better traffic directions from the state of the economy than we will from the facts we used almost exclusively in the past" -- that is, statistics concerning past performances of the TV industry and its potential markets.

Magnavox pres. Frank Freimann, at dealer showing in N.Y., predicted a 20% increase in dollar volume of TV-radio-phono sales this year over 1954. He cited such factors as new TV stations, growth in second-set homes, improved programming. (Details of Sylvania and Magnavox lines are on p. 10.)

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Color is getting ready for another start this fall -- accelerated & sustained almost entirely by RCA, backed by an enlarged NBC colorcasting schedule including daily daytime Matinee (3-4 p.m.) for "showcasing" to customers (see p. 2). It's now preparing big receiver promotion campaign to get color rolling. It's admittedly aiming at outset for a relatively small portion of the 35,000,000 black-&-white set owners -- the 1% or so "Cadillac trade" which can easily afford the \$795-&-up sets. RCA feels they can provide momentum to push color into high gear by year's end.

How many color TV sets will be made rest of this year and next is conjectural and depends largely on what rest of the trade sees in public reaction to all-out RCA promotion. Sylvania is gearing to turn out RCA's 21-in. shadow-mask color tubes -- but so far as we can learn, it's only tubemaker besides RCA readying for quantity. RCA's own capacity at big color-converted Lancaster plant was said to be 30,000 a month, and the company has stated it will use all of its output for its own sets if regular tube customers don't want to buy.

RCA is making complete color sets for Hallicrafters & Magnavox and perhaps

others as yet undisclosed, and it's interesting to note that Hallicrafters withdrew its originally announced \$695 list price after revealing RCA would make its chassis. Magnavox never disclosed a price. Until production really starts rolling, RCA says there's very little chance of color prices coming down substantially.

Taprooms and cocktail lounges, as well as the carriage trade, could well be major factor in color set purchasing, just as they were mainstay of black-&-white market when TV first emerged in 1945 & 1946. This is supported in an article by 3 hotel operators in Feb. Hotel Management Magazine, pointing out that the few such color installations made so far have lured many customers.

RCA's ambitious color promotion was launched with 4-color spread in Aug. 1 Life Magazine, illustrated by shot from smash-hit Peter Pan colorcast. Tentative budget includes 23 one-page ads in color in 14 national magazines in 4th quarter, all devoted to color sets, plus 5 color-set ads in 5 magazines in conjunction with black-&-white line. In Sept., it will place full-page ad in 125 major newspapers in color reception areas and a full-page ad once a month in trade papers, tied in with the Producers' Showcase spectaculars on NBC. In addition, it will have 2½-min. commercial on color sets on RCA-sponsored portion of Producers' Showcase. Dealer co-op promotional material, radio scripts & TV slides round out the campaign.

That RCA intends to capitalize on recalcitrance of others vis-a-vis color, notably Philco & Zenith, is manifest from fact that many of the ads will carry the notation: "RCA pioneered and developed the compatible color TV system."

Brief highlights of other major trade developments this week:

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Whirlpool Merger: RCA's assurance last week that distribution pattern would not be changed abruptly as result of its 20% ownership in merged Whirlpool-Seeger Corp. (Vol. 11:29-30) was echoed this week by Whirlpool exec. v.p. John A. Hurley. He said that selection of distributors will be based on their ability to deliver satisfactory sales performance and ability to maintain adequate financial resources. "If and when changes of distributorship are to be made, I do not expect any quick decisions," he said. "These things require time and thought for best solution." It's assumed RCA-Whirlpool lines will be handled by a single distributor in each market, which inevitably means changes in present representations; best information available to date is that Whirlpool line is currently handled by about 17 RCA distributors, about 13 Admiral, 12 Philco and 5 Motorola outlets. Proxy notice going out to Whirlpool stockholders next week is expected to give further details.

Business Outlook: Still upbeat, judging by all the economic indicators. United Business Service interprets opinion of leading economic authorities thus: "Overall business outlook remains favorable. Mild summer slowdown, mostly seasonal, will give way to a renewed uptrend in the fourth quarter...Total production, after a third-quarter 'breather', is expected to expand moderately this fall...Retail sales will continue to hold above high year-ago levels over the remainder of 1955." U.S. News & World Report stresses that current economic prosperity is being "privately generated," points out that govt. spending is declining, while business outlays and individual spending are on the increase.

Production: TV output, still reflecting factory shutdowns, totaled 90,072 week ended July 22, compared to 78,968 in preceding week and 53,028 week ended July 8. It was year's 29th week and brought production for the year to about 4,000,000 vs. 3,000,000 in equivalent 1954 period. Radio production totaled 224,866 (125,619 auto), compared to 180,987 week ended July 15 & 124,501 week before. Radio output in 29 weeks was 7,600,000 vs. 5,650,000 same period of 1954.

Dun & Bradstreet reports 209 failures among TV-radio-appliance retailers in first 6 months, compared to 274 in first half of 1954. Liabilities in failures this year totaled \$6,213,000 vs. \$22,311,000 year ago. In June alone, there were 27 retail failures, liabilities of \$769,000, vs. 39 & \$947,000 in May and 54 & \$1,636,000 in June 1954.

Excise tax collections on TV-radio-phonos totaled \$128,443,000 in 11 months ended May 31 vs. \$135,096,000 in same period year ago, reports Internal Revenue Service.

NARDA's Institute of Management for 50 top-level TV-radio dealers will be held at American U, Washington, Aug. 14-20. Speakers will be John M. Otter, Philco; Joseph B. Elliott, ex-RCA, now pres. of Schick Inc.; Charles W. Theelen, GE; Dan Packard, McCann-Erickson.

