

Television Digest

with **ELECTRONICS REPORTS**

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ALLOCATIONS DISCUSSED by FCC, no agreement reached. Plan to make eastern U. S. all uhf in 10 years to be examined, along with deintermixture (p. 1).

NO ANTI-NETWORK ACTION by Congress or FCC likely this year, despite Bricker's blast, but Justice Dept. continues quiet probe of network program control (p. 1).

EDUCATIONAL TV eyed enthusiastically by underdeveloped countries; Uncle Sam willing to aid worthy projects with foreign aid dollars, expert advisors (p. 3).

SECOND-RUN MYSTERY: Why did "A Night to Remember" —hailed by critics as TV landmark—take 10-point rating dive in widely ballyhooed re-run (p. 4)?

WORLD RADIO CIRCULATION now exceeds daily newspapers for first time, reports UNESCO, noting 41% increase in 5 years. NBC surveys European TV (p. 5).

FCC "INFLUENCE" PROBE by House Small Business Committee assailed by GOP Committee member as "improper" and politically motivated (p. 5).

CAPEHART ASSETS SOLD to principals of Gross Distributors, who plan to continue brand name. Admiral plans big production push in 3rd quarter (p. 11).

RECORD RCA PROFIT, SALES reported for first quarter—earnings of \$12,727,000, sales of \$27,848,000. Gen. Sarnoff foresees \$2 billion volume by 1966 (p. 15).

NEW VHF STARTERS: WRGP-TV, Chattanooga, and KDWI-TV, Tucson. Elmira uhf WTVE returns to air after 19 months, bringing on-air total to 469 (p. 8).

POLITICS ON TV: Eisenhower to make 5 or 6 TV speeches, Democrats open bids for \$2,100,000 in network TV-radio time; Magnuson promises political probe (p. 8).

COURT OF APPEALS upholds Shreveport Ch. 6 grant. Storer seeks shift of uhf KPTV, Portland, Ore. to Ch. 3, channel to come from Salem (p. 10).

VIEWING CONDITIONS and proper lighting reviewed by American Optometric Assn., which frowns on too-great room-screen contrast, too close sitting (p. 10).

FCC DEBATES ALLOCATIONS; NO AGREEMENT YET: FCC continued allocations discussions this week, still hasn't agreed on anything. Looking into every idea proposed to date, on May 8 it plans to examine concept of moving all stations east of the Mississippi to uhf in 10 years -- in addition to taking another whack at the deintermixture channel shifts debated last week (Vol. 12:17).

No one at Commission predicts with confidence what will finally be agreed upon. At the moment, however, odds seem to favor the issuance of proposed rule-making on the deintermixture theme -- but you'll find few willing to predict that deintermixture finally will be adopted when rule-making is concluded.

Prospects of the "move-everyone-to-uhf" idea are even more uncertain. Nonetheless, it's considered conceivable that plan could be issued as a proposal, with industry invited to submit comments on it as well as on deintermixture -- but the chances of its ultimate adoption are regarded as extremely small.

Whatever FCC does propose eventually, it's expected that parties filing comments will be required to go into extensive detail to back their positions, and that some oral testimony may be required. Estimates as to how long the whole proceeding would take vary tremendously. "Fall" is earliest date mentioned for final action, while some prognosticators visualize something taking years.

Senate Commerce Committee Chairman Magnuson (D-Wash.), meanwhile, says he's asked his staff to prepare report for him on the committee's whole allocations-uhf investigation. "I don't know if we'll issue an interim report," he adds. "We'll decide after we read the staff report."

CONGRESS ANTI-NETWORK ACTION UNLIKELY: Despite Sen. Bricker's "monopoly" charges against CBS & NBC (Vol. 12:17) and their impact on the industry, Capital realists feel there's little chance of any Congressional or FCC restrictions on the networks this year. Anti-trust action may be something else again -- the Justice Dept. is "investigating" networks, and at the moment nobody knows what will come of this.

At-a-glance rundown of 3-pronged govt. investigation of networks indicates these prospects, as of today:

(1) Congressional response to Sen. Bricker's charges has come mainly from a few crusading Democrats. His own Senate Commerce Committee is understood to be far from convinced by his report on the networks. Certainly it will take no action on his controversial network-control bill until after network presidents tell their side of story next month. With Congress aching to go home by July 15, there seems to be little time for action -- even if there were any inclination.

(2) FCC will probably sit tight on any network actions until its own study committee makes its final (and probably only) report -- not due until July 1, 1957.

(3) Justice Dept. is actively investigating anti-trust aspects of network control over programs, as revealed by chief trust-buster Stanley N. Barnes last March (Vol. 12:5). Its agents currently are collecting information from independent TV film producers and distributors in Hollywood. Justice Dept. has conferred with Senate Commerce Committee staff TV investigators. But the department works in silence -- and there's absolutely no telling whether it will act at all.

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Only network chieftain to make direct reply to Bricker's charges was CBS president Frank Stanton, who called them "utterly without foundation," accusing the Senator of being "highly selective in his choice of 'facts'."

How can CBS be a "monopoly," asked Stanton, when it owns less than 1% of all TV stations, receives only 3.2% of national advertising dollar, 20% of TV advertising dollar, and its programs occupy less than 17% of all U.S. station-hours?

"As is known to even the most casual observer," he stated, "the field of TV networking is one of the most intense competition -- not only among the 3 TV networks but between TV networking and all other national advertising media...."

He accused Bricker of presenting "grossly inaccurate picture" in his account of network profits, of ignoring conventional share-of-market yardstick to determine existence of monopoly. By using profit figures as percentage of investment in physical facilities, Bricker has "ignored the fact that through the end of 1952 CBS invested a total of \$53,100,000 in TV networking without earning a penny in profits."

CBS-TV network's profits in 1954, after taxes, were only 4.6% of sales, he pointed out -- compared with average of 6.1% for 3000 leading U.S. companies. On other hand, profits of 377 independently owned TV stations averaged 9% of sales, he said, giving these examples of average station profits in selected markets: Detroit (3 stations) 22%, Milwaukee (3) 21%, Boston (2) 25%, St. Louis (4) 22%. CBS's three owned stations' profits averaged 23% of sales. "We estimate that in 1954, the total net profits of 7 independently owned affiliates exceeded the net profit of the entire CBS network," he said.

NBC chose to keep silent, but at April 28 Washington banquet celebrating 10th anniversary of Meet the Press (Vol. 12:17), pres. Robert W. Sarnoff dwelled heavily on the contribution of networks to TV service and public interest.

He pointed to networks' functions in keeping public informed on vital issues and enriching cultural life -- sometimes at heavy cost in elaborate sustaining programs. "Our constant aim," he said, "is to increase the size of this discriminating audience and to help raise the general taste to higher levels..."

"Yet this nationwide network service is still less than a decade old," he continued. "Considering its youth, its record of progress is, I believe, impressive. No other program source and no other medium can even approach the scope, variety and volume of daily services provided by the networks. Their schedules include the best of the stage and screen; the sports arena; concert and lecture hall; the newspapers and magazines; the pulpit and university; plus many forms unique to TV.

"The task of the networks is to satisfy the diverse tastes and interests of a nationwide public; and their success depends on the public's voluntary acceptance of what they offer. The extent of this acceptance is indicated by the fact that within 10 years, the public has bought over 37,000,000 TV sets; and has brought into being a major industry which has grown faster than any other in American history."

ABC officials, too, declined direct comment on Bricker's report -- but v.p. Ernest Lee Jahncke reiterated that "regardless of the subject under discussion, the

way to solve TV's biggest problems is to solve the question of access to markets; there must be 3 competitive TV channels in each major market, so all networks may compete on an equal basis."

Presidents of the 3 networks are expected to present extremely detailed testimony next month before Commerce Committee. Meanwhile, investigation chief counsel Kenneth Cox and communications expert Nick Zapple spent week in New York, presumably gathering material for network probe, following up their recent west coast trip.

Sen. Bricker plans to present new network financial figures at hearing next month -- based on FCC's 1955 profit data. One Bricker aide said this report will show CBS & NBC had more than 50% of industry's total revenue in 1955 -- up from 41% in 1954. Bricker's office reports demand for copies of his report from several other committees of both houses of Congress. Rep Celler's anti-trust subcommittee has invited him to testify when it begins "concentrated hearings on TV monopoly" next month. Staff of Rep. Evins' small business subcommittee, which recently subpoenaed CBS & NBC documents (Vol. 12:11-12) is studying report, hopes to resume its probe of FCC shortly, despite vitriolic Republican attack on inquiry (see p. 5).

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FCC's network study group, meanwhile, still aims for final report July 1957 -- not planning any public announcements until then. It remains quiet, studying everything it thinks pertinent, listening to everyone with a grievance or defense.

It will questionnaire network affiliates shortly, duplicating some of queries propounded in Senate Commerce Committee's mail quiz, replies to which are due next Mon., May 7 (Vol. 12:15) -- and asking many others. It will also question program producers and anyone else it feels has something to offer, but doesn't intend to get into problems of allocations or subscription TV.

Careful, conservative staff director Roscoe Barrow has been spending alternate weeks in Washington and at U of Cincinnati, where he's dean of law school. Exec. secy. Louis H. Mayo is at Commission full time.

U.S. DOLLARS AID FOREIGN EDUCATIONAL TV: The U.S. Govt. is putting up foreign aid dollars to back the inauguration and development of educational TV in overseas nations whose economies can't justify the luxury of TV for entertainment purposes.

From small beginnings, this new idea may open up vast new vistas of trade to American TV equipment manufacturers. From the standpoint of U.S. foreign policy, it makes possible the exploitation of the most powerful information medium ever devised to tell the American story -- through VOA programming -- in the underdeveloped countries which form the ideological battleground of the cold war. In the nations where hunger and illiteracy are major problems, TV is an unexcelled tool for mass education -- and by bringing with it a new industry, TV creates new jobs.

Pilot project in American foreign TV aid is now expected to get on air this summer after 2 years of preparation, snags and conflicts. It's to be first TV station in Lebanon, in the heart of the explosive middle east. The idea originated with the Lebanese themselves (U.S. Govt. will aid approved foreign educational TV projects, but won't initiate them). Lebanese Govt.'s original plan was to buy TV equipment for proposed course in TV-electronics at Beirut Vocational School, to help train some of the 200 engineers who will be required to operate and maintain TV stations in Arabian countries during the next 2 years.

Lebanese President Chamoun and his cabinet became interested in the project, decided they wanted on-air station rather than closed-circuit equipment. First they planned to use 18-watt transmitter, but project snowballed when Minister of Education began to see vast non-technical in-school education possibilities in TV system and insisted on 100-watt transmitter for wider coverage.

Plans for station were worked out by RCA sales engineers with Lebanon Govt. It will use same 525-line standards as U.S., operate on Ch. 7 -- opening another potential market for American-made receivers.

To finance project, Lebanese Govt. appropriated \$85,000, then got U.S. approval of plans and foreign aid grant of additional \$45,000 from U.S. International Cooperation Administration. Project was called to attention of Ford Foundation,

which made grant of \$38,000 -- its first in foreign TV field -- to be used for basic equipment in vocational training in TV-electronics engineering. U.S. Govt. is expected to provide station operation experts under technical assistance program. And the new outlet is expected to join the worldwide network of TV stations telling the story of the United States through Voice of America programming.

As in other undeveloped countries, Lebanon's first need is for education and jobs -- entertainment TV can come later, or in hours when station isn't needed for education. Their eyes on the Lebanese pattern, more and more countries are now thinking of TV -- not as an entertainment luxury, but as an educational necessity. Serious interest in starting educational TV systems is being shown now by govts. of Pakistan, Indonesia, Egypt, Iran, Nationalist China -- even Belgian Congo.

One of the chief missionaries for the educational approach to overseas TV is Voice of America deputy director Robert Button, former NBC-TV account executive, who calls educational TV "the key to an electronic boom the world around."

"We can put educational TV in any city with a university any place in the world," he says. "And wherever there is a teacher shortage, the idea is taking root." He looks upon U.S. equipment makers as unofficial ambassadors for American policy. "The infantry in this operation is the man who goes to the government concerned and sells it on the idea of TV as an educational tool." If American equipment is used, and U.S. Govt. approves final plans, foreign countries may qualify for ICA grants and technical assistance. The approach to U.S. for foreign aid must be made by the foreign government itself.

First educational TV station in middle east is British-built, but its programming will be supervised under American auspices. It's Iraq's first station, supplied by Pye of Britain, which went on air this week in Baghdad. Iraq Govt. found itself without know-how to operate station, called on U.S. Govt. ICA dispatched Vance Hallack, ex-NBC, as TV consultant to Iraqi Govt., to help get station going, train personnel, etc. Of course, U.S. hopes Iraq will use some VOA programming.

'A NIGHT TO REMEMBER'—WHAT HAPPENED? A humbling reminder that no one can predict how the viewing public will react was the rating of May 2 repeat performance of Kraft TV Theatre's superb dramatization of Walter Lord's "A Night to Remember."

If you place any stock in ratings, the audience drop-off between first and second showings of the dramatic account of sinking of the Titanic constituted a Madison Ave. debacle. The 15-city Trendex: March 28 performance, 28.9; repeat, 18.9.

Relatively small audience was surprising since original show received more raves from critics than any other TV drama this year. It was ballyhooed by full-page ads placed in newspapers in 10 cities by J. Walter Thompson agency, and by ads on TV pages of major newspapers by sponsor, on day of repeat showing.

Results contrast sharply with ratings of some other repeat experiments. Last year's live repeat of Rod Serling's "Patterns" on same show 3 weeks after the first performance achieved Nielsen rating of 30.4, down only slightly from 31.6 of original showing (Vol. 11:7). On Disneyland show, re-run film segments have out-rated the initial performances, sometimes even on third showing.

Among possible explanations for disappointing "second-day" audience, producer J. Walter Thompson Co. gives greatest credence to theory that too much time elapsed between initial performance and repeat (5 weeks) to harness impact of word-of-mouth advertising. Other factors which may have contributed: (1) Daylight Saving Time began during interval between the 2 performances. (2) Competition from night baseball telecasts in some areas. (3) Fact that second performance was kinescoped -- and announced as such by most TV columnists -- could have scared some viewers away.

We have repeatedly argued that top TV performances shouldn't be allowed to die after one show, but should be repeated as soon as possible -- while they're still conversation pieces (Vol. 11:17 et seq.) "A Night to Remember," with its huge cast, elaborate production and expert performances, was one of TV's landmarks, and well worth repeating. But results in this case shouldn't deter other sponsors from experimenting further -- particularly with more rapid repeats -- of widely acclaimed TV shows. TV ought to make the most of its best.

WORLD RADIO CIRCULATION exceeds that of daily newspapers for first time, reports United Nations Educational, Scientific & Cultural Organization in new 264-p. survey, *World Communications*, based on 5-year study. Survey found people of the world get news and information on 257,000,000 radio receivers, 44,000,000 TV sets and by 255,000,000 copies of daily newspapers.

"A striking development" in the last 5 years, as reported by UNESCO, "has been the sharp increase in the world total of radio receivers, which for the first time exceeded the number of copies of daily newspapers. World press circulation rose by 14%, while radio receivers increased by 41%. The biggest gains of both were scored in the economically less-developed countries." Also covering motion pictures, survey found 130,000 movie theatres in the world, their "weekly total of spectators equalling one-tenth of the world's population."

North Americans own half of world's radio receivers, Europeans 30%—while Europeans buy 38% of the world's daily papers and North Americans 24%. U. S. was credited with 127,000,000 radios, 55,000,000 daily newspaper circulation. USSR has 20,000,000 radios, 44,000,000 daily paper copies. For United Kingdom, figures were 13,873,000 radios, 31,000,000 newspapers. Breakdown of radios, newspapers, movie theatres and TV are given for all countries (although TV figures are now so dated as to be meaningless, and predate those in international TV directory of our Spring-Summer *Television Factbook*).

The UNESCO survey, *World Communications* (3rd edition), will be available soon through Columbia University Press, 2960 Broadway, N. Y.

Meanwhile NBC's London director Romney Wheeler has completed survey of TV in western Europe, giving these country-by-country breakdowns on sets-in-use as of April 10, and potential growth:

Belgium, 85,000 sets, increasing 7-8000 a month, with potential of 1,000,000 receivers. Denmark, 18,000, increasing 2000 a month, expected maximum of 350,000 in 8 years. France, 350,000 licensed sets, increasing 10,000 a month, with 450,000 due by end of year, 700,000 by end of 1957 and 1,000,000 sometime in 1958. Western Germany, 350,000 sets, 800,000 by end of year, 1,000,000 by Easter 1957. Switzerland, 12,000, increasing 600-900 monthly, eventual maximum 400,000. Italy, 300,000.

He reported these audiences for commercial stations in the small European countries: Luxembourg station reaches 20,000 sets in France, Belgium & Luxembourg. Tele-Saar reaches 2000 in Saar & French Lorraine. Tele-Monte Carlo, 5000, mostly in Southern France. Wheeler estimates western European TV set count (excluding England) will increase from today's 1,250,000 to 2,000,000 by Jan. 1, and 4,000,000 by 1958.

New BBC director of TV broadcasting as of July will be Gerald Beadle, succeeding Sir George Barnes who leaves to become principal of University College of North Staffordshire. Cecil McGivern becomes deputy director, while Robert McCall resigns as asst. director of TV. Major BBC-TV problems, according to Beadle, are a second TV program and color. "A second BBC television program," he said, "is absolutely necessary if a really comprehensive service is to be offered to the public."

Australian TV grantee General TV Corp., Melbourne, has ordered 2 GPL 16mm video recorders. Station is due to open this summer, make heavy use of recorders during Nov. Olympic Games.

Hungarian Govt. has ordered remote TV broadcast equipment from Pye Ltd., Cambridge, England.

ATTACK ON small business subcommittee's "influence" probe of FCC and networks (Vol. 12:11-12) was unleashed on House floor May 2 by Small Business Committee member Rep. Hill (R-Colo.) who accused Rep. Evins' subcommittee of playing politics in investigations which "have no small-business implications." Evins' subcommittee is the one which recently subpoenaed all CBS & RCA-NBC books and records relating to FCC cases, held one day of hearings and then recessed investigation until further notice.

Waving subcommittee's Dec. 21 questionnaire to FCC, Rep. Hill expressed "grave doubt of the propriety of any committee asking some of these questions." He charged that document "appears to be the work of a disgruntled employe of FCC, or someone outside of FCC with a particular ax to grind"—immediately denied by subcommittee staff members. He inserted copy of questionnaire in the record. Among the information sought:

(1) Details of each comparative TV case since July 1, 1953, including name of examiner, staff reports & memoranda, names of Commissioners present at arguments, "straw votes" taken by FCC, informal or preliminary decisions or opinions, court appeals, communications "outside the record" to Commissioners.

(2) "All staff reports or analyses on the problem of TV allocation," together with action taken on each report.

(3) Amounts spent for travel by Commissioners and top FCC officials, and lists of "expenses incurred or honorariums or gifts received" by them and paid or given by outside persons or groups.

(4) Ownership of vhf & uhf stations, classified by categories—networks, newspapers, manufacturers, etc.; lists of multiple owners of TV stations; revenues of networks; profits, losses & revenues of uhf stations.

(5) Lists of employes, texts of FCC "surveys," names of personnel assigned to various projects, etc.

Subcommittee staff says Commission has answered most questions, still owes it some information.

To legitimize illegal vhf boosters, Rep. Don Magnuson (D-Wash.) this week introduced HR-10944 to force FCC to license them. He said he believes Commission will never authorize vhf boosters, even if courts rule in their favor. Commission's proposed alternative, authorization of uhf "translators," is no "practicable solution," he said. He declared they'd cost too much, give poor coverage, require set conversion. His bill would direct Commission to issue rules covering vhf boosters, licensing them wherever they won't "cause harmful interference with the reception of any licensed electromagnetic transmissions." Such rules would have to be proposed within 6 months of bill's passage. All existing boosters—and Magnuson estimates there are 70-200—would be given "reasonable time" to comply with rules, remaining on air as long as they cause no interference. Meanwhile, Commission is working on uhf translator proposal, may well finalize it in month or so—regardless what it does on other allocations problems.

Radio sales totaling over \$800,000 approved by FCC this week: (1) WCOP, Boston, for \$457,500 (Vol. 12:13) by owners of *Boston Post* to Plough drug firm. (2) KTSA, San Antonio, for \$306,000 (Vol. 12:14) by auto dealer O. R. Mitchell to McLendon Investment Corp. (Gordon McLendon). (3) KIFI, Idaho Falls & KWIK, Pocatello, Ida., for \$47,799. J. Robb Brady Trust acquiring control by buying the 50% held by Frank Carman, Grant Wrathall and Edna O. Power. Carman-Wrathall interests recently sold holdings in KUTV, Salt Lake City (Ch. 2) and KLIJ-TV, Twin Falls, Ida. (Ch. 11), along with radio properties to A. L. Glasmann family (Vol. 12:10). Carman now owns and operates Salt Lake City radio KLUB (formerly KUTA) and Wrathall holds CP for KPOO, San Francisco.

Personal Notes: Louis G. Cowan, serving since last Aug. as supervisor of *Good Morning with Will Rogers Jr. & Captain Kangaroo* on CBS-TV, elected v.p.-creative services of CBS Inc., functioning as program adviser to chairman William Paley & pres. Frank Stanton; he continues to retain ownership of Louis G. Cowan Productions (*\$64,000 Question*) . . . Robert E. Kintner, ABC pres., to address Broadcast Advertising Club at Chicago's Sheraton Hotel May 16 on "The Future of ABC" . . . Theodore B. Grenier promoted to chief engineer, ABC western div., Hollywood, replacing Cameron G. Pierce, now pres. of new Ling Electronics Inc., Los Angeles . . . Donald Manson, who retired in 1952 as gen. mgr. of CBC after 16 years with network, named special Ottawa consultant & a director of S. W. Caldwell Ltd., specializing in govt. liaison for company and subsidiaries Sponsor Film Services & Teleprompter of Canada Ltd. . . . Irving A. Fein resigns as CBS Radio v.p. in charge of adv., sales promotion & press information to become pres. of J&M Productions Inc., producers of Jack Benny TV shows . . . Wm. Froug promoted to CBS Radio v.p. in charge of network programs, Hollywood, succeeding Guy della Cioppa, now CBS-TV director of network programs, Hollywood . . . Gordon F. Hayes, western sales mgr. of CBS Radio Spot Sales, promoted to gen. sales mgr., replacing v.p. Wendell Campbell, resigned . . . Ridgway C. Hughes rejoins ABC-TV as asst. mgr. of sales development, having served recently with NBC-TV & *Look Magazine* . . . J. Paul Popkin appointed production mgr. of 20th Century-Fox's TCF-TV production unit, replacing Richard L'Estrange, resigned . . . Carleton D. Smith, NBC v.p. in charge of its WRC-TV & WRC, Washington, appointed general chairman of Washington area's first united charity fund drive . . . Fred Shawn, ex-WABT, Birmingham, named gen. mgr. of WSUN-TV, St. Petersburg, succeeding Charles Kelley, now operations mgr. of upcoming WCKT, Miami (Ch. 7), due in June . . . I. E. (Chick) Showerman resigns as resident v.p.-station mgr. of WISN-TV, Milwaukee . . . Frank Oxarart elected v.p.-treas. of Albert Zugsmith Corp., continuing as exec. v.p. of subsidiary Continental Telecasting Corp., which has bought radios KRKD, Los Angeles & KITO, San Bernardino, plans expansion into TV (Vol. 11:45) . . . John F. Dickinson, onetime eastern sales mgr. of WBKB, Chicago

& KTLA, Los Angeles, promoted to v.p. of rep Harrington, Righter & Parsons, continuing to head business development dept. . . . H. C. Bernstein retires May 15 as Pacific Coast mgr. of ANPA's Bureau of Advertising, San Francisco, which he has headed since its formation in 1938 . . . David Smith, ex-market research mgr. of Buchanan Co. & onetime administrative mgr. of Colgate-Palmolive market research dept., joins headquarters research staff of Westinghouse stations, N. Y. . . . Horace W. Gross, ex-treas. & commercial mgr., WFMZ-TV & WFMZ, Allentown, Pa., joins Howard S. Frazier TV-radio management consultant firm, Washington . . . Robert M. Booth Jr. leaves Washington communications law firm of Bingham, Collins, Porter & Kistler to establish own offices in Bowen Bldg. (Republic 7-8154) . . . Russell L. Furse, ex-operations director of KEYT, Santa Barbara, named asst. to pres. John Cohan of KSBW-TV, Salinas-Monterey . . . Robert Hoffman, ex-Associated Artists & TPA, appointed national sales director of Guild Films, Art Gross continuing as gen. sales mgr. . . . Rene Barrette, from AM affiliate, named gen. mgr. of upcoming CFCL-TV, Timmins, Ont. (Ch. 6), due in June, with Jean DeVillier program director and Roch Demers technical director . . . Edythe Fern Melrose, WXYZ-TV & WXYZ, Detroit, elected pres. of American Women in Radio & TV . . . John T. Ross, gen. mgr. of Robert Lawrence Productions (Canada) Ltd., elected a v.p. . . . J. Stevens Stock resigns as v.p. of Alfred Politz Research to form J. Stevens Stock Research Co., 90 Riverside Drive, N. Y. . . . Richard Carlton, eastern sales mgr. of UM&M TV Corp. & ex-v.p. of Sterling TV, named sales v.p. of Trans-Lux TV Corp., new TV film distributing subsidiary of Trans-Lux Corp., headed by Richard Brandt.

Stuart D. Cowan, 63, founder & ex-pres. of Cowan & Dengler Adv., died of heart attack May 1 at home in Rye, N. Y. Cowan & Dengler was dissolved last year, its accounts & personnel transferred to Donahue & Coe Inc., N. Y., where he served as consultant. He is survived by widow & 2 sons, one of whom is a v.p. of Donahue & Co.

Arthur C. Anderson, 54, pioneer radio engineer and engineering director of KVAR, Phoenix-Mesa, died April 25 of heart attack. Widow and son survive.

ADVERTISING AGENCIES: G. Maxwell Ule, Kenyon & Eckhardt v.p. in charge of research, named senior v.p. in charge of marketing services, supervising TV-radio, media, research & promotion depts.; Edwin Cox, senior v.p. & creative director, promoted to vice-chairman of agency; Barrett Brady, v.p. & copy director, named senior v.p. in charge of creative services; David C. Stewart named treas. & senior v.p. in charge of corporate services; Don C. Miller & Anderson F. Hewitt, both v.p.'s, named senior v.p.'s in charge of account management; Wickliffe Crider resigns as TV-radio director June 1 . . . Roy Anthony, ex-sales promotion mgr. of Pillsbury Mills, joins McCann-Erickson as v.p. in charge of new sales development dept., N. Y., taking over all merchandising & sales promotional services; John H. O'Toole Jr., Wallace J. Rigby & Ferd Ziegler promoted to v.p.'s in new dept. . . . Edmund L. Cashman, v.p. of Foote, Cone & Belding, named western TV-radio director, in charge of all Hollywood originations . . . Wm. J. Griffin Jr. resigns as v.p. & creative director, J. Walter Thompson, to join Kudner as senior v.p. & member of exec. committee . . . Sam M. Ballard, exec. v.p., elected pres. of Geyer Adv., succeeding B. B. Geyer, who continues as chairman; latter has sold 50% of Geyer stock to group of 40 executives & key employes . . . W. T. Okie, v.p. & director of J. M. Mathes Inc., elected pres., succeeding founder James M. Mathes, who becomes chairman

. . . John P. Kelley, v.p. & part owner, elected pres. of Mumm, Mullay & Nichols Adv., Columbus, O., succeeding Michael H. Sloman, who becomes chairman . . . A. Hundley Griffith named TV-radio director, Doremus & Co. . . . Norman E. Mork, Salt Lake City radio veteran, named v.p. in charge of new San Francisco office of Compton Adv. . . . Carlos A. Franco, ex-Crosley stations, named N. Y. TV-radio director of Frank Block Assoc., St. Louis . . . Grant Atkinson resigns as TV-radio director, Campbell-Mithun, Chicago . . . Mrs. Sylvia Edlen named TV-radio director, Robert J. Enders Adv., Washington.

James T. Quirk, publisher of *TV Guide*, wins Villanova U's first annual St. Augustine Medal for distinction in journalism, to be presented May 9 at banquet in Philadelphia's Drake Hotel.

Allan Kander, Washington station-newspaper broker, and A. H. Kirchhofer, pres. of WBEN-TV & WBEN and editor of *Buffalo News*, among 5 winners of U of Missouri medal of honor for distinguished service in journalism.

Robert W. Sarnoff, NBC pres., presented plaque May 3 by Advertising Federation of America for distinguished service as chairman of AFA's National Advertising Week.

Add awards: Hamilton Watch Co. establishes "Hamilton Awards" to TV & radio commentators.

Station Accounts: Alphabetical list of more than 3000 national & regional spot advertisers in first quarter of 1956, with stations & schedules used by each, and tabulation of all stations carrying spots, are contained in quarterly *Rorabaugh Report on Spot TV Advertising*, released April 25 by N. C. Rorabaugh Co., 347 Madison Ave., N. Y. The Rorabaugh data serves as source material for TvB's quarterly reports on spot TV expenditures, soon to be released for first 3 months of 1956. TvB report covering 4th quarter of 1955 was released last month (Vol. 12:15) . . . B. T. Babbitt Co., supporting first major label change for Bab-O cleanser in more than 30 years, plans big all-media campaign starting next month, thru Dancer-Fitzgerald-Sample; new product is Instant Bab-O, containing bleach, in giant container . . . Procter & Gamble, introducing Viz, new all-purpose blue liquid detergent, plans big spot campaign in midwest markets, thru Dancer-Fitzgerald-Sample . . . General Foods to use concentrated 3-week spot campaign starting May 14 to introduce its new Instant Swans Down Apple Chip Cake Mix, thru Young & Rubicam . . . Scholl Manufacturing Co., Chicago (foot remedies) plans big spot campaign, tied in with many shoe dealers, to observe Dr. Scholl's Foot Comfort Week June 23-30, thru Donahue & Coe, N. Y. . . . Falstaff Beer buys MCA-TV's *State Trooper* for more than 70 markets starting in fall, dropping *Celebrity Playhouse* & *City Detective*, thru Dancer-Fitzgerald-Sample . . . Chef Boyardee (Italian foods) buys TPA's *Stage 7* series for N. Y.-New England area, thru Young & Rubicam . . . Among advertisers currently reported using or preparing to use TV station time: Golden Gift Inc., Deland, Fla. (citrus juice & fruit packer), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Fromm & Sichel, N. Y. (Christian Brothers wine), thru Ogilvy, Benson & Mather, N. Y.; Kitchen Art Foods, Chicago (KA Rice Feast), thru Clinton E. Frank, Chicago; Quality Chekd Dairy Products Assn., Chicago, thru Campbell-Mithun, Chicago; Mojud Co., Long Island City, N. Y. (Gleam Seam hosiery), thru Johnstone Inc., N. Y.; American Maize Products Co., N. Y. (Amazo instant dessert), thru Arndt, Preston, Chapin, Lamb & Keen, Philadelphia; Laco Products, Baltimore, Md. (Castile soap & shampoo), thru Applestein, Levinstein & Golnick, Baltimore; Haymakers By Avon, N. Y. (Haymaker shoes), thru Irving Serwer Adv., N. Y.; Majo Co., Philadelphia (Emperor auto wax), thru Reed Warren Adv., Philadelphia.

Network Accounts: American Chiclé & Chesebrough-Pond's will co-sponsor *Adventures of Jim Bowie* on ABC-TV starting Sept. 7, Fri. 8-8:30 p.m., thru Ted Bates & McCann-Erickson, respectively. Based on life of Indian-hunter Jim Bowie and adapted from novel "Tempered Blade," series is first of ABC-TV's newly acquired fall properties to be sold thus far. Sale of series to Chesebrough-Pond's was made via closed circuit, with pres. Jerome A. Straka viewing pilot of show on WITV, Ft. Lauderdale, Fla. . . . Ray Bolger to star in *Washington Square* on NBC-TV for 16 shows starting in fall, Tue. 8-9 p.m., alternating with *Chevy Show* series; NBC says sponsors for Bolger will be announced shortly . . . Dodge cancels Danny Thomas' *Make Room for Daddy* on ABC-TV, reportedly plans to buy new hour-long show on same network, thru Grant Adv. . . . Ford to sponsor *Tennessee Ernie Ford* on NBC-TV starting in fall, Thu. 9:30-10 p.m., thru J. Walter Thompson . . . Ford renews monthly *Ford Star Jubilee* on CBS-TV starting Oct. 6, every 4th Sat. 9:30-11 p.m., thru J. Walter Thompson; some of shows will be in color . . . GE to sponsor new show, as yet untitled, on ABC-TV starting in July Wed. 9-9:30 p.m., replacing *Masquerade Party*, which switches to Sat. 10-10:30 p.m., under sponsorship of Emerson Drug & Olin-Mathieson . . . Pearson Pharmacal to be co-sponsor (with Pall Mall cigarettes) of *The Amazing Dunninger* on ABC-TV starting May 9, Wed. 8:30-9 p.m., thru Donahue & Coe . . . Universal Appliances buys Tue. 7:30-7:45 p.m. time period for new musical show on NBC-TV starting in fall, thru Dancer-Fitzgerald-Sample . . . Sylvania to sponsor *The Buccaneer* film series as replacement for *Beat the Clock* on CBS-TV starting in Sept., Sat. 7:30-8 p.m., thru J. Walter Thompson . . . NBC-TV to switch *Howdy Doody*, in black-&-white, to Sat. 10-10:30 a.m. starting June 16.

How big is advertising business? Census Bureau this week released results of its 1954 Census of Business showing 5077 agencies in existence in that year, up from 3279 in 1948, accounting for \$3,244,949,000 in receipts. New York agencies accounted for 46% (\$1.5 billion) in receipts, followed by Illinois, 17% (\$554,000,000).

Sol Hurok signs new 1-year contract with NBC-TV as producer of several new programs. He won't be confined to *Producers' Showcase*, as in current season.

Raising base hour rate from \$6500 to \$8000, 20 sec. from \$1700 to \$2000, WCBS-TV, N. Y. is now within shooting distance of nation's highest—WRCA-TV's \$8400 & \$2050 which were set June 1, 1955. Other increases: WCAU-TV, Philadelphia, raises base hour from \$3000 to \$3250, 20 sec. from \$600 to \$750. KTTV, Los Angeles, adds Class AA hour (7-10 p.m. daily) at \$2000, min. at \$600, Class A hour going from \$1750 to \$1500. KGO-TV, San Francisco, raises base hour from \$1350 to \$1700, min. \$270 to \$375. KCMO-TV, Kansas City, raises hour from \$1000 to \$1200, min. \$200 to \$250. KOMO-TV, Seattle, raises hour from \$950 to \$1025, min. \$190 to \$210. WKY-TV, Oklahoma City, raises hour from \$800 to \$920, 20 sec. remaining \$225. WSM-TV, Nashville, raises hour from \$700 to \$825, min. \$140 to \$165. WFBG-TV, Altoona, Pa. adds Class AA hour (7:30-10:30 p.m. Mon.-Sat. & 6-10:30 p.m. Sun.) at \$750, min. at \$150, Class A going from \$600 to \$650. XETV, Tijuana-San Diego, adds Class AA hour (8-10 p.m. daily) at \$700, min. at \$140, Class A remaining \$600. KHQ-TV, Spokane, adds Class AA hour (8-10:30 p.m. daily) at \$625, min. at \$170, Class A hour remaining \$550. WBAY-TV, Green Bay, Wis. adds Class AA hour (7-9:59 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. WKRG-TV, Mobile, Ala. adds Class AA

hour (7-10 p.m. Mon.-Fri. & 6-10 p.m. Sat. & Sun.) at \$450, min. at \$95, Class A hour remaining \$400. WSFA-TV, Montgomery, Ala. raises hour from \$350 to \$450, min. \$70 to \$100. KFVS-TV, Cape Girardeau, Mo. raises base hour from \$300 to \$400, min. \$60 to \$80. WLBT, Jackson, Miss. raises hour from \$300 to \$360, min. \$60 to \$80. WEHT, Henderson, Ky.-Evansville, Ind. raises hour from \$250 to \$300, min. \$50 to \$60. KHOL-TV, Kearney-Holdrege, Neb. adds Class AA hour (7-9:30 p.m. daily) at \$300, min. at \$60, Class A remaining \$250. KYTV, Springfield, Mo. raises hour from \$240 to \$275, min. \$60 to \$62.50. KTTS-TV, Springfield, Mo. raises hour from \$200 to \$250 and adds Class AA 20 sec. only rate (7:29-9:30 p.m. daily) at \$62.50. WMFD-TV, Wilmington, N. C. raises hour from \$200 to \$250, min. \$34 to \$50. KRCG-TV, Jefferson City, Mo. adds Class AA hour (7:59-9:01 p.m. daily) at \$250, min. at \$50, Class A hour remaining \$200. KOMU-TV, Columbia, Mo. adds Class AA hour (8-9 p.m. daily) at \$250, min. at \$50, Class A hour remaining \$200. KTRE-TV, Lufkin, Tex. raises hour from \$150 to \$225. WGLV, Easton, Pa. raises hour from \$150 to \$175.

Agencies change addresses: Emil Mogul to 625 Madison Ave., N. Y., where it started in business 16 years ago; Erwin, Wasey & Co. to 711 3rd Ave., N. Y.

RETURN TO AIR of uhf WTVE, Elmira, N. Y. (Ch. 24) and start of 2 vhfs comprised this week's new-station activity, producing on-air total of 469 (97 uhf). New vhfs are WRGP-TV, Chattanooga (Ch. 3), and KDWI-TV, Tucson (Ch. 9).

WTVE is one of few uhf stations to return. The 2 that came back and stayed are WBUF-TV, Buffalo (Ch. 17), which resumed after 2 weeks of darkness, following sale to NBC (Vol. 11:11), and WTOV-TV, Norfolk (Ch. 27), after acquisition by auto dealer Temus Brite (Vol. 11:6, 11). Uhfs which went off, resumed, quit again: WACH-TV, Newport News-Norfolk (Ch. 33); WJPB-TV, Fairmont, W. Va. (Ch. 35); KCEB, Tulsa (Ch. 23).

WTVE resumes operation May 6, carrying ABC shows it picks up via microwave link with WARM-TV, Scranton, Pa. (Ch. 16), as well as some NBC. Off air since Oct. 15, 1954 when Hurricane Hazel demolished tower and antenna, it has RCA transmitter and antenna. When continuous bad weather delayed construction of mountaintop Truscon tower to full 700-ft. height, owners decided to install 56-ft. antenna when tower reached 412 ft. Recently, co-owners Thompson K. Cassel and John S. Booth reduced holdings to 30% each, taking in Wm. W. Scranton (WARM-TV) as 30% owner, as well as 4 local businessmen with 2½% each (Vol. 12:6). Cassel is WTVE pres.-gen. mgr., with Howard Green, commercial mgr.; David Ridenour, program director; James Orre, chief engineer. Base hour is \$150. Rep is Forjoe.

WRGP-TV planned start May 6 as NBC-TV outlet, needing only 6-hour break from rain during preceding 2 days to get cable up 300-ft. Ideco tower to 6-section superturnstile antenna. It has first of new 6-kw low-band transmitters developed by RCA, shipped direct from NARTB Chicago convention (Vol. 12:16). It starts with temporary studios at 1214 McCallie Ave., later will build permanent quarters in Chattanooga Civic Auditorium. Pres.-gen. mgr. Ramon G. Patterson, who also owns 20%

of Chattanooga radio WAPO, is co-owner with Judge Will Cummings. Harry L. Stone, ex-gen. mgr. of WSM, Nashville, is station mgr.; Mrs. Helen Patterson, v.p.-program mgr.; Bill Hubbard, production mgr.; B. B. Barnes, from WAPO, chief engineer. Base hour is \$400. Rep is H-R Television.

KDWI-TV, aiming for May 20 programming start, began airing test pattern picture May 5, wires owner-gen. mgr. D. W. Ingram. It has 10-kw GE transmitter and 6-bay antenna on 200-ft. Ideco tower on Mt. Bigelow. James W. Hays, ex-program director of KVOA-TV, Tucson, is program mgr.; Don Peterson, ex-GE field engineer, Los Angeles, chief engineer. Base hour is \$350. Rep is Headley-Reed.

WAIM-TV, Anderson, S. C. (Ch. 40), reported planning to leave air April 29 (Vol. 12:17), this week informed FCC that previous commitments would keep it on until May 27.

Defunct WQMC, Charlotte, N. C. (Ch. 36) has been turned over to receiver Winfred R. Ervin and assets will be sold May 14 at 513 W. Palmer St., Charlotte. Station was transferred to local advertising man Hugh Deadwyler last year, who changed call letters from WAYS-TV and then suspended operation in March, 1954 (Vol. 11:1, 12).

CKDA-TV, Victoria, B. C. (Ch. 6) plans to be on air about Sept. 15 as low-power outlet, reports pres. David M. Armstrong. It plans new building to house TV as well as radio CKDA, including 40x60-ft. studio. No equipment has been ordered yet. Charles R. White, ex-gen. mgr. of KLEW-TV, Lewiston, Ida., is v.p.-gen. mgr. Rep will be Television Representatives Ltd.