TV Remote Control Co., Los Angeles, has appointed Tilds & Cantz Adv. there to handle local test campaign preliminary to national campaign for its remote control mechanism for TV sets.

Topics & Trends of TV Trade: Westinghouse will supplement its TV line shortly with several new models to be marketed through retailers of kitchen equipment, it's revealed by gen. sales mgr. Dan D. Halpin. The new table models, all 21-in., will be in same colors as appliances—white, "sunshine yellow" & blue-green—and will be priced slightly higher than their counterparts in regular line.

The action reflects 2 of Halpin's pet projects—to use more colors in cabinet finishes and to make a bigger dent in second-set market. Like several other set makers, Westinghouse is hitting hard with colors in cabinets this year, expects to expand its color offerings next year.

"Color in cabinets is one important feature that makes the customer feel he is getting something new," said Halpin. "Furthermore, it opens up several rooms in the house to TV—the kitchen, maid's room, den. The time is past when we can just sell brown sets."

Halpin also attacks "one-set thinking" in some segments of industry, comparing it to "the concept in my childhood days that the living room should have only one big center light." Getting a TV set into the kitchen is an ideal way of cracking the second-set potential and capitalizing on woman's intense interest in TV, he says.

Note: In 1949, Motorola showed 7-in. table TV, in ivory cabinet, for "kitchen trade" (Vol. 5:36), planned to sell it for \$140—but it was a novelty number, never did catch on.

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Sylvania's new line, introduced this week at distributors convention in Chicago, comprises 20 basic models ranging from 21-in. mahogany table model at \$200 to 24-in. full-door console at \$400. One 21-in. table model will be priced by distributors according to local market conditions. Big talking point in some sets is "cabinet of light," with all wood framing removed from the front of set, giving appearance of greater brightness. Other features are new all-channel tuner and increased power. The 21-in. tables are priced at \$200, \$210, \$230, \$250, \$260, \$270 & \$290; 21-in. consoles at \$230, \$260, \$270, \$300, \$310, \$320, \$350, \$370, \$380 & \$420; 24-in. table at \$330; 24-in. consoles at \$370 & \$400. Also introduced were 8 radios ranging from \$26 to \$47 and 2 high-fidelity units at \$150 & \$170.

Magnavox is misinterpreted by many as strictly a "premium-priced" company specializing in more expensive TV models, whereas actually the Magnavox line, model for model, is 10-25% lower than other brands of comparable quality. So said v.p.-gen. mgr. Leonard F. Cramer at his company's N. Y. showing of new models to press & dealers this week. For example, said Cramer, the Broadway 21-in. 3-way combination at \$298 is \$100 less than other models in its class, and the Operetta at \$349 is likewise \$100 under comparable models. Line ranges from 17-in. table at \$150 to 24-in. combination at \$600, has top or front top tuning in all models.

Motorola won't enter white goods field in the foreseeable future, no matter how many of its competitors do so, company spokesman emphasized this week. In wake of RCA's 20% purchase of Whirlpool-Seeger Corp. (Vol. 11:29,30), Motorola spokesman said company is determined to expand only in electronics, taking pride in billing itself as the "largest exclusive electronics manufacturer."

Two all-transistor portable radios will be introduced by RCA some time this fall, both at \$79.95. Six-transistor model will be 5½x3¼x1½-in., 7-transistor model about 10x7x3½-in. Other manufacturers with transistorized portables on market report public snapping them up.

Encouraging step-up selling, Admiral has added mahogany & blonde cabinet finishes (at \$10 extra) to its 21-in. ebony table model at \$170 only, and mahogany, blonde & maple to its 21-in. bronze mahogany console at \$200.

Bullish outlook for phono record business is shown in *Billboard Magazine* survey of dealers, pointing to peak retail gross of \$210,000,000 this year, up from previous highs of \$205,000,000 in 1954 & 1947. Biggest single development in pushing sales up this year—and, it's expected, in next few years—was industry-wide price slash on LP records at start of 1955 (Vol. 11:1-2). Salient points of survey: (1) More than 50% of all record dealers grossed more in first 5 months of 1955 than in same period year ago, average gain being 20%. (2) 67% of dealers increased or held same profit level. (3) Competition from mail order houses decreased sharply, resulting in more optimistic assessment of future. (4) Inventories are up, but are not regarded as dangerously high.

Phonograph sales are moving briskly, too. Bud Letzer, v.p.-gen. sales mgr. of Webster-Chicago, predicted at distributor convention last week that industry would sell 4,000,000 phonographs this year, slightly higher than last year. He estimated that there are now 29,000,000 phonographs in use, or about 37% saturation; that average phonograph in use is 4½ years old; that about 62% of all phonographs sold now are for replacement market.

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Demand for major appliances will rise as much as 300% in some cases by 1959, according to 8-p. booklet prepared by GE and mailed to its 350,000 stockholders and 14,000 dealers. Here's the way it foresees the estimated 1959 demand in units (industry's 1954 sales in parentheses): refrigerators, 4,000,000 (3,484,000); automatic washers, 3,600,000 (2,350,000); electric ranges, 2,200,000 (1,260,000); room air conditioners, 1,850,000 (1,230,000); electric water heaters, 1,600,000 (785,000); clothes dryers, 1,400,000 (660,000); freezers, 1,200,000 (925,000); food waste disposers, 850,000 (425,000); dishwashers, 700,000 (215,000).