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RCA shipped 2-kw transmitter May 4 to upcoming WESH-TV, Daytona Beach (Ch. 2), which hasn't reported target yet; 6-section superturnstile antenna May 3 to upcoming WISC-TV, Madison, Wis. (Ch. 3), due in June; 6-section superturnstile April 24 to upcoming KRIS-TV, Corpus Christi (Ch. 6) due shortly; 12-section superturnstile April 19 to KSBW-TV, Salinas-Monterey (Ch. 8).

THE POLITICAL POT boiled furiously this week and, apart from the usual sniping by the combatants, brought these developments:

(1) President Eisenhower will confine campaigning to 5 or 6 major speeches on TV, announced Republican National Chairman Hall. After conference with President, he told newsmen: "Nothing more is expected of him—no barnstorming and no whistle-stopping." Republicans plan to spend \$2,250,000 in network time alone, jubilantly say they have the money in hand. Agency is BBDO (Carroll Newton, account exec.).

(2) Democratic National Committee opened negotiations for \$2,100,000 worth of TV-radio time on networks—with about \$1,700,000 earmarked for TV—thru Norman, Craig & Kummel (Reggie Schuebel). Emphasis is being placed on one, 5 & 30-min. programs, said spokesman, who added: "The only trouble is that we haven't got money to pay for it. I mean we literally are broke. We have to hit the hustings for all contributions to raise the money we've earmarked for TV."

(3) Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee, told us he plans full-scale hearings on all facets of political broadcasts, including equal-time provisions, after current network investigation, but before Congress adjourns.

President's decision to forego barnstorming in favor of "electronic campaign" has inspired lively debate among politicians on whether TV will obsolete the campaign train.

It's no secret that some Republican leaders, especially those seeking his support in their bids for election, are urging him to make a few personal appearances—preferably in their own districts. But Hall remains firm in his espousal of TV to virtual exclusion of all other campaign techniques for President.

Interesting article in April 29 *New York Times Magazine*: "Campaign Special: TV or Train?" by political writer E. W. Kenworthy, analyzes pro and con arguments on TV campaign. Those who oppose TV campaign say voters want to see President in flesh and perhaps shake his hand, can ask questions and receive answers. They also argue that personal appearances keep party leaders in line and prove big help in the areas where election is in doubt. Those who favor TV campaign say that only a fraction of invitations can be accepted and therefore only a few stops can mean more enemies than friends, that a 5-min. speech on regional TV hookup is ideal for discussing local problems, and that a 15-sec. spot by a local candidate on a local station is far more valuable to his campaign than brief appearance by even the President.

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TV-radio coverage of events at New York's new Coliseum, giant convention hall at Columbus Circle, have been blocked by jurisdictional labor dispute. Both CBS & NBC cancelled shows scheduled for Coliseum origination this week when IATSE demanded right to man power cables and set up lighting for TV shows there. Networks' technicians for remote shows are IBEW members.

Telecasting Notes: Eurovision, the 10-nation European TV hook-up, is slated to come into American homes next fall, via NBC-TV's *Wide Wide World*. Departing from its all-live policy, network plans to shoot at least one all-European show—but using live-camera techniques, and presenting kinescope taken directly from Eurovision TV screen. NBC public affairs v.p. Davidson Taylor and special events director Barry Wood will confer with heads of European Broadcasting Union on the project May 23 in Italy. First European *WWW* show, scheduled for October, will be titled "Autumn in Europe" . . . Other upcoming new NBC-TV plans for next season: (1) Production of touring "Aqua Spectacle," starring Esther Williams, with largest portable pool ever built, to open in London in July, have 90-min. color TV premiere early in fall, followed by U. S.-Canada tour beginning in October. (2) New 60-min. Ray Bolger show, *Washington Square*, will be presented Tue. 8-9 p.m. 16 times next season, alternating with 20 *Chevy Show* (Dinah Shore) installments . . . 20th Century Fox pres. Spyros P. Skouras denies arrangements have been completed to sell feature film backlog to TV. He told stockholders company won't "entertain any such offers unless the price offered is more commensurate with the true value of the pictures." He said "at this time" he could give no indication "as to whether we may in the immediate future sell these assets for cash, or distribute our library

to TV stations through our own distribution organization, or spin off these assets" . . . Firm deals for RKO film library have been signed with Matty Fox's C&C TV by Triangle stations for reported \$2,875,000 in cash & time, and by Westinghouse Broadcasting, with Storer purchase announcement said to be imminent . . . TV program distributors doing more advertising direct to consumers: Matty Fox's C&C TV has already announced spreads in national magazines for "Movietime USA" (RKO package). Now NTA is advertising its Selznick package in newspapers, with "questionnaires" listing its big film titles and asking viewers to clip coupon and state whether they would be "more favorably inclined toward the advertising message of the program's sponsor" if NTA's list of titles were used on local feature film programs . . . TV to movies: Directors John Frankenheimer & Allen Reisner temporarily leave CBS-TV's *Climax* for RKO to direct film versions of dramas which originally appeared on the show live. Fred Coe, who just signed new 3-year contract with NBC, is due to produce movie version of Gore Vidal's TV play, "Death of Billy the Kid" as well as Broadway play by TV writer Tad Mosel. Prolific TV producers Goodson-Todman Productions expand into movies, to produce theatrical films for distribution by Columbia Pictures . . . Official Films signs contracts totaling \$4,400,000 for sale of 4 British-made TV film series to CBS, NBC, CBC and British & Australian TV.

Status of Senate-House TV-radio studio chief Robert J. Coar was in doubt this week end after House clerk Ralph Roberts, on instructions of House Patronage Committee, fired Mrs. Helen B. Coar from \$6000-a-year job as studio director. "Mrs. Coar and her husband operate a private radio & TV recording project which is in direct conflict with their work for Congress," he said. Coar—who with his wife built up the facility to make radio, and later TV, recordings for lawmakers—is employe of Senate. Senate Secy. Felton M. Johnston told us he intends to "confer with Senate leadership on the matter early next week."

New 50-kw AM transmitter, ready for delivery by GE this fall, uses germanium rectifiers for high-voltage supply and 13 tubes instead of the 40-45 now required. It has 5 tube types, heaviest weighing 20 lbs. There are 260 parts, as against 800 in earlier units. It comprises 4 cubicles, occupies 70 sq. ft. of floor space—and "is expected to be priced for the competitive market."

Peter S. Cardozo, v.p. & TV-radio creative supervisor, Fuller & Smith & Ross, N. Y., authors new Bantam Book, "A Wonderful World for Children," compilation of more than 1000 free gifts & services offered children by industry & govt. For several years he wrote monthly editorial feature, "World of Children," for *Good Housekeeping Magazine*, later basis of TV show, *Children at Home*.

Cueing transmitters, used by actors and production people, would be incorporated into FCC's remote pickup rules under proposal initiated this week. Up to now, such transmitters have been authorized on special, temporary basis. Proposal would allow emissions up to 1 watt. Comments on Notice 56-391, Doc. 11696, are due June 4.

Ad expenditures in newspapers by national advertisers last year totaled record \$695,000,000, more than \$100,000,000 higher than in 1954, reports ANPA. Biggest category of advertisers was auto industry, followed by food products and amusements.

G. Warren Brown, chairman of Cockfield, Brown & Co. Ltd., Toronto, April 30 received annual Gold Medal Award of Assn. of Canadian Advertisers for his "outstanding contribution to advertising in Canada."

New officers of Assn. of Federal Communications Consulting Engineers, elected at April 28 meeting in Atlantic City: Everett L. Dillard, pres.; Robert L. Kennedy, v.p.; John Creutz, secy.; A. Earl Cullum, treas. George Gautney and George M. Lohnes are new executive committee members, with incumbents Robert M. Silliman and Russell May continuing on committee. AFCCE passed one resolution—endorsing NARTB's petition seeking expansion of remote control operation to all AM-FM stations regardless of power or directivity.

Supreme Court Justice Douglas' book, *Almanac of Liberty*, which last year was dramatized in 60-min. live TV show, will be basis of 5 experimental 5-min. TV films, under \$15,000 grant by Ford Foundation's Fund for the Republic. After completion of pilot series, Fund will decide whether to continue project for possible commercial sponsorship. Called *Date with Liberty*, project will be undertaken by Syd Cassyd and Philip Booth in Hollywood.

NBC Opera Company's first road tour (Vol. 11:49) has been booked solid for its 8-week season next fall, NBC announced. The operas to be presented will be English language versions of "Madame Butterfly" and "Marriage of Figaro." Tour comprises single-day performances in 49 cities, beginning in Philadelphia Oct. 15, going as far west as Austin, Tex. & Oklahoma City and ending with Newark performance Dec. 8.

ABC-TV reopens its Western Regional Network, headed by Hunt Stromberg Jr., with new live co-op beauty show, *Glamour Girl*, 3 p.m. Mon.-Fri., initially on 7 stations. Stromberg predicts 5-6 hours weekly regional programming within 90 days.

Inter-American Assn. of Broadcasters schedules annual board meeting May 7-9 at Waldorf-Astoria, N.Y. Gilmore N. Nunn, WLAP, Lexington, Ky., will represent United States.

Senate passed and sent to House Sen. Magnuson's bill (S-3674) to plug loophole in present law, permit prosecution of fraudulent stock promoters operating from foreign countries by TV or radio (Vol. 12:15-16).

TvB reports 208 members as of May 1 (193 stations, 3 networks, 12 reps).

CCOURT OF APPEALS sustained FCC again this week in a comparative hearing case, turning down appeal of KWKH, Shreveport, from grant of Ch. 3 to KTBS-TV with short decision concluding: "We find no denial of due process, nor can we say that the award was unsupported by substantial evidence in the record."

Another court action was Supreme Court's refusal to review Court of Appeals' decision in Beaumont Ch. 6 case. KRIC had won lower court decision which directed FCC to reopen record and weigh impact of merger between winner KFDM and W. P. Hobby (*Houston Post-KPRC-TV*). One CP was awarded this week—Ch. 9, Ponce, P. R. to WKVM, San Juan—and one was dropped, by KAKI, Visalia, Cal. (Ch. 43).

Nation's first commercial uhf station sought shift to vhf this week, when Storer Broadcasting Co. petitioned FCC for: (1) Move of Ch. 3 from Salem, Ore. to Portland. (2) Grant of its purchase of Ch. 3 CP for KSLM-TV, Salem. (3) Shift of KPTV, Portland (Ch. 27) to Ch. 3. (4) Waiver of ownership rules to allow Storer 6 vhfs. Storer stated that uhf isn't competitive with vhf in Portland; that its ownership of 6 vhfs would be no "concentration of ownership" because markets in which it

operates are small compared with those in which networks own stations. Storer proposes to buy CP from Glenn E. McCormick for \$27,277 plus \$8500 a year for 10 years.

Two examiners will preside at hearings on sale of WGTH-TV, Hartford (Ch. 18) to CBS and on sale of WKNB-TV, New Britain (Ch. 30) to NBC—first time in FCC's history that more than one examiner sat on hearing. Chief examiner James D. Cunningham and Jay A. Kyle will hear Hartford case, Cunningham and Herbert Sharfman on New Britain. According to Commission spokesman, other govt. agencies frequently employ more than one examiner for "protracted, difficult and important cases such as these." Writing of decisions, he said, will be "a joint effort."

Two stations sought uhf channel shifts: (1) KFRE-TV, Fresno (Ch. 12) asked for addition of Ch. 17 and/or 39 to Bakersfield, said it would apply there. (2) WFIE, Evansville, Ind. (Ch. 62) sought shift to Ch. 14 through substitution of Ch. 62 for 14 in Owensboro, Ky., Ch. 25 for 14 in Festus, Mo., Ch. 56 for 62 in Shelbyville, Tenn.

KOAT-TV, Albuquerque (Ch. 7) will move to Sandia Crest, under modification granted this week, joining city's KOB-TV (Ch. 4) and KGGM-TV (Ch. 13).

VIEWING CONDITIONS and proper lighting have received relatively little attention in recent years—ever since eye specialists and other scientists debunked talk of TV-eyestrain, "dangerous X-rays" and the like (Vol. 5:2). Nonetheless, there are good and bad ways of watching TV, and American Optometric Assn. has just published new leaflet telling what they are—titled "Home Lighting and Televiewing." Following are salient points:

(1) Don't watch TV in a dark room: "When the room is dark, the contrast between the TV screen and the area surrounding it is too great. The result is fatigue from attempting to adapt to the different levels of brightness. The dark areas tend to make the pupils of the eyes open to let in more light, and the bright screen tends to make them close. This adjustment and readjustment wastes energy and is tiring."

(2) Employ "flexible" lighting: "There should be several lamps with 3-way switches rather than just a few lights of great brightness. Some lamps should be placed where they can provide the best light for close work, such as near a chair, couch or desk. Others should relieve the excessive contrast between the bright TV screen and the surrounding darkness. Yet none should be placed where reflections will be seen in the TV screen. These reflections may come from lamps themselves or from glare in furniture, fixtures or walls. A simple rule for living room lighting is to have one lamp for every 50 sq. ft. of floor space."

(3) Use right kind of lamps: Indirect lamps and lamps with opaque shades are usually preferable "to protect viewers from disturbing glare or any brightness at eye level greater than that of the TV screen."

(4) Don't sit too close: "It is advisable that no one should sit closer than 6 ft. Children often want to sit much closer, but this should be discouraged because the eyes cannot be relaxed when the child strains to focus on a screen that is too near. Aside from this, sitting at the distance that is most comfortable takes into account differences in screen size and individual visual conditions."

(5) Use correct eyeglasses: Some people may need special glasses for viewing distances involved. Never use sunglasses.

(6) TV isn't harmful: "When properly used, TV is not harmful to the eyes or vision. There is, generally, much less focus strain involved in viewing TV than in doing close work such as reading or sewing. If the eyes water or if one suffers visual discomfort after viewing TV for an average length of time, it frequently indicates a visual problem which needs professional attention."

Copies of leaflet are available from AOA, 4030 Chouteau Ave., St. Louis, or from your local optometric association.

John H. Perry newspaper family's acquisition of CP for WESH-TV, Daytona Beach (Ch. 2) from W. Wright Esch was approved last week by FCC, Comr. Bartley dissenting. Perry interests are paying \$5,000 cash for 495 shares of unissued treasury stock, plus loan of \$150,000 to get station on air, and agree to pay \$7,000 yearly to Esch for 15 years plus \$37,500 for lease of building and site. New owners publish *Jacksonville Journal*, licensee of WJHP-TV (Ch. 36) & WJHP; own 40% of *Daytona Beach News-Journal* (WNDB); 100% of radio WTMC, Ocala, Fla.; also publish *Pensacola News-Journal* (WCOA), *Panama City News-Herald* (WDLP), as well as other newspapers. Transfer has been subject of litigation in Fla. courts, Ted Granik & Wm. Cook attempting to block sale, charging that Esch violated Oct. 20, 1954 agreement to sell them the CP for Ch. 2 with radio WMJF (Vol. 12:9, 14).

To escape from TV, American housewives long for an extra room in their homes. So states govt. housing chief Albert Cole, who invited women to tell him what they think of their homes. In addition to a non-TV room, homemakers want larger kitchens, more cabinets and storage space.

Uhf satellite & booster, operating experimentally on Ch. 22 & 82 in Emporium, Pa. by Sylvania, are described in May issue of *Radio & Television News* by engineer John B. Grund.

ANA schedules one-day workshop May 10 at Chicago's Hotel Knickerbocker, with theme "How Creative Research Contributes to Better Advertising."

NBC to celebrate 30th birthday Nov. 16 with special TV program being worked out by Richard A. R. Pinkham, v.p. in charge of TV programs.

CAPEHART ASSETS SOLD, BRAND CONTINUES: IT&T's sale of Capehart-Farnsworth TV-radio & high-fidelity business to Ben Gross Corp., N.Y., announced May 7, is merely the latest reflection of how fiercely competitive the TV business is -- a fact of life strikingly underscored by first-quarter profit-&-loss statements of manufacturers.

That TV business is shaking down to big manufacturers with so-called "full lines" of TV-radio-white goods or those with highly specialized electronics products is evident from a review of first 4 months of 1956. For, in addition to Capehart-Farnsworth sale, Sparton and Sentinel were sold to Magnavox in that period, while Stromberg-Carlson has discontinued TV production. Hallicrafters has been merged into Penn-Texas Corp. but, like Capehart, retains its identity. In 1955, Arvin quit TV production, Stewart-Warner dropped TV & radio output.

Looking at first-quarter financial statements, one finds such leading TV entities as Philco, Motorola & Zenith all reporting declines in profits from first 3 months of 1955. More than TV went into their financial statements, to be sure -- but all singled out intensive competitive pressures in TV as one of major reasons for their profit declines. Even among those reporting profit increases, RCA's came to only 1¢ per share. It's interesting to note, however, that Wall Street Journal quarterly survey of 485 corporations credits TV-radio manufactures, as represented by 5 unidentified companies, with average 2.7% profit increase over Jan.-March 1955.

Costs of raw materials keep creeping up while average factory price of TV set continues to decline, being estimated currently at slightly more than \$130, compared to \$140 a year ago. Even allowing for fact that low-priced portables now account for greater part of production mix, prospect is far from encouraging -- especially to smaller companies lacking wherewithal for diversification.

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Ben Gross Corp., headed by Ben Gross of Gross Distributors as chairman and son Robert as pres., purchased for undisclosed price the TV, home radio and high-fidelity business of Capehart-Farnsworth. Sale includes registered "Capehart" trademarks, the radio, high-fidelity & cabinet plant at Flora, Ind., plus new product plans & TV equipment of Fort Wayne plant. Not included were the Fort Wayne plant itself and the home offices of Capehart-Farnsworth there.

IT&T announced licensing of Ben Gross Corp. "on a non-exclusive basis under certain U.S. patents based on inventions of Capehart-Farnsworth employes. Ownership of these patents will be retained by IT&T." It said that the Fort Wayne plant and home offices of Capehart-Farnsworth will be used to further expand the research, development & manufacturing operations of Farnsworth Electronics div. New IT&T pres. Edmond H. Leavey commented that electronics "holds unlimited possibilities."

IT&T thus divests itself of its last remaining consumer products div., having sold its unprofitable Coolerator div. 2 years ago to McGraw Electric. IT&T's intention of disposing of Capehart-Farnsworth, which had never shown profit since its acquisition, had been open secret for months. Only last week it gave up its display space in Chicago's Merchandise Mart, to be taken over by GE's TV receiver div.

The elder Gross founded Gross Distributors in 1922 as N.Y. wholesaler for DeForest radios, has been Stromberg-Carlson distributor since 1924. He said he will continue TV-radio production under "Capehart" name, indicating TV output might be switched to Flora factory. He promised further information shortly.

"A lot of details are yet to be worked out," Gross told us. "For one thing, we're not certain about our distribution pattern yet. I will say, however, that we are going into this with our eyes open. We know, of course, of the keen competition among TV manufacturers today. We have some plans which we hope will prove successful and enable us to make a healthy profit."

Possibility that purchasing group might be broadened to include Emerson pres.

Benjamin Abrams was held out by Abrams' comment to us that "I have spoken to certain people indicating an interest in buying into Capehart-Farnsworth. Those discussions, I must emphasize, are very preliminary." Gross himself would comment only: "We are alone in this venture right now. Beyond that, I can't comment." Gross is not related to Sol W. Gross, Abrams' nephew, who resigned this week as Emerson v.p.

Brief highlights of other major trade developments this week:

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Admiral Aims High: Admiral is going all-out in last 6 months of 1956 to expand and solidify its position in the TV market. One rumor, which brought neither confirmation nor denial from factory, had company setting tentative production goal of 400,000 TV sets in third quarter alone -- a highly ambitious undertaking which seems to buttress pres. Ross D. Siragusa's prediction, expressed this week in address to Washington Ad Club, that industry will sell 100,000,000 TV sets in next decade. He declined comment when asked how many Admiral expected to sell. He did state, however, that by Aug. Admiral would have capacity to produce "upwards of 5000" personal portables daily. He also predicted that minimum of 7,000,000 black-&-white TV sets would be sold this year -- perhaps as many as 1955's total of about 7,500,000.

Consumer Credit: Federal Reserve Board was sharply criticized this week by 2 Cabinet officers for raising discount rates of its member banks as means of tightening consumer credit. Labor Secy. Mitchell told news conference that FRB's actions "may not have been necessary," adding: "I don't happen to believe there is an inflationary trend right now." Commerce Secy. Weeks told another news conference that new discount rates, highest in 23 years, "may prove to be a handicap," though he added he was "still cheery" about economic outlook. Meanwhile, Sumner H. Slichter of Harvard, one of nation's leading economists, called on FRB to relax its "tight-money" policy to avoid "throttling" national economic growth. Addressing business executives conference at Omaha U, Slichter said "a major modification" in FRB policy by year's end will be required "to permit the commercial banks to make the contribution that will be required from them to meet the nation's growing demand for capital and credit." FRB itself reported that consumers' installment debt rose by another \$180,000,000 in March, compared with increase of \$466,000,000 in March 1955 and a decline of \$201,000,000 in March 1954. Once again, auto paper was biggest factor.

Production: TV output totaled 138,256 for week ended April 27, compared to 147,038 preceding week and 136,979 week ended April 13. It was year's 17th week and brought production for year to date to about 2,300,000, as against 2,730,000 in same period year ago. Radio production totaled 269,544 (74,333 auto) week ended April 27, compared to 249,487 preceding week and 231,437 week before. Radio output for 17 weeks totaled 4,600,000, compared to 4,450,000 in corresponding 1955 period.

Trade Personals: Dr. Bennett S. Ellefson, Sylvania technical director, elected v.p. in charge of engineering & research; Marion E. Pettegrew, gen. mgr. of parts & tungsten-chemical divs., also elected a v.p. . . . Sol W. Gross resigns as Emerson Radio v.p. & asst. to pres. Benjamin Abrams . . . Chris J. Witting, Westinghouse v.p.-gen. mgr. for consumer products, elected to board of governors of National Electrical Mfrs. Assn. . . . L. W. Tomlinson promoted to Westinghouse TV-radio purchasing agent . . . K. Warren Snider promoted to Motorola radio-phono product mgr., reporting to merchandise mgr. David H. Kutner; Herbert L. Dorrance named N. Y., N. J. & Washington regional mgr., succeeded by Ted M. Allen as New England regional mgr.; George Halstead promoted to succeed Allen as Rocky Mountain regional mgr. . . . Edward Hopley promoted to Crosley-Bendix northeast regional mgr.; William Doyle resigns as merchandise manager of major appliances . . . Sidney Harman, pres. of Harman Kardon Inc., elected chairman of Sales Managers Club, N. Y.; Harry Eatersohn, Jerrold Electronics, vice-chairman; Walter Jablon, Presto Recording, secy.-treas. . . . Edward Berliant, ex-Tele King & Fada Radio, named gen.

sales mgr. of DeWald Radio, replacing Samuel Olchak, resigned . . . Joseph B. Smith resigns as Crosley-Bendix public relations director to become public relations mgr. of Westinghouse appliance div., Columbus, O., succeeding Wm. Parker, transferred to head N.Y. public relations office, replacing Charles Johnson, resigned . . . Stanley L. Rudnick, ex-Keystone Camera Co. & Harvey-Wells Inc., named gen. sales mgr. of National Co. commercial div. . . . George G. McConeghy, DuMont, elected v.p. of Institute of Internal Auditors . . . Vinton K. Ulrich resigns as gen. sales mgr. of David Bogen Co. . . . George H. Orgelman, ex-Chance Vought Aircraft, named personnel director, General Precision Lab, Pleasantville, N. Y.

Philco will enter home laundry field shortly with own brand of washers & dryers, dropping Dexter brand which it acquired 2 years ago. Details on models and prices will be announced later.

Two more petitions urging repeal of Rule 9 of trade practice regulations governing designations of screen sizes in ads (Vol. 12:15-17) were filed this week with Federal Trade Commission by Sylvania and GE.

Topics & Trends of TV Trade: Annual plant shut-downs for vacations, traditional in industry to fulfill union contracts and to give manufacturers chance to check inventory in preparation for fall lines, include these companies, as reported to RETMA by its members:

Set manufacturers: Bendix Radio, June 25-July 9; CBS-Columbia, July 2-15; Crosley-Bendix, Aug. 20-Sept. 2; DuMont, July 16-29; Emerson, July 16-29; GE, June 29-July 16; Hallicrafters, July 2-16; Hoffman Electronics, July 16-29; Magnavox, July 2-16; Motorola, July 2-15; Olympic Radio, July 2-15; Packard-Bell, June 29-July 15; Philco, July 16-29; Pilot Radio, July 2-15; RCA, July 16-29; Raytheon, July 2-17; Stromberg Carlson, July 2-15; Sylvania, July 16-29; Warwick, July 2-15; Wells-Gardner, July 2-15; Westinghouse, dates undetermined; Zenith, July 2-15. Admiral, not a RETMA member, usually closes down first 2 weeks in July.

Tubes: CBS-Hytron, July 2-15; DuMont, July 16-29; Eitel-McCullough, July 30-Aug. 12; Federal, July 2-17; GE, June 29-July 15; Machlett Labs, July 30-Aug. 12; Sylvania, July 2-15; Thomas Electronics, July 2-15; Tung-Sol, July 16-29; Westinghouse, July 2-15.

Components and others: Alliance Mfg. Co., July 2-15; Amphenol, June 29-July 15; Chicago Condenser, July 2-15; Clarostat, July 9-15; Erie Resistor, July 2-15; International Resistance, July 23-Aug. 5 (Philadelphia) & July 2-8 (Asheville & Boone, N. C.); Quam-Nichols, July 2-15; Radio Condenser, July 16-29. Among those not shutting down are P. R. Mallory, Muter, Oak Mfg. Co. & Sprague.

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Purchase of Micamold Electronics, major producer of capacitors, was announced this week by General Instrument. Subject to approval of stockholders June 11. Micamold's outstanding stock will be purchased for about \$2,494,000, its book value on Dec. 31, 1955—payable 20% in cash and balance in long-term notes maturing annually over 5-year period starting March 1, 1958, along with options for purchase of 210,000 GI shares. Founded in 1924, Micamold and subsidiary had pre-tax earnings of \$293,000, sales of \$7,350,000 in 1955. It will continue operations under Micamold name.

Westinghouse can sue for refund of \$1,922,614 paid in excise taxes on electrical appliance sales for 5 years starting in 1949 Court of Claims ruled this week in Washington. Westinghouse had filed suit for refund under terms of so-called Frigidaire decision, which permits manufacturer to receive tax refund on any amount he spends for parts & service under a warranty (Vol. 12:4, 13). Govt. had asked dismissal of Westinghouse suit, but was overruled by Court, which set further argument May 23.

Magnavox signs 5-year contract with IUE covering production workers at TV-radio-phono plant in Greeneville, Tenn., providing for average 6¢ hourly wage increase for first year, 5¢ thereafter, and additional fringe benefits.

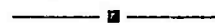
Applied research lab for military electronics has been established as part of Sylvania's Waltham, Mass. labs. Dr. Leonard S. Sheingold, ex-head of applied research dept. of Sylvania's avionics lab, has been named mgr. of new lab, which is studying new radar techniques, electronic warfare, ultra-violet & infra-red aircraft detection systems, electronic devices which will operate under nuclear radiation.

Erwin Tomash & A. C. Bellanca named v.p.'s, Telemeter Magnetics Inc., subsidiary of International Telemeter (Paramount).

Dr. Wendell B. Sell, ex-Boeing Aircraft, named mgr., electronics div., American Machine & Foundry Co.

Dr. David B. Langmuir named director of electronic research lab., Ramo-Wooldridge Corp., Los Angeles.

DISTRIBUTOR NOTES: Motorola appoints Electra Supply Co. Inc., 331 Mill St., Poughkeepsie, N. Y. (Nathan L. Reifler, pres.) . . . Sylvania appoints Floyd & Co. Inc., Cincinnati . . . CBS-Columbia appoints Deep South Supply Co., 675 W. Whitehall St., SW, Atlanta (L. Roscoe Walker, pres.) & Sexton Distributing Co., 5605 Kingston Pike, Knoxville (Calvin S. Sexton, pres.) . . . Whirlpool-Seeger appoints RCA outlet Dulaney's, Oklahoma City . . . Hoffman Electronics appoints O'Farrell Welch, ex-v.p. of Leo J. Meyberg Co. (RCA), as gen. mgr. of San Francisco branch . . . RCA Victor Distributing Corp., Los Angeles, appoints Russell P. Larsen mgr. of major appliance div. . . . W. J. Lancaster Co., San Francisco (Motorola) names Wm. P. Frost, founder of Packard-Bell outlet W. P. Frost Co., as sales mgr., replacing Ernest F. Welch, now with Lee Co., San Francisco appliance retailer . . . Philco Distributor, N. Y., reports resignation of merchandise mgr. N. Kenneth Blake, his duties assumed by adv. mgr. Leonard Rutstein . . . Admiral Los Angeles reports resignation of service mgr. J. R. Hill . . . Canadian Westinghouse Supply Co. appoints C. Moor as TV-radio sales supervisor for Ontario district, headquartered in Toronto . . . Bruno-N.Y. (RCA) appoints Miss Mildred Gallik as home economics director, in charge of consumer requests for appliance demonstrations . . . Charles L. Bell Co., Allentown, Pa. (DuMont) moves to 1139 Sumner Ave.



Stressing importance of full-line dealers, Dan D. Halpin, gen. sales mgr. of Westinghouse TV-radio div., told Ontario Radio & Appliance Dealers Assn. May 1 that brand loyalty of consumers makes tie-in with full-line manufacturer extremely valuable. "The dealer who ties in with the manufacturer of a full line gains in prestige and sales on the good will, national advertising and aggressive merchandising programs," he said " . . . Furthermore, the full line enables the manufacturer to provide his distributors and retailers with mixed carload shipments that have become more and more important in recent years not only in cost reduction but in convenience for distributors and retailers."

"World's first fully automatic TV sets" will be shown by Crosley to its distributors this summer, company announcement stating: "In effect, all controls are pre-set when the receiver is installed. All the set owner does is turn on the set and select the channel. Automatic TV does the rest." Sets can be activated by controls on set or by remote control, Crosley said.

Growing market for appliances and autos in next 12 months is documented in "Survey of U. S. Markets, 1956," a study made for *Look Magazine* by Alfred Politz Research and released this week. Based on sample of 4772 interviews in Jan. & Feb., study reports 8,750,000 households plan to buy one or more major appliances, 4,900,000 plan new car in next 12 months.

Dr. Herbert S. Bennett, ex-research & development director of Dynamic Electronics Corp., N. Y., joins DuMont technical products div. as technical specialist in military electronics & missiles.

State Labs Inc., 649 Broadway, N. Y., has been named exclusive U.S. & Canadian representatives for sale of tubes manufactured by L. M. Ericsson Corp. of Sweden.

Airtronic Research Inc., Bethesda, Md. electronics firm, has been sold to Harris-Seybold Co., big manufacturer of printing equipment. Airtronic pres. Joseph E. Butler will continue in same post.

Dr. Jehn P. Costas, mgr., communications sub-section, GE electronics lab, named long-range radio communications consultant to Asst. Defense Secy. for research & development.

Color Trends & Briefs: Another try at color projection sets is being made by Hazeltine and American Optical Co., which showed 2 new types to Hazeltine licensees at 3 demonstrations last week and this.

Demonstrations were conducted at Hazeltine's Little Neck, L. I. labs April 26 and May 1-2—and were attended by representatives of RCA, Motorola, Admiral, Hallcrafters, Emerson, Zenith (Rauland), GE, Westinghouse, Sylvania, Warwick & Olympic.

Aim of showings was to demonstrate size-weight reductions since first projection was unveiled in Dec. 1954 (Vol. 10:49), along with other improvements which offer prospects of price reduction. The 2 projection proponents feel that a substantial demand could make price competitive with the \$500-or-so range expected for direct-view sets by year's end.

Important change in receivers from earlier showings was reduction in depth through rearrangement of mirrors. One was 18½-in. deep, 35½-in. high, 41-in. wide. Other was 17-in. deep, 43-in. high, 33-in. wide.

One set had highly-directive screen giving brightness of 55 ft.-lamberts when viewed directly ahead; other was non-directive, with 12 ft.-lamberts. Hazeltine exec. v.p. said goal is compromise screen with about 25-30 ft.-lamberts. American Optical Co., maker of the optical unit—heart of set—is now “seriously interested in orders from manufacturers,” according to Loughren.

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Advertisers' opinion of color TV, as gleaned in survey of color media made by Richard Manville Research for *Printers' Ink*, reported in April 27 issue: (1) 24% expect to go into color TV in 1957, 11% in 1958, 29% later. (2) Nine out of 10 have seen color, and 25% thought commercials excellent, 52% good. (3) Average thought color commercials 47% more effective than black-&-white but felt they should cost no more than 22% extra. (4) Color will be “very important,” according to 40% of respondents, “no more important” than other media in opinion of 32%, “less important,” according to 19%—with 9% giving no prediction. Survey was conducted among ad managers of 200 top advertisers and heads of 200 major ad agencies.

Closed-circuit color will be employed by du Pont as promotional technique during National Plastics Exposition in New York's Coliseum June 11-15. Some 30 hours of programming will be offered, feeding live product demonstration, interviews with visitors, news, etc. to 12-15 sets in viewing room on second floor.

Electronics Reports: RCA disclosed several military electronics developments May 4 while dedicating major enlargement of its Moorestown, N. J. missile & surface radar engineering plant. Principal announcement by chairman Brig. Gen. David Sarnoff was RCA's development and production, under Defense Dept. contract, of land-based tactical launching & guidance systems for Talos guided missile. Talos was developed for Navy by Johns Hopkins Applied Physics Labs. Other devices announced:

(1) Portable electronic nerve gas detector. (2) Wide-spaced image orthicon camera tube capable of operating on “moderately cloudy moonlit night” (Vol. 12:4, 12). (3) Noise cancelling microphone & headset for aircraft intercommunications systems.

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Dynamics Corp. of America has acquired Eldico Corp., Mineola, N. Y., 10-year-old firm now specializing in manufacture of single-sideband radio transmitters. Eldico will be operated as wholly owned DCA subsidiary, all personnel, including pres. Donald Merten, being retained.

Network Color Schedules

(May 7-20, 1956)

May 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 CBS: *Shower of Stars*, 8:30-9:30 p.m.
 May 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 12—NBC: *Max Liebman Presents*, “The Music of Gershwin,” 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.
 May 14—NBC: *Howdy Doody*, 5:30-6 p.m.
 May 15—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
 May 16—NBC: *Howdy Doody*, 5:30-6 p.m.
 May 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 19—CBS: *Gene Autry Show*, 7-7:30 p.m.
 May 20—NBC: *Zoo Parade*, 3:30-4 p.m.; *The Sunday Spectacular*, 7:30-9 p.m.

Gimbels dept. store, Philadelphia, is tying in Fiber-glas “color cavalcade”—in-store merchandising employing DuMont Vitascan equipment (Vol. 12:7)—with color set promotion offering \$10-an-inch trade-in for black-&-white sets on RCA color receivers. Full-page ads, with question-answer motif, state: “Gimbels has talked to industry leaders and we have a pretty good idea where prices will be this fall. There is no doubt they will be lower.” But ads go on to state that trade-in brings prices down to what they'll be this fall.

Local color: KHQ-TV, Spokane, produced its first live colorcast, *Now—The News* April 24, plans to cover May 19 Lilac Festival and Armed Forces Day Parade in color. Washington's first was April 12 ten-min. series of slides of Cherry Blossom Festival by WTOP-TV, which has 3-V film chain. Latest equipped with live camera is WGN-TV, Chicago, and latest to order them from RCA are KSBW-TV, Salinas, and KRIS-TV, Corpus Christi. WBTV, Charlotte, began regular live series May 1 with 30-min. variety show *Spectrum*, to be carried 1 p.m. Tues. & Thurs.

Sylvania starts regular production of 21-in. color sets at Batavia, N. Y. plant next week. Plant mgr. Harry H. Martin says that by Aug. color will have augmented current 1000 employes by 200. Sets will use shadow-mask tubes built by Sylvania. Last year, it bought 300 sets for Sylvania label from RCA.

Montgomery Ward is experimenting with color set sales in 5 Chicago stores. Receivers are 21-in., \$595, bear chain's Airline label—manufacturer undisclosed.

GE conducted 50-hour color course this week for its broadcast field engineers.

Electronic traffic control system for emergency vehicles is now being manufactured by Standard Coil Products Co., which has purchased all assets of Electronic Protection Inc., Chicago, for undisclosed cash sum. The control device, known as El-Tec, is already in operation in 6 cities. It's mounted in ambulances, police cars & fire engines, and activates traffic lights 3-4 blocks ahead, turning them red in all 4 directions after a rapid flashing signal by yellow caution light.

Purchased recently from Caldwell-Clements Co. by Chilton Co., *Electronics Industries Magazine* moves to Philadelphia June 1. Caldwell-Clements has been reorganized, will take over *Mart* and *Technician* from predecessor corporation, with Maurice Clements continuing as publisher of all 3.

Russell H. Hughes, Dept. of Defense director of production & mobilization planning, Office of Asst. Secy. of Defense (supply & logistics), named to serve on new Telecommunications Advisory Board established by Office of Defense Mobilization (Vol. 12:17).

Financial & Trade Notes: RCA established new records in profits & sales for first quarter of 1956—and chairman David Sarnoff, celebrating 50th anniversary in industry, told annual stockholders meeting May 1 that RCA volume would double to \$2 billion by 1966, when “at least 80%” of its business will be in new products & services.

Sales rose to \$274,848,000 in first quarter, up 7% from \$256,305,000 in first 3 months of 1955. Net profit was \$12,727,000 (85¢ per share), as against \$12,568,000 (84¢) in first quarter year ago. For all of 1955, RCA earned \$47,525,000 (\$3.16) on sales of \$1,055,266,000—making it one of 28 U. S. companies to achieve \$1 billion gross (Vol. 12:8).

Sales and revenues from foreign operations were also highest for any comparable period in RCA history. Unfilled govt. orders April 1 amounted to \$265,000,000, and deliveries to Govt. this year are expected to equal last year's \$229,000,000, said Sarnoff. Looking into the future, he said:

“RCA is engaged in the fullest possible development of electronics as a science, art and industry. Presently, the science of electronics is in an extraordinary state of transition and expansion. Transistors are supplementing and, in some cases replacing, electron tubes. Color TV is on its way to universal use. Tape recording is challenging film recording, and ultimately tape may become the preferred method of visual as well as sound recording.”

He also gave stockholders a 10-year review of company, saying that in last decade RCA sold \$6,034,000,000 worth of products and services; profits aggregated \$312,000,000, or \$20.80 per common share, and dividends totaled \$8.55 per common share.

Stockholders voted overwhelmingly to grant Sarnoff option to purchase 100,000 shares of RCA common at \$49.64 per share on or before June 30, 1965, continuing his \$200,000 annual salary under 10-year contract. Voted down were proposals to limit executive compensation to \$200,000 per year, and to elect all directors annually as a group, instead of in classes as at present.

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Philco earnings in first 3 months totaled \$1,517,000 (38¢ per share), down from \$2,447,000 (62¢) in first quarter of 1955 & 2,438,000 (62¢) in first 3 months of 1954. Sales were \$92,476,000, also down from \$96,825,000 in first quarter year ago and \$113,777,000 in 1954 period. Taxes were \$1,668,000 vs. \$2,785,000 in first quarter of 1955 & \$4,439,000 in first 3 months of 1954. Chairman Wm. Balderston & new pres. James M. Skinner Jr. said: “Competition in the TV, appliance & air conditioning industries is more intense than at any previous time in recent years. At the same time, Philco is carrying forward its development programs in color TV, transistors, computers & home laundry equipment, new products which should contribute to sales and earnings in the future, but which are not yet in a position to do so. The company is also currently absorbing the substantial costs of installing mechanized production equipment in its TV plants.”

International Resistance Co. sales in first 15 weeks of 1956 were “about equal” but earnings were “somewhat below” corresponding period of 1955, pres. Charles Weyl told annual meeting this week. He said that first-quarter sales in home entertainment branch of electronics industry were below expectations but predicted that political campaigns will increase TV-radio set & components sales.

Television-Electronics Fund lists net assets of \$129,100,000 as of April 30, end of first 6 months of its fiscal year, up from \$112,791,246 as of Jan. 31 and \$99,900,000 as of Oct. 31. Assets were equivalent to \$12.17 per share, as against \$10.44 on Oct. 31.

DuMont Bestg. Corp. (WABD, N. Y. & WTTG, Washington) had net loss of \$665,883 for its 16 weeks of operations in 1955, starting with Sept. 12, when it ceased to function as a network. Of that sum, \$478,269 was lost from Sept. 12 to Dec. 4, while it continued to function as a subsidiary of DuMont Labs. Balance of \$187,614 was lost in the 4 weeks starting Dec. 4, when spin-off took effect and company operated independently. “We have been advised that the 1955 loss of \$665,883 will be a proper Federal tax carry-forward loss,” said letter to stockholders from pres. Bernard Goodwin. It added: “Although our corporation operated at a book loss of \$93,096 during the first 13 weeks of 1956, we were able to show a small profit before depreciation. We will not be able to maintain this pace during the summer months of 1956, and expect to show a cash loss before depreciation for the first 9 months of 1956. Thereafter we expect to show profits after depreciation which, nevertheless, may not be sufficient to overcome the losses prior thereto in 1956. We hope that this year will be all that will be required for the reorganization and the establishment of the new operations of our corporation.” Goodwin's letter revealed that DuMont Bestg. had no cash or working capital when it commenced operations, saying DuMont Labs loaned it \$384,731 for 3 years at 5% interest, and \$500,000 was borrowed from Bank of N. Y. at 4% interest for one year ending Feb. 15, 1957. Annual meeting, set for May, was postponed.