Industry-backed excise tax revision bill, correcting inequities in current 10% Federal tax on TV-radio-phonos and components, was passed this week by both House and Senate. HR-7024, introduced by Rep. Simpson (R-Pa.) would remove excise tax from all non-entertainment TV-radio equipment and from components sold "for further manufacture" (Vol. 11:27-28). Only difference between House and Senate versions, both passed by unanimous consent, is that latter was amended to include an unrelated rider with regard to tax litigation. Final passage of Senate version by House is expected before adjournment.

Shortage of available distributors is forcing Hoffman Electronics & Capehart-Farnsworth to institute limited policy of direct factory-to-dealer selling in some markets. Hoffman gen. sales mgr. Walter L. Stickel said new program will be applied largely in big eastern metropolitan markets "where independent distribution of a quality character is not available to us." Capehart v.p. E. W. Gaughan said "such a step is necessary to gain the full advantages afforded by our extensive national advertising program."

Standard Coil Products Co. has formed wholly-owned Canadian subsidiary, Standard Coil Products (Canada) Ltd., having acquired 30,000-sq. ft. plant in Toronto. Jere Cavanaugh has been named gen. mgr.

Agency appointments: Crosley TV-radio to Compton Adv., N. Y., with Earle Ludgin & Co., Chicago, continuing to handle Crosley appliances & Bendix laundry equipment; Sparton TV-radio to Paxson Adv. Inc., Benton Harbor.

Sylvania introduced 21-in. color console, using RCA-type tube, at distributors convention this week. It was unpriced.

Sentinel Radio looking into jukebox TV field, one plan being to put sets in public places to operate 15 min. for 25¢.

Trade Personals: Charles P. Baxter, asst. gen. mgr. of RCA Victor TV div. since 1949, promoted to gen. mgr., succeeding v.p. Henry G. Baker, who will serve as staff adviser on consumer products sales & merchandising policies, reporting to Robert A. Seidel, exec. v.p. for consumer products . . . Norman C. Owen, ex-pres. of Webster-Chicago, named Zenith Radio distribution mgr. . . . Robert K. Hartman, CBS-Columbia v.p. in charge of industrial & military manufacturing, appointed director of industrial & defense contracts for CBS-Columbia, CBS-Hytron & CBS Labs . . . Ross D. Siragusa Jr., son of Admiral pres., transferred from San Francisco factory branch to Chicago headquarters as asst. sales mgr. of TV div. . . . B. H. Melton, sales mgr. of Admiral contract div., adds duties of sales mgr. of newly-integrated refrigerator & freezer-air conditioner div., replacing Wm. Doyle, who resigned as sales mgr. of freezers & air conditioners to join Crosley-Bendix, and J. M. Tenney, who resigned as sales mgr. of refrigerators, moving to Tucson as Admiral consultant; Evans T. Morton resigns as engineering director of Admiral appliance div. . . . Richard B. Leng, ex-Sylvania, RCA & Raytheon, elected v.p. in charge of Packard-Bell's technical products div. . . . Jack R. Feeney promoted to sales mgr., RCA Victor Co. Ltd., Montreal . . . F. H. O'Kelley Jr. named eastern regional sales mgr., GE tube dept. . . . R. S. Sheetz, from lamp div., named asst. to R. J. Sergeant, mgr. of Westinghouse major appliance div. . . . Herman S. Sacks resigns as Bendix Radio director of adv. & sales promotion . . . Norman L. Harvey promoted to chief engineer, Sylvania TV-radio div. . . . Robert W. Conner, mgr. of installation coordination & customer service, RCA engineering products div., Camden, transferred to RCA Victor Radio S.A., Rio de Janeiro, as head of new engineering dept. under pres. Perry F. Hadlock . . . Jerome E. Respass resigns as v.p. of La Pointe Electronics Inc. to become pres.-treas. of Johns-Hartford Tool Co., Hartford . . . Howard Cushing named sales director of Bell & Howell's new high-fidelity div. . . . Bob Deatrack appointed administrative asst. to George Rowen, Sparton gen. mgr. . . . J. R. Johnson, gen. mgr. of Los Angeles plant, promoted to technical asst. to Standard Coil pres. Glen E. Swanson . . . Barron W. Chandler named Indianapolis district sales mgr., P. R. Mallory . . . Stanley Kempner, ex-*Mart Magazine* (Caldwell-Clements) & onetime TV-radio editor of *Retailing Daily*, named public relations mgr. of Westinghouse TV-radio div., Metuchen, N. J. . . . Norman Wicks resigns as mgr. of business development dept. & adequate wiring bureau, National Electrical Mfrs. Assn., to join General Precision Labs . . . Marcus S. Chacona appointed sales mgr. for GE's TV tables & bases, headquartered in Chicago . . . Manuel H. Rosen, ex-Majestic Radio, named Trav-Ler Radio New England regional mgr., Boston . . . Channing Dichter promoted to mgr. of industrial & military product engineering, GE picture tube subdept., Syracuse; Joseph W. Dreher promoted to mgr. of engineering administration . . . Wilfrid L. Larson, pres. of Switchcraft Inc., Chicago, elected chairman of Assn. of Electronic Parts & Equipment Mfrs., succeeding Theodore Rossman, Pentron; J. Wayne Cargile, Permo Inc., succeeds Larson as vice-chairman . . . James O'Connor appointed Sparton district merchandiser for east-central Texas, headquartered in Dallas.

Paul V. Galvin, Motorola pres., appointed chairman of a permanent RETMA organization committee, in charge of recommending changes in its organizational structure. Other members: Dr. W. R. G. Baker, GE; Max F. Balcom, Sylvania; H. J. Hoffman, Machlett Labs; F. R. Lack, Western Electric; Leslie F. Muter, Muter Co.; A. D. Plamondon Jr., Plamondon Magnetics; Robert C. Sprague, Sprague Electric.