Motorola's first-quarter sales totaled \$53,197,541, up nearly 3% from \$51,878,179 in corresponding period of 1955 and \$48,006,800 in first quarter of 1954. Earnings declined to \$2,012,876 (\$1.04 per share) from \$2,153,038 (\$1.11) year ago, but exceeded the \$1,644,084 (85¢) earned in first quarter of 1954. Pres. Paul V. Galvin attributed earnings decline to reduced profit in TV sales and to heavy starting costs for its new transistor plant in Phoenix. He said he was “hopeful” of equalling profit of \$8,490,539 (\$4.39), sales of \$225,653,953 in full 1955.

Webcor Inc., officially-approved new name of Webster-Chicago Corp., earned about \$60,000 (11¢ per share) on sales of \$7,657,000 in first 3 months of 1956, compared to \$192,255 (37¢) on \$8,321,976 in first quarter year ago, pres. Titus Haffa told stockholders at annual meeting this week. Sharp earnings decline was attributed to shipments of record changer inventories at reduced prices prior to manufacture of new models, and decline in Govt. contracts. Haffa said company expects to exceed 1955 sales of nearly \$32,000,000.

Clevite Corp. earned \$738,000 (37¢ per share) on sales of \$18,592,000 in first quarter of 1956, compared to \$1,175,000 (61¢) on \$16,906,000 in corresponding 1955 period. Electronics sales were about equal to year ago, said chairman James L. Myers and pres. Wm. G. Laffer, adding: “The drop in profits was caused mainly by heavy costs incurred at our newer units.”

Tung-Sol earned \$715,035 (\$1 per share on 655,536 common shares outstanding) on record sales of \$12,935,227 in first quarter of 1956, compared to \$756,714 (\$1.09 on 641,787 shares) on \$11,892,273 in first 3 months year ago. Lower earnings reflect costs of increased research & development and expanding transistor production.

Arvin Industries, which dropped TV 2 years ago while remaining in radio, earned \$677,698 on sales of \$15,337,721 (76¢ per share) in first quarter of 1956, compared to \$748,341 (84¢) on \$17,101,016 in first 3 months year ago.

DuMont Labs had net loss of \$79,000 after income tax carryback of \$149,000, on sales of \$11,645,000 in first 3 months of 1956, compared to loss of \$27,000 on \$16,000,000 in first 1955 quarter.

FCC appropriation for fiscal year beginning July 1 will probably be approved by Senate Appropriations Committee without any substantial differences from House-passed sum of \$7,800,000—which was \$930,000 more than current year's but \$50,000 under Budget Bureau request (Vol. 12:10). That's forecast of Sen. Magnuson (D-Wash.), chairman of independent offices appropriations subcommittee, which this week concluded hearings and hopes to have bill ready for Senate action in about 10 days. Magnuson had urged more funds for FCC & FTC for monitoring and crack-down on "bait-switch" and other fraudulent TV-radio advertising, but he told us FCC says it is satisfied with amount of House-passed appropriation. FTC has pledged heavy monitoring of TV-radio advertising, and Magnuson predicted agency would be given sufficient funds for program. Last witness to be heard on FCC appropriations was RETMA attorney Wm. L. Reynolds, who pleaded for \$50,000 increase for Safety & Special Services Bureau to reduce backlog of license applications and give increased attention to necessary rule-making and engineering studies.

TV benefits mental patients, and any temporary interruption in TV service can sometimes lead to fights, says Dr. Winfred Overholser, superintendent of St. Elizabeth's Hospital, Washington, in commenting on hospital's recent informal survey of TV-radio's influence on patients. "Young and old, disturbed and quiet, confused and clear alike, take great pleasure in watching TV," he said. "It is sometimes difficult to say just what patients think about radio, although, in general, they appear to enjoy musical programs." Male patients prefer sports events of all kinds on TV, particularly boxing and horse racing; women prefer drama and comedy. News programs were on bottom of list of preferences on TV & radio, Dr. Overholser explaining that patients have plenty of time to read newspapers. Sponsor identification on TV-radio programs was almost non-existent. Hospital has 21-in. sets scattered throughout wards, and in new Dorothea Dix Pavilion there is a TV set for each 12 patients. "We only wish we could get more sets," said Dr. Overholser.

Parachute-borne cameraman will be unique feature of May 13 NBC *Wide Wide World* observance of Armed Forces Week. Program will take viewers on 40-man parachute jump over Ft. Benning, Ga. One jumper will carry new RCA portable creeper-peeper TV camera-transmitter (Vol. 12:8, 12) to provide paratroopers'-eyeview of terrain below and of his fellow jumpers. In all, 5 live cameras—3 of them airborne—will be used to show the jump from all angles.

Last barrier to magnetic sound film standards for TV was removed this week with approval by film and TV industry representatives of location of magnetic sound signal 28 frames ahead of corresponding picture. Action was taken May 2 at open forum on the subject at New York convention of SMPTE. Decision was hailed by representatives of RCA, Bell & Howell, Minnesota Mining & Mfg. Co. and Berndt-Bach Co., movie camera maker.

Sale of Warner Bros. Pictures for \$66,960,000 reportedly is near consummation. Buying group is said to be headed by Toronto industrialist Louis Chesler, who also heads PRM Inc., which recently bought backlog of Warner Bros. pre-1948 films for both TV and theatrical reissue.

No word on appointment of engineer T. A. M. Craven to FCC, as successor to Comr. Edward Webster, came from President Eisenhower this week. However, it's understood that Craven has been asked to come to White House for interview next week.

Washington State Gov. Langlie (R), announced this week he will seek Senate seat now held by Chairman Magnuson (D-Wash.) of Senate Commerce Committee.

FCC overruled military opposition in a tall-tower case for first time this week when it issued final decision granting KGEO-TV, Enid, Okla. (Ch. 5) permission to build new 1356-ft. tower 31 mi. from Enid, despite active opposition by Armed Forces on airspace panel and in Commission hearing (Vol. 11:32-52). Commission ruled evidence shows station's existing tower site a greater air navigation hazard than proposed location. It also overruled opposition by Air Transport Assn., Aircraft Owners & Pilots Assn. and Oklahoma City's KTVQ. Apparently anticipating misinterpretation, Commission's decision strongly denied that its action was "an assertion that the right of the people to receive radio broadcast service takes precedence over the right of people to use the airspace." Comr. Lee dissented, issued no statement. Comr. Bartley didn't participate. Only other recent grant of over-1000-ft. tower was made to KSWO-TV, Roswell, N. M., to which Pentagon dropped its opposition after initial decision (Vol. 11:27, 31, 33).

Quoteworthy quote: "It distresses all of us who have known radio, in its good days and its glorious moments, to think of its being debased, and to see it sink into the blaring, senseless mediocrity of the juke box. For the quick-buck boys who have never thought much ahead of the next spot announcement, this may be hunky-dory. They had just as soon sell old bones as fresh flowers. But to the rest of us, this does make a difference, and only as we make a determined and intelligent effort can radio have any significant future. I am absolutely convinced that this job is ours, and ours alone."—Robert D. Swezey, exec. v.p. of WDSU-TV & WDSU, New Orleans, to convention of American Women in Radio & TV in Boston.

Breakdown of TV household ownership county-by-county as of June 1955, released last week by Advertising Research Foundation (Vol. 12:17) is extended by May 4 *Printers' Ink* to include 172 major metropolitan markets as well. *Printers' Ink* said ARF data was reworked into metropolitan area breakdowns for it by Dr. Robert J. McFall, consulting economist & former chief statistician for distribution & ex-editor of Census Bureau's Survey of Current Business.

WHTN-TV (Ch. 13) & WHTN, Huntington, W. Va. have been sold by 100% owners Sol J. Hyman & family to Cowles Broadcasting Co. for \$638,000—\$535,000 cash, \$103,000 equipment obligations—through broker Robert E. Grant, of Kidder, Peabody & Co. Purchase gives Cowles ownership in 5 vhf stations—others being 60% of KRNT-TV, Des Moines (Ch. 8); 100% of KVTM, Sioux City, Ia. (Ch. 9); 47% of WCCO-TV, Minneapolis-St. Paul (Ch. 4); 80% of KTVH, Hutchinson, Kan. (Ch. 12).

Bill to ban cameras & microphones from R. I. courts & open legislative proceedings should be vetoed in "public interest," NARTB pres. Harold E. Fellows wired R. I. Gov. Roberts this week. "The failure of the legislature to hold hearings on this important bill (H. 748) deprived it of the basic information that would clearly demonstrate that the proposed legislation is contrary to the public interest," he declared.

Network affiliations: WGR-TV (Ch. 2) & WGR, Buffalo, from NBC to ABC June 1; upcoming KFRE-TV, Fresno (Ch. 12) to CBS-TV June 5; upcoming WCKT, Miami (Ch. 7) to NBC-TV July 1.

One application filed this week was for Ch. 10, Helena, Mont., by Helena TV Inc. (W. L. Piehl, pres.), operator of community antenna system there. [For details, see *TV Addenda 22-Q* herewith.]

CBS signed new contract with IBEW this week, covering more than 1000 technicians, subject to ratification by union membership. Terms were not revealed.

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 12, 1956

MORE SENATE TV HEARINGS May 14-15 to hear scenic designers, station operators. TV film distributors choose up sides on network question (p. 1).

DEINTERMIXTURE DEBATE goes on as FCC considers segregating "easy" and "tough" cases, while more vhf's begin operating in affected cities (p. 2).

\$100,209,000 SPENT ON SPOT by 2702 advertisers in first quarter, reports TvB. Procter & Gamble leads list of 200 top advertisers (pp. 3 & 4).

SINGLE TV PROGRAM CODE, governing both live and film, regarded as near-certainty, following meeting of NARTB and film producers' group (p. 4).

VHF COMPETITION comes to hitherto all-uhf Fresno and Corpus Christi, with start of KFRE-TV and KRIS-TV; Evansville's WTVW due in summer (p. 6).

WORLD ADVERTISING expenditures exceeded \$12 billion last year, reports International Adv. Assn.—\$9 billion for U. S., \$3 billion for rest of world (p. 8).

OVER-HORIZON "SCATTER" transmission is subject of rule-making by FCC, looking toward frequency allocations for new point-to-point communication system (p. 8).

RETAIL TV SALES DOWN 10% in first 4 months from corresponding 1955 period, with low profits compounding troubles. Tube measurement rule upheld (p. 10).

EXCISE TAX ON TRANSISTORS rejected by House Committee, which tentatively approves new 10% taxes on tape & wire recorders and record players (p. 12).

MOTOROLA EXPECTS \$400,000,000 annual sales volume by 1960, nearly double 1955 sales, says pres. Galvin. Electronic diversification planned (p. 15).

COLOR PROGRESS AND PROSPECTS impress trade magazine editors who note improvements in program quality and quantity. Home viewing urged for admen (p. 13).

STRATOSPHERIC TV SYSTEM, developed by Philco for Air Force, provides clear pictures of terrain & troop movements from planes flying at supersonic speeds (p. 14).

McCLATCHY NEWSPAPER CASE gets another legal twist, court setting aside previous decision, scheduling more argument on Sacramento's Ch. 10 (p. 9).

NETWORK TV BILLINGS total \$116,692,520 for first quarter, continuing brisk rise. ABC-TV March billings up 77% in year, NBC-TV 13%, CBS-TV 12% (p. 16).

UHF-COLOR SET TAX RELIEF UNLIKELY: Proposals to eliminate or reduce excise taxes on color receivers with all-channel tuners are now almost certain to follow earlier uhf set tax-relief plans down the drain.

Though actively endorsed by Sen. Magnuson & other lawmakers, with support of virtually all telecasters and manufacturers (Vol. 12:13), the uhf-color proposal has run up against same obstacle as last year's all-channel TV set tax elimination plan -- opposition by the Administration.

A top Treasury official indicated to us this week that the department doesn't favor the color-uhf plan -- despite industry arguments that it would deprive Govt. of little or no revenue from the start, and would ultimately result in increasing tax revenue from TV industry by encouraging set sales and helping keep uhf stations on their feet. While Administration hasn't slammed door completely, we can find no optimism either on Capitol Hill or in the Treasury for any change in its position.

CURTAIN-RAISER FOR NETWORK HEARINGS: Senate Commerce Committee's TV investigation reconvenes Mon. & Tue. May 14-15 (10 a.m., Rm. G-16, Capitol) to hear assorted group of witnesses, clearing the decks for counter-attack early in June by networks and affiliates against charges by Sen. Bricker and KTTV's Richard Moore. Meanwhile, behind the scenes, TV film distributors are choosing up sides on network question.

The 2-day hearings could produce some surprises. Witness list contains only 7 names, but it's understood some unscheduled witnesses may appear. One witness -- 20th Century-Fox pres. Spyros Skouras, who was scheduled to testify on fee TV -- was scratched from list this week at own request. He may appear later.

Three independent scenic designers will appear at Monday hearing. New York scenery studios have previously accused networks of restraint of trade, threatened anti-trust action. CBS & NBC design and construct own scenery. Witnesses will be

Peter J. Rotondo, who owns N.Y. TV-stage scenery studio; pres. David A. Steinberg of Imperial Scenic Studios Inc., Ft. Lee, N.J.; Mrs. Lucille Ashworth, studio mgr., Chester Rakeman Scenic Studios, N.Y.

Station operators appearing will be Bill Hoven, v.p.-gen. mgr. of KTEN, Ada, Okla. (Ch. 10), Mon., on network question; gen. mgr. Murray Carpenter of CBS-affiliated WTWO, Bangor, Me. (Ch. 2), Tuesday, on networks; Benedict Gimbel, WIP, Philadelphia, which once held uhf CP, Tue., to present his plan to carve new "Ch. 6A" out of upper part of FM band, and allocate "54 more vhf channels to major markets."

* * * *

Urging film distributors to rally to networks' defense, National Telefilm Associates pres. Ely A. Landau this week released letter he addressed to 13 leading TV film syndicators outlining networks' contribution to TV and blaming shortage of channels for any lack of competition existing in TV field.

Aiming to head off anti-network presentations planned by some TV film people to Senate Committee and FCC's network study committee, Landau told film distributors they should shout, instead: "Hurrah for the TV network, without which TV as we know it today would not exist!" Stressing that the stations, and not networks, are his customers, he declared: "The fact that there are only 3 networks is the only thing wrong with the network role in the TV broadcast industry...There should be more networks. There must be more stations before there can be more networks. There must be positive and sound govt. action before there can be more stations...."

"There is absolutely nothing wrong with the networks' role in the TV broadcast industry that couldn't be cured by precise and concise governmental action that will allow for steady and stabilized expansion of the TV market. I sincerely believe our hue and cry can only be addressed to those in Govt. who control the growth of our industry, calling on them to aim their sights in the right direction, that of increasing and stabilizing the TV allocation picture."

* * * *

Replies to Senate Commerce Committee's mail questionnaire of network affiliates (Vol. 12:15) were still coming in this week, though deadline was May 7. Staff members coordinating the replies said most of them presented complete data.

Two other Congressional investigations of TV -- both of them involving allocations and network problems -- are still tentatively ticketed for early next month: Rep. Celler's House anti-trust subcommittee inquiry into monopoly aspects of FCC's actions, and Rep. Evins' small business subcommittee probe into whether Commission is acting properly to protect interests of small business.

FCC CONTINUES VHF CHANNEL-SHIFT DEBATE: "We're making progress" is report of FCC on its allocations deliberations, which included sessions May 8 & 11, will resume on May 15. Commissioners continued debating about which vhf channels should be shifted where -- if deintermixture is initiated. This week, like last, it seemed likely that some deintermixture will be proposed.

Under consideration are several techniques -- including proposing channel shifts individually or by groups. One thought is the inclusion, in one group, of the "easiest" changes, i.e., where CPs for channels involved haven't been issued. Reason is that long court fights are anticipated in many cases. However, there's talk of continuing to issue grants on the affected channels -- but attaching condition to CP making its effectiveness contingent on final allocation action.

Some channel shifts under consideration are getting tougher to accomplish every day. For example, vhf stations have just started in Fresno & Corpus Christi (see p. 6), while others are coming up fast in Madison, Evansville, Miami, etc.

Some of those at Commission who are lukewarm to deintermixture insist that the technique must be applied extensively if it's to do any good -- perhaps affecting 25% or more of the population. Some pro-deintermixture elements would rather make a smaller start -- fearing that if FCC takes too big a bite it might put the kibosh on the whole principle by provoking too much opposition.

Commission again made it clear this week that vhf grants wouldn't be held up because of the allocations proceeding. Acting on petitions of KTAG-TV, Lake

Charles, La. (Ch. 25) and off-air WPPA-TV, Pensacola, Fla. (Ch. 15), which sought to delay final decision in New Orleans Ch. 4 case, Commission stated:

"We do not agree that a grant of Ch. 4 in New Orleans can have a prejudicial effect on the general rule-making proceedings in view of the fact that the issuance of a CP cannot operate to negate the Commission's rule-making power should it subsequently be determined that it is in the public interest that a station should operate on a channel other than that previously authorized. Petitioners are strangers to the New Orleans Ch. 4 proceeding; the sole effect of granting their petition for stay would be to further delay the bringing of additional TV service to the New Orleans area. This we consider not to be in the public interest." Comrs. Hyde, Webster and Doerfer didn't participate in the decision.

Proposal to move all stations east of the Mississippi to uhf in 10 years or so (Vol. 12:18) is still being studied. It's tied in with Chairman McConnaughey's suggestion at NARTB convention that industry get together in a "crash research" program to get clearer picture of uhf's technical potential. McConnaughey has begun to hear from organizations endorsing the idea, offering help. To date, these include: Westinghouse, Crosley, RCA, Zenith, General Instrument, Joint Committee on Educational TV, WBAL-TV, Baltimore. ABC said idea is okay but wouldn't mean much without accompaniment of considerable deintermixture along lines it has proposed.

No great pressure from Congress for any particular plan or for a decision "immediately" is reported at Commission. Rather, it's said, Senators & Congressmen expect FCC to act promptly but they feel it's moving along at a good clip.

\$100,209,000 FOR SPOT TV IN FIRST QUARTER: "The fastest-growing segment of the TV business" is how Oliver Treyz, pres. of Television Bureau of Advertising, describes spot in commenting on TvB's release this week of national & regional spot spending in first 3 months of 1956. Copies of the report, containing list of 200 leading spot advertisers and their expenditures, along with breakdown of spot spending by categories of advertisers, may be obtained from TvB, 444 Madison Ave., N. Y.

Coming only 4 weeks after its first report on spot, covering 4th quarter of 1955 (Vol. 12:15), TvB presented these highlights of first-quarter expenditures:

Total of \$100,209,000 was spent by 2702 advertisers for time only, based on gross one-time card rate before discounts, down from \$103,872,000 spent by 3017 advertisers in 4th quarter of 1955; \$44,599,000, or 44.5% of total, went for announcements (20 sec.), \$22,017,000 (21.9%) for programs, \$21,410,000 (21.4%) for partic. (1 min. & up), \$12,183,000 (12.2%) for ID's (8-10 sec.); \$55,620,000 (55.5%) was spent in evening programs, \$34,637,000 (34.6%) in daytime, \$9,952,000 (9.9%) in late night shows; 1174 advertisers spent at least \$5000 each during quarter; number of advertisers rose from 2346 in first quarter of 1955 (N. C. Rorabaugh Co. data).

TvB estimate of \$100,209,000 spot expenditures may be compared with PIB's estimate of \$116,692,520 for network expenditures in first quarter (for PIB table, see p. 16). Both use same yardsticks, roughly. Despite spot's fast start, Treyz shied away from predicting full 1956 spot expenditures, beyond comment that they would be "significantly higher" than the \$265,000,000-\$280,000,000 estimated for 1955. Some industry researchers figure total might go as high as \$375,000,000.

Expenditures for programs are significant facet of report, said Treyz. "It's interesting to note," he said, "that many prominent spot TV advertisers invest most of their spot TV dollars in programs -- for example, Falstaff Brewing, H. J. Heinz, Anheuser-Busch, Warner-Lambert, Standard Oil of Indiana, Esso Standard Oil, Socony Mobil Oil, Pacific Coast Borax, Phillips Petroleum, Emerson Drug and others. The leader in spot program expenditures is the Kellogg Co., investing an estimated 39% of its TV facility money in programs alone."

Spot also is ideal for new product introductions, remarked Treyz, adding that Procter & Gamble, whose \$5,782,000 outlay led all spot advertisers, found it most advantageous way to introduce its Comet cleanser disinfectant. TvB research turned up many other examples of new products introduced via spot, he said.

[For list of top 20 spot advertisers and their first-quarter expenditures, first 5 product categories, and top 10 spot agencies, see p. 4.]

SINGLE TV PROGRAM CODE NEAR-CERTAINTY: Important meeting in N.Y. May 8 among sub-committees of NARTB's TV code review board and Alliance of TV Film Producers Inc., which is responsible for 75% of all films shown on TV, produced substantial agreement in principle and made prospect of uniform code of practice governing live and film programming a virtual certainty within few months. Adoption of such a code would greatly strengthen NARTB's hand in dealing with complaints of improper programming and would also facilitate screening of film programming by stations.

Affiliate subscription to TV code was offered the film producers. Its acceptance would give them same code staff advisory services now offered network & station subscribers. Also under consideration is proposal to grant film producers a seal to indicate they conform to code provisions. It's doubtful that it will be the NARTB seal, however, since this would involve display of seal on stations which do not subscribe to code but buy programs from Alliance producers.

Proposals of subcommittees will be reviewed and acted upon next month by the Alliance, NARTB's TV board and code review board. Spokesmen for all groups appear to be in agreement that details of single code will be worked out at that time.

Proposed code of TV film producers on west coast (Vol. 11:45, 12:14) is running into new opposition, meanwhile. Opposed by NARTB and its film committee, proposal also drew fire this week from American Civil Liberties Union, which wrote Desilu exec. v.p. Martin Leeds, a prime mover in west coast group, that it opposes "collective adherence" to any code in communications industry. Prominent producer-director Gerald Mayer also voiced his criticism of proposed west coast code, saying: "It should not be necessary for self-respecting producers to proclaim for public consumption that they believe in decent entertainment...."

The west coast code was initiated by National Society of TV Producers (film) and follows closely the wording of Motion Picture Producers Code. The Alliance group which met with NARTB is not associated with it.

TOP 20 SPOT ADVERTISERS in first quarter of 1956 (see p. 3), along with their expenditures, are listed by TvB as follows: Procter & Gamble, \$5,782,800; Brown & Williamson Tobacco Co. (Kool, Viceroy), \$2,921,900; Sterling Drug, \$2,252,800; General Foods, \$2,053,800; Kellogg Co., \$1,780,000; Miles Labs (Alka-Seltzer), \$1,696,900; Colgate-Palmolive, \$1,583,100; Philip Morris, \$1,542,200; National Biscuit Co., \$1,478,400; General Motors, \$1,264,200; Bulova Watch, \$1,228,400; Anahist Co., \$1,194,400; AT&T, \$1,143,300 (includes all regional firms); Liggett & Myers, \$1,122,900; Carter Products, \$1,059,900; Ford Motor, \$985,100; Robert Hall Clothes, \$869,100; Charles Antell, \$847,300; Minute Maid Corp., \$839,100; Continental Baking, \$761,400.

In terms of product classifications, food & grocery products led with combined outlay of \$28,461,000; drug products, \$10,726,000; ale, beer & wine, \$8,323,000; cosmetics & toiletries, \$7,442,000; tobacco products & supplies, \$7,081,000. Way down the list, TV-radio-phonomusical instruments category spent \$626,000.

The 10 top spot agencies in first-quarter billings: Ted Bates, Leo Burnett, McCann-Erickson, Dancer-Fitzgerald-Sample, Benton & Bowles, Young & Rubicam, BBDO, Compton, Wm. Esty, Cunningham & Walsh. Esty replaces J. Walter Thompson from 4th quarter 1955 list.

Biggest "questionable ad" offenders last year were newspapers, not TV or radio, reports Assn. of Better Business Bureaus in its "Statistical Analysis of Better Business Bureau Activities for 1955." Of 19,093 ads found "questionable" last year, 17,829 were in newspapers, 474 on radio, 356 on TV, 51 in magazines. Voluntary correction was obtained in all but 525 of the "questionable" cases.

Hollywood station broker Jack L. Stoll & Assoc. opens Washington office at 1737 De Sales St. NW (Executive 3-2185).

Study of ad agency compensation methods will be undertaken by special ANA committee headed by John J. McLaughlin, Kraft Foods director of sales & advertising. ANA pres. Paul B. West commented: "Today advertisers recognize that the advertising agency, in addition to its traditional role of creating and placing national advertising, performs a most important function in the role of professional counsel, and as such is, in a growing number of cases, a close and confidential 'working partner' of the advertiser in advertising and marketing planning. These marked changes have led many advertisers to the conviction that advertisers and agencies should re-examine the method of compensation to make sure it is soundly based and that it best meets their individual needs under today's conditions. In the opinion of the ANA board, advertisers and their agencies should be free to determine the terms and methods of compensation which are best for them and will contribute most to productive advertising."

Impressive figures on TV's most impressive daily show: *NBC Matinee Theatre*, 3-4 p.m. Mon.-thru-Fri. live color drama, passed 134th performance last week, piling up total of approximately 274,000 man-hours exclusive of dramatic talent, and total of 5975 color camera hours, NBC announced. Total of 1186 actors & actresses has been used, and some 3350 costumes made or fitted for the series. *Matinee Theatre* also announced coup this week: Eddie Cantor will make his serious drama debut on the series June 11, in melodrama titled "George Has a Birthday," by an undisclosed author. Play reportedly was brought to NBC's attention by Cantor himself.

Union jurisdiction deadlock continues to bar use of New York's new \$35,000,000 Coliseum as origination point for TV shows (Vol. 12:18). Promoters of International Home Building Exposition, opening at Coliseum May 13, announced they had been forced to cancel plans for origination there of 12 TV shows.

Personal Notes: Lester Gottlieb, director of CBS-TV daytime programs, promoted to gen. exec. for program dept., serving in creative capacity for all current programs and those under development, reporting to Hubbell Robinson Jr., exec. v.p. in charge of network programs; Bertram Berman, exec. producer of Procter & Gamble Productions for last 5 years, succeeds Gottlieb as director of daytime programs . . . Jules Dundes, gen. mgr. of radio KCBS, San Francisco, promoted to CBS Radio v.p. in charge of adv. & sales promotion, N. Y., succeeding Irving Fein, now pres. of J&M Productions (Jack Benny); Henry Untermyer, sales mgr. of WCBS, N. Y., succeeds Dundes at KCBS . . . Joseph J. Weed, founder-pres. of reps Weed & Co., presented with Old English wall barometer by staff at surprise party May 8 celebrating firm's 20th anniversary . . . Malcolm R. Johnson promoted to asst. news director of CBS-TV, N. Y., succeeded as news editor of Washington bureau by James E. Roper, ex-*Washington Star* . . . John W. Reavis Jr. resigns as research mgr. of NBC-TV's *Wide Wide World* to become adv. & merchandising director of KRON-TV, San Francisco . . . R. E. (Dick) Shireman, ex-KCRG-TV & KCRG, Cedar Rapids, named local sales mgr. of WISN-TV, Milwaukee, where he had served radio affiliate for 18 years . . . Howard Green, from WCBG, Chambersburg, Pa., named commercial mgr. of WTVE, Elmira, N. Y. which resumed last week (Vol. 12:18); David Ridenour, ex-WCBA, Corning, named program mgr.; James Orre, ex-WARM-TV & WARM, Scranton, Pa. & NBC, chief engineer . . . Howard Grossman, ex-Raymond Spector Adv., joins Advertest Research, specializing in "Colortown" research project being conducted for NBC & BBDO . . . Wm. Shay, ex-v.p., Coast Fisheries div. of Quaker Oats, Wilmington, Cal., named exec. for Jack Wrather enterprises, concentrating on *Lone Ranger* property and development of movie ranch Corriganville as a

resort area . . . Wm. B. Ryan, exec. v.p. of Quality Radio Group since its founding in Nov. 1954, resigns . . . Glenn Griswold, gen. mgr. of KFEQ-TV & KFEQ, St. Joseph, Mo., elected a v.p. . . . John Hopkins promoted to asst. gen. mgr. of KFJZ-TV, Ft. Worth, succeeded as local sales mgr. by Joe Evans, ex-pres. of Joe Evans Adv., Ft. Worth . . . Hartley W. Barclay, N. Y. *Times* industrial adv. mgr., named publisher of *Tide Magazine* by new owners Bill Bros. Publishing Corp. . . . Wm. B. Colvin promoted to director of station services in TvB's client relations dept. . . . Charles H. Smith, WCCO-TV, Minneapolis-St. Paul, named chairman of TvB's adv. research committee . . . Jack Kavanagh, ex-Byer & Bowman Adv., Columbus, O., named director of client service dept., WLWC, Columbus . . . Idella Grindlay, ex-WABC-TV, N. Y., named office mgr. of NBC's new political broadcast unit, reporting to unit director Joseph A. McDonald . . . Ted Danieleski, NBC-TV program development mgr., N. Y., transfers to Hollywood as producer of *Coke Time Starring Eddie Fisher* on NBC-TV Wed. & Fri. 7:30-7:45 p.m. . . . James D. Vance resigns as art director of CBS-TV's live Hollywood originations, named art director of Hal Roach Studios . . . Wayne Mooney promoted to western mgr. of ANPA's Bureau of Advertising, San Francisco, succeeding H. C. Bernsten, retired; L. S. Van Sant promoted to southwest mgr., Los Angeles . . . D. A. Grout, ex-James Alexander Ltd., Toronto station rep firm, named radio sales mgr., S. W. Caldwell Ltd., Toronto . . . Hartford N. Gunn Jr., operations director of educational WGBH-TV & WGBH, Boston, promoted to asst. gen. mgr. . . . Quintin McCredie, ex-program mgr. of KLZ-TV & KLZ, Denver, joins promotion dept. of WNBF-TV & WNBF, Binghamton, while LeRoy V. Bertin, director of promotion & sales development, resigns to join United Insurance Co., Detroit . . . George Whitney, mgr. of KFMB-TV & KFMB, San Diego, elected v.p. of licensee Wrather-Alvarez Broadcasting Inc.

ADVERTISING AGENCIES: James S. Bealle elected Kenyon & Eckhardt v.p. in charge of TV & radio, assuming duties of TV-radio director Wickliffe Crider, resigned; v.p. Clinton F. Wheeler Jr. appointed assoc. director of TV-radio dept. . . . Robert T. Colwell resigns as partner & v.p. of Sullivan, Stauffer, Colwell & Bayles to return to J. Walter Thompson about July 1 in undisclosed executive capacity, reportedly as creative director under new senior v.p. Wm. Griffin . . . Dr. E. L. Deckinger, noted for TV ratings research, resigns as Biow research v.p. to join Grey Adv. as v.p. & director of media dept. . . . Jack D. Tarcher, ex-Biow, joins Lennen & Newell as senior v.p. & management account supervisor, taking Benrus account with him . . . Richard Eckler, ex-TV-radio director of Kastor, Farrell, Chesley & Clifford, joins C. J. LaRoche TV-radio dept., along with Paul Ross, ex-NBC . . . John S. Osterstock Jr., ex-Cunningham & Walsh and Lennen & Newell, named TV-radio timebuyer, Erwin, Wasey & Co., Los Angeles . . . Maxfield S. Gibbons transferred from Pittsburgh to N. Y. office of Ketchum, MacLeod & Grove, working on Westinghouse stations account . . . Jack Wolfe named west coast TV-radio rep, Grey Adv. . . . Franklin C. Snyder, onetime v.p.-gen. mgr. of WXEL, Cleveland (now WJW-TV), serving since last Oct. as consultant for Westinghouse stations, named v.p. & account service director, McCann-Erickson, Cleveland.

TV writers' school has been organized by TV drama writer Walter Bernstein, who will conduct workshop courses with small classes at his home at 414 W. 20th St., New York.

Katz rep firm moves Los Angeles office to 3325 Wilshire Blvd. (Dunkirk 5-6284).

William P. Massing, FCC asst. secy., retires May 14 after 35 years of govt. service, including Army and Coast Guard duty. After vacation, including visit to home town of Crawfordsville, Ind., he plans to do limited amount of public relations and consulting work in Washington. He joined Federal Radio Commission in 1931, became chief of license div. in 1932, was appointed asst. secy. in 1952. Other changes at Commission: Robert D. L'Heureux, administrative asst. to Chairman McConaughy, also named security officer; Marshall S. Orr moves up to asst. chief of Safety & Special Radio Services Bureau, succeeding Joseph M. Kittner who recently resigned; Douglas A. Anello replaces Orr as chief of enforcement unit of S&SRS Bureau.

Edward W. Barrett, Asst. Secy. of State for Public Affairs, 1950-52, in charge of Voice of America, ex-chairman of State Dept.'s first Psychological Strategy Board, now exec. v.p. of Hill & Knowlton public relations firm, appointed dean of Columbia U School of Journalism, effective with retirement of Carl W. Ackerman July 31 after 25 years in position. Barrett's first job after graduation from Princeton in 1932 was with CBS publicity dept.; he later joined *Newsweek Magazine*, rose to editorial director. He had wartime service as director of Office of War Information's overseas operations.

New reps: WMUR-TV, Manchester, N. H. to Forjoe (from Weed); WJHP-TV, Jacksonville, to Petry (from Perry Assoc.); upcoming WESH-TV, Daytona Beach (Ch. 2), due on air next month, to Petry.

Rambeau rep firm appoints Charles Cowling to handle west coast business, with offices at 6253 Hollywood Blvd., Hollywood 28 (Hollywood 5-2453) and Mills Bldg., San Francisco 4 (Exbrook 2-4073).

TWO NEW STARTERS, both first vhf in uhf-only cities, bring this week's on-air box score to 471 (97 uhf). KFRE-TV, Fresno, Cal. (Ch. 12) started commercial operation May 10 in San Joaquin Valley where KJEO (Ch. 47) and KMJ-TV (Ch. 24) have been in operation since 1953. KRIS-TV, Corpus Christi (Ch. 6) began test patterns May 6 as 2nd outlet in Gulf coast city where KVDO-TV (Ch. 22) began in June 1954.

KFRE-TV goes on full CBS-TV schedule June 5, when affiliation with KJEO expires, latter retaining ABC-TV. It has 10-kw GE transmitter, 188-ft. Stainless tower with 3-section directionalized Alford antenna. Pres.-gen. mgr. Paul R. Bartlett owns 57%; local attorney Wm. C. Crossland, 37%; v.p. & station mgr. Edward J. Frech, 2.38%; engineering v.p. Keith L. Mealey, 2.38%. Robert Klein, ex-KLAC-TV, Los Angeles (now KCOP), is national sales mgr. Base hour is \$650. Rep is Blair.

KRIS-TV plans May 22 commercial start as NBC-TV primary. It has 10-kw RCA transmitter, 600-ft. Ideco tower with 6-section superturnstile antenna at site 14 mi. inland, near Robstown, Tex. Studios are in downtown Robert Driscoll Hotel. Frank T. Smith is owner-gen. mgr., with W. M. Eikner, from radio KRIS, sales v.p.; Charles Nethery, also KRIS, programming v.p.; Joe W. Collier, chief engineer. Base hour is \$300. Rep is Peters, Griffin, Woodward Inc.

* * * *

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

WTVW, Evansville, Ind. (Ch. 7) plans start this

Contract for purchase of KGUL-TV, Galveston-Houston (Ch. 11) for approximately \$4,250,000 was signed this week (Vol. 12:13)—buyer being Lone Star TV Corp., 90% owned by J. H. Whitney investment firm, 10% by station's pres. Paul E. Taft. Purchase covers 90% of stock, but Lone Star has option, expected to be exercised in Aug., to acquire remaining 10% held by Wesley West. Taft will continue as pres.-gen. mgr. Selling stockholders include: actor James Stewart, Ft. Worth oilman F. Kirk Johnson, Galveston banker R. Lee Kempner, Galveston attorney V. W. McLeod. Whitney organization also owns KOTV, Tulsa (Ch. 6) and several substantial community antenna systems.

Gerald A. Bartell family is buying KEAR, San Francisco (10-kw, 1550 kc) from S. A. Cisler. Sale approximates \$450,000, Bartell to lease equipment for 5 years at \$60,000 annually, getting option to buy facilities for \$125,000 after 5 years, also paying consultant fee to Cisler and acquiring license, payment for both undisclosed. Lee Bartell will be manager of station, which will use new KACE call. Other Bartell properties are WMTV, Madison (Ch. 33), of which radio WIBA (*Capital Times* and *Wisconsin State Journal*) is acquiring 2/3 (Vol. 12:11); WOKY, Milwaukee; WAKE, Atlanta; KCBQ, San Diego; KRUX, Phoenix; WAPL, Appleton, Wis.

CP for KBTM-TV, Jonesboro, Ark. (Ch. 8) is being purchased by owners of KATV, Pine Bluff-Little Rock (Ch. 7) from Harold E. King and wife for \$6500 out-of-pocket expenses, according to application filed with FCC. KBTM-TV will rebroadcast programs of KATV in addition to originating 1 hour live weekdays, 2 hours Sat. KATV ownership: John T. Griffin, pres., 45%; James C. Leake, v.p., 45%; Bryan Mathes, secy.-treas., 10%. Griffin also controls radio KOMA, Oklahoma City, which owns 50% of KWTW (Ch. 9).

Forjoe rep firm moves Los Angeles office to 451 N. La Cienega Blvd. (Oleander 5-7755).

summer, according to its Washington attorney Vincent Welch, who attended recent board meeting in Evansville. Remodeling of downtown building for studios and construction of tower and transmitter house has begun. Principal is pres. Rex Schepp, who owns over 77%. Rep not chosen.

KVSO-TV, Ardmore, Okla. (Ch. 12) has changed test pattern target to July 15, plans July 29 start with NBC-TV, reports gen. mgr. John Easley Riesen. Transmitter house and 317-ft. Ideco tower are ready on Mt. Arbuckle, DuMont 5-kw transmitter is on hand and 6-bay RCA antenna is due June 29. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Base hour will be \$150. Rep not chosen.

* * * *

Equipment shipments reported this week: By RCA—50-kw transmitter and 10-kw standby May 10 to upcoming WCKT, Miami (Ch. 7), due in June, previously having shipped 12-section superturnstile antenna May 1; 50-kw transmitter May 7 to WKRC-TV, Cincinnati (Ch. 12), planning boost to 316-kw; 12-section superturnstile antenna May 4 to KERO-TV, Bakersfield, Cal. (Ch. 10). By GE—35-kw transmitter April 27, followed by 4-bay antenna May 4 to upcoming WAIQ, Andalusia, Ala. (Ch. 2, educational) due in June; 10-kw transmitter to KOAT-TV, Albuquerque (Ch. 7), planning power boost to 87-kw. General Precision Laboratory announced sale of complete station package, valued at more than \$300,000, to upcoming WCYB-TV, Bristol, Va. (Ch. 5) for early July delivery. Package includes GE 35-kw transmitter & 3-bay antenna, 3 GPL live camera chains and GPL 3-vidicon color film chain.

Transfer of 4th radio station to Plough drug firm—WCAO, Baltimore CBS affiliate, for \$597,710 from J. Walter Milbourne and associates (Vol. 12:16)—was approved this week. Plough also is reportedly among bidders for Miami's WQAM, which must be sold by *Miami Herald* (Knight) under terms of Ch. 7 grant there to WCKT. Other radio sale approved was transfer of WBIA, Augusta, Ga. (250-watts, 1230 kc, NBC) for \$85,000 by V. E. Fountain group to W. Ray Ringson, who owned 20% of WRDW-TV, Augusta (Ch. 12) until its sale to *Augusta Chronicle* and *Herald* (Vol. 12:7).

National Community TV Assn. convention at Pittsburgh's William Penn Hotel June 12-14 will include as speakers: Thad Brown, NARTB; Harold Cowgill, FCC; Dwight Dahلمان, Wyoming Public Service Commission; Burton Hanft, Screen Gems; Wm. Hargadine Jr., Labor Dept.; John Smith, Chrysler Corp. public relations dept.

Competition for permission to build community antenna systems in Rock Springs & Green River, Wyo., was settled this week when Wyoming Public Service Commission granted certificate to Albert M. Carollo, of Rock Springs, denying White Mountain TV Corp.

Cease-&-desist order against R. E. Darwood, operator of unauthorized vhf booster in Quincy, Wash., was suspended by FCC this week pending Court of Appeals decision in bellwether case of C. J. Community Services, Bridgeport, Wash.