DISTRIBUTOR NOTES: CBS-Columbia establishes factory branch, CBS-Columbia of Southern Ohio, 905 Broadway, Cincinnati (Charles E. Goodmanson, gen. mgr.) . . . Admiral appoints Certified Appliance Distributors Inc., 817 S. Alameda St., Los Angeles, for radios & phonos only, supplementing its factory branch, which will concentrate on TV . . . Crosley-Bendix appoints Lott & Geckler, Cleveland . . . GE appoints Lowry Electric, Williamsport, Pa., replacing Raub Supply Co., Lancaster . . . Admiral transfers Carl Lantz from gen. mgr. of Denver factory branch to Chicago headquarters as asst. to Clarence Tay, gen. mgr. of all distributing branches . . . Motor Radio, Kansas City (Motorola) appoints Gene Abrams sales mgr., replacing Joe Merchand, resigned.

Crosley-Bendix reorganization creates merchandising group at Cincinnati headquarters under F. E. Howell, v.p. of sales & distribution, separating it from field sales force. Herbert J. Allen, TV-radio sales mgr., becomes merchandising mgr. of all electronic products, including TV; James Farrell remains as asst. to Allen; Gene Huber is promoted as additional asst. to Allen. Joseph L. Armstrong, Bendix laundry sales mgr., becomes sales mgr. of all products, including TV. Wm. B. Doyle, ex-Admiral, named merchandising mgr. of all kitchen appliances. Sales regions are increased from 5 to 6—and each regional sales rep will merchandise all products, rather than specialties, calling on fewer distributors.

Stromberg-Carlson div., General Dynamics Corp., will convert present administrative building in Rochester into a factory and will build new \$2,000,000 administrative & engineering building adjacent to it by spring of 1956. John Jay Hopkins, General Dynamics pres.-chairman, and his exec. staff visited Rochester plant July 28; he was interviewed on Stromberg's WHAM-TV by gen. mgr. William Fay, later spoke to management group of 325, predicting bright future for GD's electronics-communications div.

John T. Hickey promoted to gen. mgr. of Motorola transistor manufacturing facility, Phoenix, reporting to Daniel E. Noble, v.p. in charge of communications & electronics div.; Dr. Virgil E. Bottom promoted to director of research & development; Edmund G. Shower, ex-National Union Electric, named product production mgr.

Dr. George A. Morton and Dr. Ernest G. Linder, research scientists at RCA Princeton labs, are members of U. S. delegation to International Conference on Peaceful Uses of Atomic Energy to be held in Geneva, Aug. 8-20.

Buyers guide edition of *Electronics Magazine* is out, listing some 3000 companies manufacturing electronics and/or allied products, classified according to products (McGraw-Hill Publishing Co., \$3).

Save-A-Tube Co., 2116 Walnut St., Philadelphia, is marketing "Save-A-Tube" plug-in unit designed to extend life of receiving tubes by absorbing shock of initial current surge, retails for \$5.95.

Home tube tester called Fil-A-Test, is offered by Bava Co., 3655 E. Canfield St., Detroit, claimed useful for testing CR and regular vacuum tubes. Selling for \$4.95, it operates on flashlight batteries, tests only filament.

Leslie F. Muter, winner of RETMA's 1955 Medal of Honor for contribution to industry, named chairman of committee to pick 1956 winner.

Magnavox retains Robert S. Taplinger & Assoc. for public relations.

William T. Meenam, 68, retired GE supervisor of TV-radio news and broadcasting pioneer who helped set up the broadcasts from Admiral Byrd's 1930 Antarctic expedition, died in Schenectady July 27. His wife survives.

Financial & Trade Notes: Initial portfolio of investments of recently organized Electronics Investment Corp., mutual fund set up by ex-broadcaster Charles E. Salik, Bank of America Bldg., San Diego (Vol. 11:17), was disclosed this week. It's dated July 1, shows total stock & bond investments of \$8,552,635.88 out of \$10,000,000 fund raised by \$5 per share offering of 2,000,000 shares last April. Holdings are as follows (market values as of July 1): 2000 shares of ACF Industries, \$134,500; 6000 American Broadcasting-Paramount, \$174,000; 1000 Babcock & Wilcox, \$95,125; 3000 Bendix Aviation, \$158,250; 2500 Borg-Warner, \$108,750; 4000 Burroughs Corp., \$131,500; 5000 Clevite, \$111,250; 4500 CBS "A," \$123,750; 6000 Consolidated Engineering, \$159,000; 1500 Corning Glass, \$106,875; 1500 Cutler-Hammer, \$115,500; 4000 Garrett Corp., \$146,000; 3500 Gary (Theodore) & Co., partic. common, \$187,250; 3000 General Dynamics, \$178,125; 3000 GE, \$160,875; 2500 General Railway Signal, \$121,562.50; 300 IBM, \$124,200; 4000 Magnavox, \$145,500; 3000 Minneapolis-Honeywell, \$190,500; 1000 Minnesota Mining & Mfg., \$111,250; 2500 National Cash Register, \$104,375; 3000 North American Aviation, \$174,750; 1500 Otis Elevator, \$103,875; 4000 Philco, \$167,500; 200 Philips Gloeilampenfabrieken, \$225,200; 3500 RCA, \$182,875; 7000 Raytheon, \$156,625; 8125 Sperry-Rand, \$230,546.88; 3000 Sprague Electric, \$177,000; 2000 Square "D," \$94,000; 3500 Sylvania, \$169,312.50; 10,000 Texas Instruments, \$136,250; 3000 Thompson Products, \$156,375; 4000 Western Union, \$101,500; 2000 Westinghouse, \$134,750; 2000 Worthington, \$111,000; 1500 Zenith, \$177,375; 3000 P. R. Mallory pfd., \$166,500. Bondholdings consist of \$2,999,064 worth of govts.

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Financial histories of 69 companies in TV-radio-electronics fields, dating from 1950 through first quarter 1955, is a major reference feature of the 1955 Fall-Winter edition of the semi-annual *TV Factbook* which goes Aug. 1 to all subscribers to the full services of *Television Digest*. Dept. was compiled & edited by Edgar N. Greenebaum Jr., Chicago financial consultant on electronics, and has been expanded from previous editions. Whereas the preceding edition contained 62 listings, the new one adds such companies as American Broadcasting-Paramount Theatres, General Dynamics Corp., General Precision Equipment Corp., Hycon Manufacturing Co., Paramount Pictures Corp., Radio Condenser Co., Storer Broadcasting Co. Shown are the exchanges on which traded, capitalization (debt, if any, and shares authorized), sales, pre-tax earnings, net earnings per share, dividends, total assets, price ranges for fiscal years thru 1954 & for first quarter 1955.

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RCA executives expressed confidence this week that they'll achieve 1955 volume of \$1 billion (it was \$940,950,220 last year) as announcement was made of record first half sales & earnings. Consolidated statement shows 6-mo. volume of \$488,510,000, up about 10% from previous record of \$444,369,000 in same period 1954, while net profit rose to \$22,061,000 (\$1.46 per share), up 14% from the \$19,268,000 (\$1.26) for same 1954 period. Sales during second quarter were \$232,205,000, net profit \$9,493,000 (62¢) vs. \$217,760,000 & \$9,202,000 (60¢).

Westinghouse sales in first 6 months of 1955 were \$755,963,000, earnings \$29,417,000 (\$1.73 per share on 16,413,231 shares) vs. \$811,709,000 & \$45,359,000 (\$2.75 on 16,117,026) in same 1954 period. Second quarter sales were \$388,258,000, profits \$16,635,000 (98¢) vs. \$405,172,000 & \$19,073,000 (\$1.15). Drop was said by Pres. Gwilym Price to be due to lower billings for apparatus & defense products plus expense of new production facilities, but he predicted 1955 sales will approach 1954 record of \$1,631,045,480, though with lower earnings.

Hoffman Electronics Corp. reports \$17,354,339 sales and \$419,179 profit after taxes (59¢ per share on 721,528 shares outstanding) for first 6 months of 1955 vs. \$22,916,497 & \$818,683 (\$1.13) for same 1954 period. In quarter ended March 31, net profit was \$309,996 (43¢) vs. \$470,238 (65¢). Sales for all 1954 were \$42,647,008, earnings \$1,485,513. Scheduling of military shipments and seasonal characteristics of TV sales, said pres. H. Leslie Hoffman, accounted for the first-half decline, but he anticipated that both sales and profits for full year will exceed 1954.

American Broadcasting-Paramount Theatres officers & directors who have recently exercised their options to acquire AB-PT stock at \$16.63 (currently around 32), as reported to SEC: Leonard H. Goldenson, bought 50,000 shares, holds 52,450 directly; Walter W. Gross, bought 12,500, now holds 12,600; John Balaban, bought 7500, his total holdings; Robert M. Weitman, bought 12,500, holds 12,533; Edward L. Hyman, bought 12,500, total holdings. Disclosed this week: Overseas Securities Co. has purchased 1000 shares of AB-PT.

Storer Broadcasting Co. net income for 6 months to June 30 was \$1,851,908 (75¢ a share) vs. 1,617,336 (65¢) in same 1954 period; for second quarter, it was \$1,039,919 (42¢) vs. \$814,100 (33¢). On July 1, 1955, company redeemed and cancelled all its 7% cumulative preferred stock at \$107 per share, or aggregate of \$1,605,000.

Standard Coil Products reports loss of \$88,892 on net sales of \$30,638,113 for 6 months ended June 30 vs. profits of \$1,358,996 (92¢ a share on 1,470,000 shares) on sales of \$38,542,948 in same 1954 period, and about twice that in 1953. In first 1955 quarter, profit was 8¢ a share against 28¢ for same 1954 quarter.

General Precision Equipment Corp. 6-mo. earnings were \$2,173,654, or \$1.95 per share on 1,022,882 shares, on sales of \$70,238,745, vs. \$2,541,652 (\$3.37 on 749,509 shares) & \$54,305,196 in same 1954 period. Second quarter earnings were \$1,211,668 (\$1.10) on \$35,985,184 sales vs. \$1,485,993 (\$1.86) & \$30,816,064.

Muter Co. earned \$148,948 on sales of \$6,253,815 in first 6 months, compared to \$130,879 on \$5,926,825 in first half of 1954. In semi-annual report, pres. Leslie F. Muter predicted 5-10% increase in components prices around Labor Day, observing that they're now about 15% below July 1954.

Clevite Corp. net profit went up to \$2,672,957 (\$1.40 per share) for first half of 1955 vs. \$1,646,758 (84¢) for same 1954 period. Company announced plans to expand transistor production and to purchase Intermetall GmbH, Germany.

National Union Electric Co. (C. Russell Feldman, pres.) has purchased most of stock held by estate of late Paul V. McNutt in Cayzor Athabaska Mines Ltd., uranium development near Uranium City, Sask.