Day's work: Washington TV film producer Robert J. Enders Inc. reports it shot 5 complete 30-min. TV films—including music, titles & sound—in one 10-hour day. Episodes were part of *The Christophers* series, featuring work of Catholic Christopher movement.

New "FCC Frequency List," available for inspection at Washington reference rooms and at field offices, includes locations, call signs and technical data of all stations except aircraft, amateur, citizens, civil air patrol, disaster & ship.

Network Accounts: NCAA football schedule of 8 national games on on NBC-TV this fall is complete sell-out, with these sponsors each buying quarter: Sunbeam Corp., thru Perrin-Paus; Bristol-Myers, thru Young & Rubicam; U. S. Rubber, thru Fletcher D. Richards; Zenith Radio, thru BBDO . . . Camels, Quaker Oats & Esquire Shoe Polish to sponsor *Caesar's Hour* on NBC-TV this fall, when it switches to Sat. 9-10 p.m., thru Wm. Esty Co., Wherry, Baker & Tilden and Emil Mogul . . . Dodge to sponsor second Lawrence Welk show on ABC-TV starting in fall, Mon. 9:30-10:30 p.m., retaining original *Lawrence Welk Show* Sat. 9-10 p.m.; new show, still lacking title, will appeal primarily to teen-agers, thru Grant Adv. . . General Foods to be alt. sponsor of *High Finance* on CBS-TV starting in fall, Sat. 10:30-11 p.m. . . . Camels to be alt. sponsor of *Wire Service* on ABC-TV starting in fall, Thu. 9-10 p.m., thru Wm. Esty Co. . . . Whitehall Pharmaceutical & Lever Bros. to be alt. sponsors of *Adventures of Sir Launcelot* on NBC-TV starting in fall, Mon. 8-8:30 p.m., both thru BBDO . . . Pall Mall & Helene Curtis to be alt. sponsors of *Stanley* on NBC-TV starting in fall, Mon. 8:30-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Gordon Best Co. . . . Purex Corp. buys alt. Sat. 8:30-9 p.m. time period on NBC-TV this summer for unidentified program, thru Weiss & Geller, Chicago . . . Brillo buys 2 partic. a week for 30 weeks on NBC-TV's color *Matinee Theatre*, Mon.-thru-Fri. 3-4 p.m. starting Sept. 6, and Thu. 12-12:15 p.m. segment of upcoming audience partic. program, *It Could Be You*, on NBC-TV, Mon.-thru-Fri. 12-12:30 p.m., thru J. Walter Thompson; Brown & Williamson Tobacco Co. (Viceroy) to sponsor alt. Fri. 12:15-12:30 p.m. portion of latter show, starting June 18, thru Russel M. Seeds . . . Aluminium Ltd. of Canada is first sponsor to renew *Omnibus*, which is shifting to ABC-TV this fall Sun. 9-10:30 p.m. . . . Elgin Watch to drop out as alt. sponsor of *Person to Person* on CBS-TV, effective June 22 . . . Gillette, which normally takes summer hiatus, to remain this summer with its Fri. night fights, thru Maxon.

National Radio Week May 13-19 got official, if slightly mixed-up, endorsement from President Eisenhower at news conference May 9. Saying "I suppose that all the representatives of the radio industry here know this is Radio Week," President declared he felt particularly grateful to radio for bringing him word from Allied paratroopers of their successful jump on D-Day which launched invasion of Europe. He said he wanted to "pay my little tribute to radio, not only as a medium of bringing education, information & entertainment into the home, but for its very wide value in the international world." Note: White House later acknowledged that President had his dates mixed up, said he actually knew that Radio Week started May 13.

NBC-TV to use closed-circuit sales approach to Toilet Goods Assn. meeting in Waldorf-Astoria May 15, 1:30-2 p.m., with chairman Sylvester L. (Pat) Weaver Jr. heading list of network officials who will appear. Kines of *Home* show in rehearsal will be shown, along with live pickups featuring Dave Garroway and John Conte.

CBS-TV proposes football roundup this fall, similar to radio, with pickups from several games in all sections. It would be sold by network in 25 min. segments, with affiliates allotted remaining 5 min. each half-hour for local sponsors.

It's-all-a-mistake dept.: CBS-TV, which had announced few weeks ago that *Arthur Godfrey and His Friends*, Wed. 8-9 p.m., would leave the air, has retracted, saying show plans to continue.

ABC-TV offers 12 free partic. for every 40 purchased this summer on *Afternoon Film Festival*, Mon.-thru-Fri. 3-4 p.m.

Station Accounts: TV's retail sales pull was effectively demonstrated when Thorofare Stores, 58-outlet Pittsburgh area chain, sold nearly 300,000 pounds of beef—12 carloads—in one day following its "saturation" spot drive on KDKA-TV's *Startime Theatre* Fri. April 6, 11:45 p.m.-1:15 a.m. Aided by pre-show newspaper ad buildup, Thorofare used 16 min. of commercials in the 90-min. show for institutional-type messages tracing beef story from cattle feed lots to Thorofare's retail counters, with Kay Neumann, home service director of KDKA-TV & Thorofare agency Ketchum, MacLeod & Grove describing beef cuts and cooking instructions. Her script, incidentally, has been requested by Agriculture Dept. for its current plentiful-foods promotion campaign . . . Savarin Coffee credits its Sat. 11-11:15 p.m. newscast on WRCA-TV, N. Y., as major factor in sales rise which it claims has made it second only to Maxwell House in N. Y. area; Savarin allocates more than \$450,000 out of its \$600,000 annual ad budget to TV-radio, bulk of it in TV, thru Lawrence S. Gumbinner Adv. . . . Paper Mate Pen Co. allocates \$1,000,000 for 8-week campaign starting May 28 to introduce its new \$1.95 "Piggy Bank" Capri pen; spot TV, radio, 221 newspapers & Sunday supplements and magazines will be used, thru Foote, Cone & Belding, Chicago . . . Socony Mobil, already heavily in spot TV with its *Mobil Oil Theatre* in more than 50 markets, to sponsor monthly newsreel show starting in fall in 11 major metropolitan markets, thru Compton Adv., N. Y. . . . M. K. Goetz Brewing Co., St. Joseph, Mo., to use extensive spot campaign starting May 14 to introduce new Goetz-brand beer in midwest, with theme "Wet 'n' Wonderful," thru Compton Adv., N. Y. . . . General Foods plans extensive spot campaign for its new Kool-Shake powder drink, thru Foote, Cone & Belding, N. Y. . . . American Institute of Men's & Boy's Wear Inc., N. Y., earmarks major portion of its \$2,000,000 adv. budget to spot TV-radio, thru BBDO, N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: Citizens' Mutual Automobile Insurance Co., Howell, Mass., thru Clark & Bobertz, Detroit; Gelvatex Coatings Corp., Anaheim, Cal. (paints), thru Dreyfus Co., Los Angeles; McDonough Power Equipment Inc., Power Implements Div., East Point, Ga. (Snappin' Turtle mowers), thru Bruce Moran & Co., Atlanta; Scott's Liquid Gold, Denver, Colo. (furniture cleanser), thru Milt Hoffman Adv., Denver; Hawthorn Books Inc., N. Y., thru Franklin Spier, N. Y.; Tissot Watch Co., N. Y., thru Merwin J. Chasen Adv., N. Y.; Kendall Mfg. Co., Lawrence, Mass. (Soapine granulated soap), thru Richard Thorndike Agency, Providence, R. I.; National Gypsum Co., Buffalo (Gold Bond wall board), thru BBDO, Buffalo; Fedders-Quigan Corp., Maspeth, N. Y. (air conditioners), thru D'Arcy, N. Y.; International Metal Products Co., Phoenix (Alpine air coolers), thru McCarty Co., L. A.

Rate increases: WDSU-TV, New Orleans, raises base hour from \$850 to \$900, min. \$180 to \$225. KARK-TV, Little Rock, June 1 raises hour from \$400 to \$450, min. \$80 to \$100. WKBT, La Crosse, Wis. June 1 raises hour from \$300 to \$400, min. \$60 to \$72. WTVK, Knoxville, has added Class AA hour (8-10:30 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250. WPNB-TV, Traverse City, Mich. has raised base hour from \$120 to \$144. Combination rates: KIEM-TV, Eureka, Cal. and KBES-TV, Medford, Ore. offer first combined rate June 1 with Class A hour set at \$450 and no spot—both stations also raising base hour June 1 from \$200 to \$250, min. \$40 to \$50. KVAL-TV, Eugene, Ore. and satellite KPIC, Roseburg, Ore. offer Class A hour at \$382.50, min. at \$76.50. Spot increases: WRC-TV, Washington, raises base 20 sec. rate from \$350 to \$425. WOAI-TV, San Antonio, raises base min. from \$160 to \$175.

WORLD ADVERTISING expenditures exceeded \$12 billion in 1955—\$9 billion in U.S. and something over \$3 billion for rest of world. That's summary of survey released by International Advertising Assn. at its New York convention last week. Survey covers 22 nations, with country-by-country tables showing breakdowns by media, estimates of advertising by U. S.-owned companies, names of leading advertisers and number of ad agencies.

Reports from the 22 countries show total expenditure last year of \$2.788 billion—with TV accounting for \$8,450,000, radio \$102,600,000, though many of these countries have no commercial TV or radio. No reports were received from Cuba, Mexico, Brazil, Venezuela, Puerto Rico, Italy, Norway, Spain, Portugal, Israel, Syria, Iran, Iraq, India, New Zealand & South Africa. IAA said that Cuba, Mexico, Italy, Israel & South Africa together "would account for at least \$150,000,000." Canada had estimated \$180,000,000.

Britain's ad expenditures totaled \$912,000,000, or about 1/3 of the \$2.8 billion total, with newspapers getting \$259,350,000, direct mail \$116,850,000, magazines \$103,850,000. Commercial TV, which began in England only last Sept., received \$5,700,000, said report. Lever was Britain's biggest advertiser, spending \$12,825,000, followed by Procter & Gamble and Nestle, each spending over \$2,000,000.

Advertising expenditures in other countries, as listed in report: West Germany, \$570,000,000; France, \$212,500,000; Australia, \$200,000,000-\$300,000,000; Switzerland, \$192,000,000; Japan, \$168,665,800; Sweden, \$101,500,000; Argentina, \$86,000,000; Netherlands, \$85,000,000; Belgium, \$55,900,000; Denmark, \$40,000,000; Austria, \$20,000,000; Colombia, \$20,000,000; Philippines, \$9,700,000; Chile, \$3,333,333; Egypt, \$3,000,000; Bermuda, \$1,700,000; Lebanon, \$1,600,000; Pakistan, \$1,197,000; Nicaragua, \$993,000; Curacao, \$680,834.

Russia marked anniversary of invention of radio (by Alexander S. Popov—who else?) May 7 with considerable self-criticism of Soviet progress in TV & radio. *Pravda's* lead editorial criticized radio development as backward, blaming Govt. for not pushing new equipment. Discussing lack of unity among Soviet research labs, it said: "It is an obvious anomaly for those research institutions to take up problems at times that have long since been tackled and solved by neighboring or foreign countries." Describing Russian radio & TV broadcasting, *Pravda* said: "It must be admitted that so far radio broadcasting workers are satisfying the working people's requirements in far from full measure. It is none too seldom the case for radio programs to be exceedingly monotonous and drab. Many radio lectures are boring and depressive. Neither are TV programs always interesting." Other articles reported Moscow TV center will be reconstructed during next 5 years and that experimental colorcasts would start soon, with 75 TV stations due to be operating by end of 1960. Russia insists Popov demonstrated first wireless set May 7, 1895—same year as Marconi, who is generally credited with being father of radio. American scientific sources say Popov was one of earliest experimenters with electromagnetic waves, and demonstrated a lightning detector—not a radio—in May, 1895.

British commercial TV's revenues should total about \$22,400,000 by next Sept., its first anniversary, London *Financial Times* predicts—"although at that date it should be running at an annual rate of some £10,000,000 [\$28,000,000]." This would represent 3% of total British advertising revenue. British commercial TV programmers, meanwhile, are asking govt. subsidy for cultural programs which do not appeal to advertisers. Work is in progress now on fourth commercial station, at Emley Moor, Yorkshire. Marconi has received contract to build entire station, with 10-kw transmitter, 200-kw ERP, 445-ft. tower.

LOOKING TOWARD commercial use of over-the-horizon "scatter" transmission as a point-to-point communication service, FCC this week asked industry for comments on frequency allocations for uhf tropospheric scatter communications service (Notice 56-437, Doc. 11709). Expressing opinion that "it is now timely to take into consideration the possible effect on spectrum utilization that may accompany the institution of operational [uhf scatter] circuits," Commission asked these questions:

(1) "Can or should tropospheric scatter fixed circuits share with conventional fixed circuits the various fixed bands above 940 mc?" (2) If sharing isn't feasible, what criteria should be used in allocating one or more bands for use by tropospheric scatter systems? (3) How much use of scatter is anticipated in domestic and in international applications? (4) What is state of art with respect to equipment, power, etc.? (5) What information can be supplied with respect to relative efficiency in use of spectrum as between tropospheric scatter and conventional line-of-sight systems? Comments are due July 1, reply comments July 20.

Canada's broadcasting dilemma deepened this week as Royal Commission on Broadcasting began hearings, moving from city to city. The "Fowler Commission," so-called because it's headed by R. M. Fowler, pres. of Canadian Pulp & Paper Assn., heard A. D. Dunton, head of Canadian Broadcasting Corp. warn that CBC is running into red at rate of \$20,000,000 a year and recommend that annual TV set license fee of \$15 be imposed—merely to maintain present service, let alone expand. Private broadcasters, meanwhile, bitterly attacked CBC's monopoly on TV in major markets, urged that they be permitted to build in same cities. Spokesman for private operators, J. T. Allard, exec. v.p. of CARTB, also plumped for an independent regulatory body, chafing under control of CBC. Fowler questioned whether private operators could make a go of it when CBC can't, asked Allard whether private stations would end up degrading service or importing too many U. S. programs. Allard insisted his group is made up of "hard-headed businessmen" whose programming is generally excellent.

"Industry's first independent TV studio"—Telestudios Inc.—opens its doors May 14 in Rialto Bldg., 1481 Broadway, N. Y. Headed by George Gould, ex-CBS producer, with production management specialist Nat Schekter, studio calls itself network-sized operation, has 4 camera chains and complete kinescope and film production facilities, plans to install Ampex video tape recording equipment in "1956 or 1957." Aiming its services at ad agencies, live TV producers and packagers of TV films, features and industrial films, Telestudios "will inaugurate pre-air pilots of regular shows, with rough kinescopes made in the course of rehearsal." Among services planned by Telestudios: (1) "Two-way closed-circuit systems from studios to clients' premises where executives and creative personnel [may] collaborate or make whatever changes are desired before a scene or sequence is kinescoped or filmed." (2) "Closed-circuit facilities will be used for a revolutionary method of pre-testing TV program and commercial material with a cross-section of several thousand families in their own homes."

Washington Airspace Panel this week unanimously recommended that NARTB be made associate member. Recommendation was sent to parent Air Coordinating Committee's technical committee.

CBS TV & radio technicians and cameramen in New York, members of IBEW, this week rejected proposed contract agreed upon by network and union negotiators. Terms were not announced.

NOTED NEWSPAPER CASE, McClatchy's appeal from FCC decision giving Sacramento's Ch. 10 to rival KBET-TV, underwent another judicial gyration this week. McClatchy had appealed FCC decision and court upheld Commission (Vol. 12:4). McClatchy then asked court for reconsideration, also appealed later action of FCC granting KBET-TV site move. This week, court cancelled its ruling which had sustained FCC, set whole matter for argument May 23.

Another big case has become somewhat more complicated. Holding favorable initial decision for Pittsburgh's Ch. 4 (Vol. 12:17), KQV suffered loss of a major principal, Irwin D. Wolf, who died April 18. KQV and its 4 competitors have agreed to ask that hearing record be "appropriately enlarged" to reflect the change.

One application, uncontested, was granted this week—Ch. 2 going to KDIX, Dickinson, N. D.

Portland, Ore. vhf operators KLOR & KOIN-TV and grantee KGW-TV (formerly KTLV) have jumped promptly on Storer's proposal that it be permitted to shift its KPTV to Ch. 3 (Vol. 12:18). They asked Commission for more time, until May 31, to file detailed opposition.

Among other actions at FCC: (1) Off-air KTVQ, Oklahoma City (Ch. 25) renewed its request for temporary operation on Tulsa's educational Ch. 11 until educational grantee KOED-TV gets on air, saying that Oklahoma educators have withdraw opposition to the idea under certain conditions. Joint Committee on Educational TV immediately opposed the petition, asserted educators still object. (2) FCC granted WHYN-TV, Springfield, Mass. shift from Ch. 55 to 40. (3) Efforts of WCOV-TV, Montgomery, Ala. (Ch. 20) to get CP for WSLA, Selma (Ch. 8) cancelled, on grounds that the vhf hadn't moved fast enough to get on air, were rejected by Commission which said that WSLA is showing "due diligence."

Cutting out TV for a week, family of unidentified N. Y. adman provided N. Y. *Times* TV-radio columnist Jack Gould with novel case study reported in May 6 issue. TV-less week was imposed as disciplinary measure for 3 children ranging in age from 8 to 14. First day, Sat., brought "only limited grumbling." Sun. was "mild hell," including rain all day. Mon. & Tue. brought "an easing of minor household tensions"—no supper deadline, no rush to complete homework, more family discussion, etc. By Thu. & Fri., everyone was fairly well accustomed to doing other things. When ban was lifted, "children went back to TV with undisguised relief." They watched less than normally at first, but regained old habits within another week. "Mr. X" drew these conclusions: "Psychologically, I suppose, as a family we were united by not having TV. But whatever the reason, I and my wife felt a lot closer to the kids for the week and I think they felt closer to us. I guess we haven't really used our own resources for so long [that] we don't honestly know any more what they are . . . Not having TV probably would raise as many problems as having TV, and besides you'd be missing a lot. But I think all of us could learn to do without quite so much of it."

First TV transmitter okayed by FCC under type acceptance rules finalized June 30, 1955, affecting all transmitters installed since that date, is GE's 35-kw Ch. 2-6 Type TT-22-A. There's been no hurry, apparently, because station don't need type acceptance for their transmitters until they apply for regular license—and many stations have been in no rush for licenses.

TV is booming in Puerto Rico, according to *El Mundo* publisher Angel Ramos, pres. of WKAQ-TV & WKAQ, San Juan. He says WKAQ-TV's billings are now \$125,000 a month, but radio WKAQ's billings have dropped 25%.

Telecasting Notes: Despite Washington hue & cry over "network control of programs," May 9 *Variety* points out that "practically every TV network program sale for next season represents 'outside' program buys"—unprecedented in many years. It adds: "NBC & CBS collectively have spent somewhere in the neighborhood of \$3,000,000 on new pilots on projected film series designed for showcasing next season, with the likelihood that only a bare handful will pass muster. Virtually all of the network-owned pilots screened thus far have been rejected as unsatisfactory by the webs' high command" . . . Are outside package purchases deliberate, as result of Washington pressure? "The networks say, in effect, 'Absolutely not'" —as reported by *Variety*—"it's just a case of weighing our own product against those purchased on the outside and we find our own wanting" . . . "Scorecard" of 12 new programs firmed up by networks for next fall shows 8 completely "outside" packages, 2 "in-between borderline cases" and two 60-&90-min. shows network-owned . . . More "re-viewers" than new viewers saw repeat performance of *Kraft TV Theatre's* "A Night to Remember" (Vol. 12:18), according to N. Y. area Pulse study of audience composition. With highest quarter-hour rating of 25.8, Pulse broke rating down thus: Also viewed first telecast, 17.5; initial viewing of second telecast, 8.3 . . . Re-runs: MCA-TV reports over 2100 different sales of repeats of its film series have been made since beginning of 1955. TPA sales of re-runs of *Private Secretary* series (originally CBS) reportedly have totaled more than \$1,100,000. "Another 19 network shows will be candidates for syndication next season," reports May 12 *Billboard*, noting these will bring total reissues to 62 series . . . Syndication will remain Ziv TV's bread-&-butter, despite its sale of *West Point* series to CBS-TV, sales v.p. M. J. Rifkin announced this week, reporting that several new properties will be earmarked "for syndication only." He predicted 50% dollar gain in Ziv syndicated program sales this year . . . TV by-products: Walt Disney to release another TV program to movie theatres, combining "Davy Crockett & the River Pirates" with cut-down version of "Man in Space" for widescreen Technicolor movie double bill—both having appeared on *Disneyland* (ABC-TV) several times. Nightclub version of \$64,000 *Question* is being offered to Las Vegas hotels by Louis Cowan Productions. Desilu Productions planning to finance new Broadway musical . . . RKO Teleradio's "Finest 52" movies tentatively slated for national showing on about 60 Vitapix member stations, attempts to get network spot having failed . . . "An ocean is moving into the heart of North America in consequence of an engineering feat that ranks with the greatest of all time," said NBC chairman Pat Weaver of new St. Lawrence Seaway project. So who's going to tell the story, in role of "electronic sidewalk superintendent"? *Wide Wide World*, of course—in ambitious undertaking June 3, covering length of entire project and not only joining Atlantic Ocean and the Great Lakes, but also joining NBC-TV & CBC-TV, in cooperative scripting, presentation and production . . . Florida state TV network organized by Miami's WTVJ was put into operation for second time last week end with 5-station 60-min. program featuring the 2 main contenders in state gubernatorial race.