Philco Corp. profit-sharing plan, holder of more than 10% of firm's outstanding common stock, bought 3000 more shares recently, sold 198, increasing holdings to 525,659, according to SEC report.

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Dividends: Storer Bcstg. Co., 35¢ payable Sept. 14 to stockholders of record Sept. 1; Gross Telecasting, 30¢ Aug. 10 to holders July 29; Standard Coil Products, 25¢ Aug. 16 to holders Aug. 5; Indiana Steel Products, 25¢ Sept. 10 to holders Aug. 23; Baltimore Radio Show Inc. (WFBR), 10¢ Sept. 1 to holders Aug. 15; P. R. Mallory, 50¢ Sept. 10 to holders Aug. 15; Westinghouse, 50¢ Sept. 1 to holders Aug. 8; Stewart-Warner, 5% stock div. plus 45¢ Sept. 10 to holders Aug. 12; General Dynamics, 55¢ Sept. 10 to holders Aug. 18; Stanley Warner, 25¢ Aug. 25 to holders Aug. 8; Seeger Refrigerator, 65¢ Sept. 2 to holders Aug. 8.

Color Trends & Briefs: Summarizing NBC's fall-winter color plans (p. 2), exec. v.p. Robert Sarnoff added several features not previously announced. One is Davis Cup tennis finals Aug. 27, 2:30-5 p.m., and Aug. 28, 2-5 p.m. Another is Mozart's opera *The Magic Flute*, Sun. Jan. 15, 4-6 p.m. Sarnoff also confirmed that all World Series games originating from New York will be colorcast, as will 4 NCAA football games—Miami-Georgia Tech, Sept. 17; Notre Dame-Michigan State, Oct. 15; Iowa-Michigan, Oct. 29; Army-Navy, Nov. 26.

"Blockbuster" of the NBC schedule in terms of volume and of receiver demonstration by dealers, will be *Matinee*, 3-4 p.m. 5 days a week, live drama from Hollywood starting Oct. 3. Also highly "demonstrable" will be daily 5:30-6 p.m. *Howdy Doody*, going permanently into color Sept. 12.

Once-a-month spectaculars will be: *Color Spread*, Sun. 7:30-9 p.m., starting Sept. 11 with *The Skin of Our Teeth*, starring Helen Hayes & Mary Martin; *Max Liebman Presents*, Sun. 9-10:30 p.m. beginning Oct. 1 with *Heidi*; *Producers' Showcase*, Mon. 8-9:30 p.m. starting Aug 22; *Milton Berle Show*, Tue. 8-9 p.m., first Sept. 27. Approximately once a month, Maurice Evans will present *Hallmark Hall of Fame*, Sun. 4-5:30 p.m., frequently in color, starting with *Alice in Wonderland* Oct. 23.

Beyond the foregoing, Sarnoff stated, there will be a steady series of color inserts in *Today*, *Home & Tonight*. And the ambitious bi-weekly *Wide Wide World*, Sun. 4-5:30 p.m., now wholly sponsored or optioned by General Motors divs., will include frequent color segments, starting Oct. 16.

CBS officials still report situation "fluid" as regards final color schedule—but average of some 3 hours weekly is expected, as against NBC's 9-10. Announced to date: monthly *Shower of Stars*, Thu. 8:30-9:30 p.m., starting date not set; *Ford Star Jubilee*, Sat. 9:30-11 p.m., beginning Sept. 24. Majority of *Omnibus*, Sun. 5-6:30 p.m., first Oct. 9, will be in color. And 6 big 90-min. film shows produced by Orson Welles will be colorcast.

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Local color originations: (1) KRON-TV, San Francisco, is one of most active, in July 22-30 week offering all live commercials in color during 1-3 p.m. daily *Golden*

Gate Playhouse, plus whole 3-3:30 p.m. daily *Exclusively Yours* in color, plus one-shot half-hour color film *Champions All*. (2) WTVT, Tampa, has been colorcasting 4:30-5 p.m. daily film show since April 1. (3) WABD, New York (DuMont) reports ad agencies jumping at its offer of free time to permit sponsors to experiment with color. Mgr. Ted Cott said that after technical improvements have been completed, substantial stepup in color schedule will be achieved, particularly in film. Presumably, new "Vitascan" equipment (Vol. 11:21) will permit live colorcasts. (4) WIS-TV, Columbia, S. C., has begun distributor-dealer promotion, called "Operation Rainbow," with goal of getting public color-conscious by time of station's color debut Sept. 11. (5) RCA shipped 3-V color film cameras this week to WCAU-TV, Philadelphia & upcoming KCRA-TV, Sacramento, due in Aug. (6) WBAP-TV, Ft. Worth, now originates 11 hours weekly.

Here's how RETMA's new pres. H. Leslie Hoffman sizes up the upcoming color receiver market, as expressed in July 27 letter to shareholders: "The company has maintained a research staff on color television and was the first to introduce the new 21-inch set the early part of the year. Since then a limited number have been produced and sold and have given very excellent performance in the field. It is anticipated that with the telecasting of the World Series, college football and the material increase in color programming, color will begin to be a factor in the market this fall, and your company is in a good position to capitalize on it without exposing itself to any sizable hazard."

First big color year will be 1957, according to *Billboard Magazine's* survey of networks, stations, agencies, sponsors, etc. Respondents were asked: "When do you expect there will be an adequate circulation of color TV sets to warrant your engaging in color programming?" Total of 107 named 1957, 59 picked 1958, 29 picked 1956. Asked whether "there has been an undue delay in the expansion of color TV circulation," 100 said "yes," 113 "no."

Network color schedules for next 2 weeks: NBC-TV—Aug. 1-5 & 8-12, *Matt Dennis*, Mon.-Wed.-Fri. and *Vaughn Monroe*, Tues.-Thu., 7:30-7:45 p.m.; Aug. 1-5, segments of *Home*, 11:45-noon.

Proposed "Commprovision" closed-circuit wired system for Douglas, Ariz. (Vol. 11:24) has been withdrawn, according to I. W. Brayer, who has taken over an uncompleted regular community system there. Brayer, who owns Whitey's Radio & TV Co. in Phoenix as well as Whitey's TV & Co., Douglas, said community system hadn't been completed because of engineer's opinion that satisfactory signal couldn't be received. He reports, however, that his group recently managed to bring in usable picture of KTVK, Phoenix, at Saddle Gap Mt., 263 mi. from station, send it down to Douglas via cable. He plans to add 2 more stations to system.

Sale of radio WKLO, along with CP for off-air WKLO-TV, Louisville, Ky. (Ch. 21) for \$350,000 to ex-Secy. of Commerce Charles Sawyer's Great Trails Bestg. Corp. (Vol. 11:27) was approved last week. Selling group is headed by E. R. & Harold J. Plunkett, Emanuel Levi & Milton S. Trost. Great Trails operates radio WING, Dayton, has interests in Ohio radio stations WCOL, Columbus & WIZE, Springfield, also controls Ohio newspapers *Lancaster Eagle-Gazette* & weekly *Waverly Watchman*. Return of TV to air is planned when "operation may be resumed on another channel," WKLO-TV having asked for Ch. 7 in deintermixture petition (Vol. 11:23).

The WAAM fellowship at Johns Hopkins, awarded annually by the Baltimore station for graduate studies in TV and valued at \$4500-\$6000, has been awarded for 1955-56 to John J. Moffitt, WEWS, Cleveland.

Three microwave applications to serve community antenna systems granted by FCC recently: (1) Antenna Service Co. Inc., to bring Phoenix signals to proposed systems in Clifton, Morenci, Stargo & Plantside, Ariz. (2) Teleview Networks, for relaying signals of KOOK-TV, Billings to system in Sheridan, Wyo. (3) Inland Empire Microwave Co., to transmit Spokane signals to systems in Pasco-Kennewick-Richland, Wash. area.

The \$469,000 sale of WHIM, Providence, to Headley-Reed's Frank W. Miller (Vol. 11:28), was approved by FCC this week. This clears way for Robert T. Engles & C. George Taylor (12½% of WHIM each) to acquire 13% of WPRO-TV (Ch. 12).

S. H. Patterson, owner of KSAN-TV, San Francisco (Ch. 32), himself a former preacher in Kansas, has leased United Paramount's 2150-seat State Theatre on Market St. for his Radio Prayer League and proposes to use it as an interdenominational evangelistic center.

CP for experimental booster in Hawaii, held by Iresco Inc., Santa Monica, Cal., was relinquished after grantee told FCC stations whose signals it was to rebroadcast have withdrawn permission.

AT&T network interconnections scheduled for Aug.: KRNT-TV, Des Moines, by Aug. 1; WHIS-TV, Bluefield, W. Va., Aug. 8; WXEX-TV, Petersburg, Va., Aug. 15.

Television Bureau of Advertising (TvB) lists 153 members with addition this week of Westinghouse's 4 stations.

The subscription TV picture: (1) Off-air WFMZ-TV, Allentown, Pa. (Ch. 67) informed FCC it's willing to serve as guinea pig for 3-year tests, said it neither favors nor opposes pay-TV. Under its plan, outlined in 89-p. document, subscription-TV proponents would foot bill for decoders, first 5000 to be installed by Dec. (2) Demonstrations of Zenith's pay method, for purpose of checking effects of co-channel and adjacent-channel interference, will be conducted in Chicago Aug. 18 for benefit of FCC engineers Hart Cowperthwait and Edward Chapin. (3) *Tide Magazine*, in July 30 issue, says poll of its "leadership panel" of agencies, sponsors and public relations men shows 70% believe toll TV should be given a try. (4) Two more Congressmen got on record on the subject, Rep. Lane (D-Mass.) saying there's room for free and fee TV, Rep. Radwan (R-N.Y.) rejecting the idea of "scrambled phony-vision." (5) General Teleradio chairman Thomas F. O'Neil says he's "neutral" on subject; WOR-TV has been used for tests, and his company owns 5000 out of pay-TV proponent Skiatron's 1,200,000 shares.

Defense Dept. suddenly dropped opposition to new 1610-ft. tower proposed by KSWs-TV, Roswell, N. M., after opposing it in Airspace Subcommittee and at FCC hearing as an air navigation hazard (Vol. 11:11, 21). Commenting on recent initial decision in favor of station (Vol. 11:27), Pentagon this week told Commission it still considers tower a menace, but that "operational requirements necessitate the immediate removal of the present KSWs-TV tower [and] this can be most expeditiously accomplished by consenting to the grant of the pending application." Defense Dept. said its action is based upon "purely practical—not legal—considerations."

British Broadcasting Corp.'s TV service, which derives its revenues from the £3 (\$8.40) tax on receivers, and from part of 50% manufacturers excise tax on sets now selling at rate of more than 1,000,000 a year, during last fiscal year paid its own way for first time, BBC reported this week. Postoffice Dept. reported it had issued more than 1,250,000 TV licenses during the last year to bring total to 4,500,000. It also reported loss of 2,500,000 radio licenses (now totaling 26,000,000), presumably to TV, in second 1955 quarter, while estimating "adult TV public" at same time rose from 9,000,000 to 12,700,000.

General Teleradio now owns 5 TV stations outright, with FCC's approval this week of its purchase of WEAT-TV (Ch. 12) & WEAT, W. Palm Beach for \$194,000 (Vol. 11:27). Its other wholly-owned stations are in N. Y., Los Angeles, Boston & Memphis; it's selling to CBS its 55% of WGTH-TV, Hartford (Ch. 18). WEAT-TV seller J. Robert Meachem remains as mgr. for 5 years at \$12,000 annually.

Permission to sell CP for WAGE-TV, Marquette, Mich. (Ch. 6) to local radio WDMJ, subsidiary of *Marquette Mining Journal*, for \$20,000, was granted this week (Vol. 11:28). New owner is Frank J. Russell, who also controls *Iron Mountain (Mich.) News* and radio WMIQ, Iron Mountain. Sellers are Jerome Sill (67%) and Herbert R. Herzberg (33%).

Georgia's ex-Gov. E. D. Rivers Sr. no longer holds any TV interests, having obtained FCC approval this week for \$90,000 sale of his 59% holdings in CP for WOBS-TV, Jacksonville (Ch. 30) & WOBS to 21% owner Jim Macri (Vol. 11:27). Previously, he disposed of CPs for WCTV, Thomasville, Ga. (Ch. 6) and WMIE-TV, Miami (Ch. 27).

J. Elroy McCaw's purchase of pre-freeze KFEL-TV, Denver (Ch. 2) for \$400,000, plus assumption of some \$350,000 in liabilities (Vol. 11:25, 28), was approved by FCC this week. McCaw also operates KTVW, Tacoma (Ch. 13), owns 25% of KONA, Honolulu (Ch. 11), has interest in 5 radio stations.

FARM TV SET counts in Idaho and Utah were tabulated this week by U. S. Census Bureau as part of its annual Census of Agriculture. Based on 20% sampling in Oct.-Nov. 1954, census shows TV set penetration of 43% in Utah, and nearly 30% in Idaho. Utah's relatively high penetration—despite fact that Salt Lake City's 3 stations are only ones picked up in state—is due to extremely heavy farm TV set ownership in the counties within range of Salt Lake. Idaho figures indicate sparser distribution of farm viewers, though 7 stations can be received in various parts of state—2 in Boise, one each in Twin Falls & Idaho Falls, 3 from Spokane, Wash.

We'll continue to give full county-by-county farm TV count for each state as soon as they are tabulated (other state counts appear in the last 3 issues of *Television Digest*). Here's count for Idaho & Utah:

IDAHO					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Ada	2,007	879	Gooding	1,038	49
Adams	283	38	Idaho	1,090	79
Bannock	873	267	Jefferson	1,247	588
Bear Lake	759	73	Jerome	1,122	135
Benewah	440	109	Kootenai	1,324	494
Bingham	2,160	840	Latah	1,309	445
Blaine	320	55	Lemhi	491	4
Boise	142	33	Lewis	391	78
Bonner	1,150	373	Lincoln	413	73
Bonneville	1,482	684	Madison	902	413
Boundary	596	128	Minidoka	1,067	208
Butte	271	67	Nez Perce	938	156
Camas	131	12	Oneida	485	246
Canyon	4,183	1,725	Owyhee	744	310
Caribou	578	145	Payette	1,113	387
Cassia	1,225	296	Power	397	154
Clark	67	42	Shoshone	168	41
Clearwater	386	62	Teton	447	102
Custer	290	54	Twin Falls	2,406	279
Elmore	407	94	Valley	206	47
Franklin	1,098	403	Washington	776	124
Fremont	891	372			
Gem	916	241	State Total	38,735	11,404

UTAH					
County	Total Farms	Farms with TV	County	Total Farms	Farms with TV
Beaver	342	—	Rich	275	38
Box Elder	1,660	1,042	Salt Lake	2,072	1,598
Cache	2,184	1,033	San Juan	272	5
Carbon	315	37	Sanpete	1,363	556
Daggett	49	—	Sevier	923	107
Davis	1,333	989	Summit	443	219
Duchesne	892	24	Tooele	309	214
Emery	718	21	Uintah	867	7
Garfield	329	1	Utah	3,179	2,264
Grand	59	1	Wasatch	340	109
Iron	465	—	Washington	637	—
Juab	337	179	Wayne	290	—
Kane	162	—	Weber	1,477	973
Millard	1,094	242			
Morgan	237	136	State Total	22,825	9,795
Plute	202	—			

RCA attorney Samuel Ewing testified this week before a Senate subcommittee that Air Force Secy. Talbott had continued to seek a contract with RCA for management consultants Mulligan & Co., in which he was partner, even after RCA had expressed doubts about contract's legality and propriety. Letter from RCA Chairman Sarnoff saying Talbott had never attempted to use the influence of his office to induce him to do business with the Mulligan firm was introduced in the record. The letter was sent, said Sarnoff, "in fairness to Secy. Talbott and at his request." On last day of hearings, Talbott announced his resignation from Mulligan & Co. but denied planning to resign secretaryship.

Good reading: Question-&-answer interview with Clair R. McCollough, WGAL-TV, Lancaster, Pa., TV chairman of NARTB, on his observations of upcoming commercial TV system in Great Britain and of plans to convert from AM to FM there, as well as on broadcasting in France; in July 25 *Broadcasting-Telecasting*.

Cooperative newsfilm exchange among Canadian stations has been set up under leadership of Walter Blackburn, pres., CFPL-TV, London, Ont.