Fighting cartoons with cartoons, CBS-TV June 13 begins *CBS Cartoon Theatre*, Wed. 7:30-8 p.m., opposite first half of ABC-TV's *Disneyland*, which relies heavily on cartoons for its most popular programs. New CBS show will feature theatrical cartoons made by Terrytoons, now a CBS subsidiary. Another Terrytoon show, *Mighty Mouse Playhouse*, Sat. 10:30-11 a.m., was rated this week by Nielsen as top Saturday daytime program.

LOW-PROFIT BLUES IN TV SALES DECLINES: Retail TV sales in April totaled 370,000, by preliminary estimates, or about 10% below the 411,748 sets sold in April 1955. They brought retail sales for first 4 months to about 2,100,000 -- or, once again, about 10% below the 2,355,740 sold in first 4 months of 1955. Indications are that sales thus far in May continue to show the 10%-under pattern trade can't seem to shake.

Even more important to manufacturers than estimated 16% decline in factory sales in first 4 months has been the steady dip in TV profits. Manufacturers large and small are bitterly complaining about the loss of profits and, as one leading TV producer told us this week: "This is only the beginning. It's really going to get tough this fall when the low-priced portables hit the market in strength. Looks to me like several more smaller manufacturers are going to chuck the TV business."

H. Leslie Hoffman, pres. of Hoffman Electronics, put it this way to his stockholders this week: "TV is a question mark with the industry going through a transition period. We must face the possibility that we will derive no profits from our TV division this year." Emerson Radio pres. Benjamin Abrams, informing us he plans to introduce an 8½-in. set in June or July, says simply: "It's real rugged. The next few months will see a further separation of the men from the boys."

Apprehension about fate of 21-in. "middle line" sets this fall is extremely strong among set makers. Sandwiched between low-priced portables and color receivers expected to retail at \$495 and up, the staple 21-in. is an enigma to market researchers in their forward planning. One school of thought contends that 21-in. will suffer greatly in what one calls a "pincers movement." The contrary view is that portables and color will represent "plus" business and that 21-in. will continue to thrive.

Portable TV pace quickened this week, meanwhile, with Admiral starting shipments of its 10½-in. set (at \$89.95) and GE inaugurating production of 9-in. tubes, to be incorporated in its 13-lb. receivers this summer (Vol. 12:12). RCA's 8½-in. receivers (at \$125) are reportedly receiving excellent reception in key markets.

Radio sales are providing some balm to manufacturers worried about TV sales. Sales of home radios in first 4 months were estimated at 2,000,000, as against the 1,700,000 sold in first 4 months year ago. National Radio Week May 13-19, using theme of "Give a Radio," should provide new sales stimulus.

Brief highlights of other major trade developments this week:

* * * *

Capehart Plans: All sorts of rumors, none verified, were available this week on future plans of Ben Gross Corp., N.Y., which last week purchased assets of IT&T's Capehart-Farnsworth div. (Vol. 12:18). One of most persistent rumors was that chairman Ben Gross and son Robert, pres. of newly formed corporation, had placed for sale the Capehart radio-phono & cabinet plants at Flora, Ind. and were planning to farm out production of Capehart-brand private-label TVs to a handful of manufacturers, including Emerson. The Grosses, principals of Gross Distributors, N.Y. (Stromberg-Carlson), were unavailable for comment. Emerson pres. Benjamin Abrams denied, however, reports that he helped to finance the transaction, telling us: "Neither I nor Emerson had any connection with the sale. Nor have I reached any agreement to make TV sets for Ben Gross. It is true, however, that I have had some discussions with the principals in this matter and, of course, I cannot speak for the future."

Color Sales: Ned Corbett, v.p. of RCA Victor Distributing Corp. in Chicago, estimates average of 100 color set sales per week to metropolitan Chicago dealers since conversion of WNBQ to all-color station April 15. "This is about up to my expectations," he commented to us. "We're way ahead of every other market now and I anticipate widening that margin in the next few months." Sol Polk, ebullient pres. of big Polk Bros. retail chain, said he has been selling 35-40 color sets per week,

mostly RCA, at various prices. "Approximately good" was the way he described color TV business in Chicago. "We're willing to make the investment to pioneer in color, and I think we'll be richly rewarded for it," he commented. "I've said it before, and I'll say it again, color TV is the stimulus that's going to perpetuate prosperity in the nation." From other sources come rather bearish reports on color movement in Chicago. "A considerable segment of those who can afford to buy color are quite aware of fact that prices are going to come down shortly," was one comment.

Rule 9 Upheld: Federal Trade Commission this week rejected all petitions by industry to review or repeal controversial Rule 9 of its trade practice regulations. Rule 9 requires that ad using popular diagonal measurement to describe picture tube size must state clearly that diagonal measurement is used or that designation be given in sq.-in. or horizontal measure. In letter to more than 60 manufacturers, FTC replied that the rule is an "accurate reflection" of Section 5 of Federal Trade Act. One manufacturer, who asked that his name be withheld, commented: "We'll just have to go ahead with our ads, hoping they comply with the regulation. If not, I suppose there will be a complaint and then a court test to thrash it out."

TV Set Certification: FCC's oscillator radiation rules for vhf sets are now in effect -- and Commission engineers say they believe manufacturers are making every effort to comply. Under the new rules, manufacturers must have each model in line tested, and certify to FCC that it meets radiation limits; Commission also requested that they affix label to every set informing customers that it complies with regulations (Vol. 11:52). FCC officials say they've received certificates from many set makers, and that most appear to be doing their own testing -- although both RCA and Hazeltine have offered to conduct test & certification procedure for their licensees. RETMA has received approval from most of its members on wording of proposed rectangular label to be affixed to back of sets -- though RETMA won't administer the certification-labeling program. Wording of new optional TV set label: "Design certified as complying with Federal Communications Commission's Rules, Part 15, in effect as of date of manufacture."

Production: TV output totaled 111,767 week ended May 4, compared to 138,256 preceding week and 147,038 week ended April 20. It was year's 18th week and brought production for year to date to about 2,420,000, as against 2,860,000 in same period year ago. Radio production totaled 250,378 (65,736 auto) week ended May 4, compared to 269,544 preceding week and 249,487 week ended April 20. Radio production for 18 weeks totaled 4,850,000, compared to 4,680,000 in corresponding 1955 period. RETMA this week recapitulated first-quarter production in another report showing 1,844,632 TVs (245,105 uhf), 3,532,243 radios turned out, compared to 2,188,252 TV sets and 3,640,144 radios in first quarter year ago. For RETMA's monthly breakdown, see p. 12.

Trend to factory-controlled distribution of major appliances, coupled with central service in metropolitan markets, is forcing many dealers "to adjust from their traditional role to where they become predominantly a sales agency with any franchise protection they possess directly proportionate to the volume they deliver." So said NARDA managing director A. W. Bernsohn to Appliance Parts Jobbers Assn. in St. Louis May 10, adding: "It is most doubtful whether eliminating of dealer responsibility for service to this extent is good for the industry." He also predicted long-range trend to single-line dealers as result of recent TV-radio "mergers and brand terminations" among manufacturers.

Whirlpool-Seeger plans \$19,000,000 expansion for its refrigerator div. at Evansville, involving \$11,000,000 outlay for new construction, including 90,000-sq. ft. addition to Evansville plant acquired last year from International Harvester, and additional machinery & equipment, plus \$8,000,000 retooling for 1957 refrigerator-freezer line.

Westinghouse introduced 7-transistor portable radio this week, retailing for \$70. It weighs less than a pound, is available in gray, black-&gray, red-&black.

Picture tube sales in first 3 months totaled 2,638,503, valued at \$49,867,451, compared to 2,639,428 at \$52,455,081 in first quarter of 1955, reports RETMA. Receiving tube sales totaled 120,420,000, worth \$96,919,000, in first 3 months, as against 117,558,000 at \$84,907,000 in first quarter year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	\$17,016,391	40,141,000	\$31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)	848,055	15,714,365	42,525,000	34,849,000
TOTAL	2,638,503	\$49,867,451	120,420,000	\$96,919,000

Moffats Ltd., Avco's subsidiary which produces Crosley-Bendix TV-radio sets in Canada, temporarily suspends TV production "at least until fall," says pres. D. R. Moffat, adding that date of resumption depends on market trends in summer and fall, inventory position & color developments.

Philco will use closed-circuit hookup of more than 100 cities on ABC-TV facilities May 15, Tue. 6-7 p.m., to introduce new laundry equipment line to dealers. Arlene Francis will preside, with John Daly handling commentary.

Trade Personals: Dan D. Halpin resigns as gen. sales mgr. of Westinghouse TV-radio div., having served in post for one year, following resignation as DuMont TV-radio sales mgr.; he's succeeded by Thomas B. Kalbfus, national sales mgr. of Westinghouse Electric Supply Co.; C. J. Urban, southwestern regional mgr. of Wesco, is promoted to succeed Kalbfus, with headquarters in Pittsburgh . . . Marion E. Pettegrew named Sylvania operating v.p. for TV-radio div., continuing in new post of v.p. for parts & tungsten-chemical divs.; he succeeds Arthur L. Chapman, promoted to corporate manufacturing v.p. in charge of automation & equipment development, purchasing, traffic & industrial engineering . . . Harold J. McCormick resigns as GE's TV adv. & sales promotion mgr. to join Motorola as adv. & sales promotion director, succeeding David H. Kutner, now merchandising mgr. . . . Morgan Greenwood relinquishes duties as Philco adv. mgr. to become merchandising mgr. of Philco's Firestone retail accounts, with merchandising v.p. Raymond B. George assuming his adv. functions; Raymond Gordon, Philco district mgr. in Boston, named eastern mgr. of Firestone accounts, N. Y.; Ben Williams midwest mgr., Chicago; Norman Dakin western mgr., Des Moines; Lyle Huntoon southwest mgr., Houston; Willard Russell southeast mgr., Atlanta; Arthur Pressler west coast mgr., Los Angeles . . . John E. Clarke, ex-Fuller & Smith & Ross Adv. (Webcor account), named merchandising mgr. of Hotpoint TV receiver dept., reporting to marketing mgr. Howard W. Hibshman; Clarke will be responsible for adv., merchandising & sales promotion . . . Richard G. Evans, Motorola regional mgr. for Kans., Neb. & Mo., transferred to Pa.-Ohio area, succeeding John Carroll, now mgr. of Chicago factory branch; Conrad A. Hauser, regional mgr. for Northern Lakes region, succeeds Evans at Kansas City; Richard C. Rowley, from southwest regional post, succeeds Hauser at Minneapolis, with Robert E. Hennessey shifting from Chicago factory branch to Texas regional mgr. . . . Donovan H. Tyson, DuMont controller, elected a v.p. . . . James Armstrong, ex-CBS, named Magnavox district merchandiser for Spartan line for Cincinnati, Columbus & Dayton; Tolbert Hood appointed district merchandiser for Tenn. . . . Titus Haffa, pres. of Webcor, assumes additional duties of chairman; Oscar Pearson promoted to engineering v.p.; John Ihrig promoted to v.p. in charge of lamination div. . . . Colin B. Dale resigns as research v.p. of Webcor, plans to establish developmental lab in Jensen Beach, Fla. . . . Charles McKinney, ex-Magnecord, named Zenith Radio adv. mgr. . . . Rudy Schroeder promoted to supervisor of Clarostat product design . . . J. A. Ireland, Ireland Appliances, Belle-

ville, Ont., elected pres. of Ontario Assn. of TV-Radio-Appliance Dealers . . . Robert W. Collins appointed v.p. of Staver Co., succeeding late Marshall R. Germond.

DISTRIBUTOR NOTES: Philco appoints new Fantle Distributing Co., Sioux Falls, S. D. (Sam Fantle Jr., pres.), replacing E. J. Gustafson Co., recently purchased by Fantle . . . RCA appoints newly formed King's Appliances & Electronics, 666 Indian St., Savannah (Jack King, pres.), replacing Yancey Co. Inc., which continues in rest of state . . . Whirlpool-Seeger appoints RCA Victor Distributing Corp., Davenport, Ia. . . . Philco Distributors, Chicago, appoints Carl Krumrei as sales mgr., replacing Charles Hakimian, resigned; George Hickman named sales mgr. of Peoria div. . . . Ohio Appliances Inc., Columbus (RCA-Whirlpool) names E. N. Hudson TV-radio sales mgr., Charles Kelly appliance sales mgr. . . . Electrical Distributors, Honolulu (RCA-Whirlpool) appoints Edgar B. Wilkinson as appliances sales mgr. . . . W. D. Alexander Co., Atlanta (GE) appoints H. W. Bracken mgr. of new TV-radio sales dept. . . . CBS-Columbia of So. Cal., Los Angeles, appoints Wm. H. Cormier, ex-Emerson, as gen. sales mgr. . . . GE Supply Co. transfers Ezra S. Howington Jr. from Buffalo to Louisville as merchandise mgr. for TV-radio-appliances . . . Erskine-Healy Inc., Rochester, N. Y. (Motorola) names Barry Foley as TV sales mgr. . . . Brightman Distributing Co., St. Louis (Admiral) elects as v.p.'s TV-radio sales mgr. B. D. Lewis & appliances sales mgr. Bernard Erlich . . . Olympic of So. Cal., Los Angeles factory branch, elects Wm. Goldy as pres. . . . Northeastern Distributors, Cambridge, Mass. (Zenith) appoints N. K. Blake, ex-Philco Distributors, N. Y., as asst. to exec. v.p. George Cohen . . . Westinghouse Electric Supply Co., Seattle, promotes Edwin J. McCullough to TV-radio sales mgr. . . . Delaware Valley Distributors, Philadelphia (Crosley-Bendix) promotes Frank McGrogan to service mgr. . . . Crosley Chicago reports resignation of sales mgr. Wm. F. Carolan . . . Majestic International Distributors, Chicago, appoints Lawrence L. Goldberg sales mgr. . . . Goodbinder Assoc., Washington, takes on Telefunken radio franchise . . . Scott Radio (Meck TV) appoints Charles Bernstein, ex-Gerald O. Kaye (Crosley-Bendix), as metropolitan N. Y. rep . . . Emerson Radio of Fla. opens new headquarters at 66th St. & NE 4th Court, Miami (Sidney Goldberg, v.p.-gen. mgr.).

Hillel I. Reiskind, 49, engineering mgr. of RCA Victor record plant in Indianapolis, died May 7 in Polytechnic Hospital, N. Y. He is survived by wife, son & daughter.

Topics & Trends of TV Trade: Proposal to levy 10% excise tax on transistors—opposed by RETMA and the industry generally—was rejected this week by House Ways & Means Committee in tentative report proposing excise tax revisions. Otherwise, Committee generally followed recommendations made by Forand subcommittee last March (Vol. 12:11). Among its recommendations:
Tax on TV-radio components should be applied only to those "suitable for use on or in connection with entertainment-type sets." Tape and wire recorders and record players should be taxed at 10%, since they are "in competition with phonographs" which are subject to 10% tax.
Committee took no action on proposals to exempt uhf or color sets from excise tax—which, if considered at all, will be taken up later after Treasury Dept. expresses formal opinion on them (see p. 1).

RETMA's first-quarter production breakdown (see p. 11) for first time eliminates data on table, clock & portable radios, under new board policy. It gives this monthly tabulation for 3-month production of 1,844,632 TVs, 3,532,243 radios (1,435,531 auto):

	Television	Automobile Radio	Total Radio
January	588,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 weeks)	680,003	478,272	1,360,113
TOTAL	1,844,632	1,435,531	3,532,243

Westinghouse consumer products output is currently 15-20% higher than pre-strike level, said exec. v.p. Mark W. Cresap Jr., in disclosing plans to spend \$300,000,000-\$375,000,000 on plant expansion and modernization in next 5 years, balanced between consumer products and heavy equipment. He said Westinghouse expects to recover its \$18,000,000 first-quarter loss (Vol. 12:17) before year ends.

Crosley-Bendix plant vacation dates are June 23-July 8, not Aug. 20-Sept. 2 as reported last week.

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RCA signed new contract with IUE, described as "the best in the industry." Terms were not disclosed pending ratification by union at Camden, N. J.

Color Trends & Briefs: Two trade magazine editors, summing up their experiences in home color viewing recently, show they're very strongly impressed by color's progress and prospects. Writing in May issue of *Radio & TV News*, Oliver Read describes his disappointment 2 years ago in paucity of programs and in lack of color fidelity stability. Now, however, he writes:

"During the past year, great improvements were made (especially in camera techniques, makeup, and lighting) which have overcome many of the faults noted during 1954. The color picture during 1955 ranged from good to excellent. The cost per hour to the color set owner dropped considerably as more color programs became available. . . . Our friends no longer imply that we should have our heads examined for having a color TV set in the house when there was practically no color to see. Reactions have now gone from the ridiculous to the sublime and, almost without exception, our friends and neighbors express sheer amazement and delight when they see quality color TV for the first time."

Read has one big complaint—servicing. Holding a service contract, he called to get high-voltage regulator replaced, had to wait a week. "I sincerely hope," he concludes, "that mine is not a typical 'case history.' If it is—then our service profession is either undermanned or is doing a poor selling job—or both."

Writing in April 30 *Sponsor*, Norman Glenn notes: "You have to spend time watching color TV, as we've been doing of late, to really sense the fabulous opportunity it represents for every advertiser. Color, in programming, rivets attention. It rivets attention to commercials, too, but more than that it is just a step removed from setting up a store window in every home which has a color set. We bring up these points, which are surely not new, because it's so easy in the press of current problems to forget about what's coming. But color is no longer something to think about tomorrow. There's plenty of evidence that this is the real kickoff year and that next year the big growth spiral will be on . . ."

"The one obvious way admen can study color is by watching color. There's an opportunity to do this on the office color set on occasion or when working with color commercials. But probably the best way to study color is in the place your audience watches—at home . . ."

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Pre-testing of color commercials by Schwerin Research Corp. produced 6 principal conclusions, reported by exec. v.p. Leonard Kudisch in May 11 *Printers' Ink*: (1) Color increases effectiveness but decreases remembrance. (2) Distracting use of color hurts effectiveness of commercials. (3) Moderately effective black-&-white commercials grow stronger through use of color. (4) Color helps certain products win stronger brand identification. (5) Color influences women more than men. (6) Color is most effective for holiday and other special promotions.

New optical unit, adapting RCA 3-V camera for color-casting color opaques, small packages, etc. (Vol. 11:49) will be employed in first on-air colorcast by WCAU-TV, Philadelphia, for Keebler Biscuit commercials 7:30-8 p.m. May 15. Advantages of device, as compared with film & slides, noted by station engineering v.p. John G. Leitch: less expensive, less time-consuming, permits last-minute copy changes, more consistent color fidelity.

Color clinics for advertisers and their agencies, 2-3 hours for each, are scheduled by WDSU-TV, New Orleans, starting July 7. Station was one of first equipped for local color originations.

Color schedule of WRCA-TV, N.Y. in June calls for 44½ hours—27 of them network, 17½ local.

Network Color Schedules

(May 14-28, 1956)

May 14—NBC: *Howdy Doody*, 5:30-6 p.m.
 May 15—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
 May 16—NBC: *Howdy Doody*, 5:30-6 p.m.
 May 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 19—CBS: *Gene Autry Show*, 7-7:30 p.m.
 May 20—NBC: *Zoo Parade*, 3:30-4 p.m.; *The Sunday Spectacular*, 7:30-9 p.m.
 May 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.
 May 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 May 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 May 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 26—CBS: *Gene Autry Show*, 7-7:30 p.m.
 May 27—NBC: *Zoo Parade*, 3:30-4 p.m.; Part 2 of *Antarctica: Third World*, 4-5 p.m.
 May 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Bloomer Girl," 8-9:30 p.m.

Chicago's live-wire IBEW Local 1031, promoting future of its own members, produced nightly "Salute to Color TV" stage show this week for members—with Imogene Coca, Frank Libuse and Muggsy Spanier. May 13 was set aside for management of plants employing IBEW members. Reason for choice of color TV motif, according to Frank Darling, chief of Local 1031: "In this industry, as in any other, you've got to progress. We're convinced that color TV represents the next big advance for this industry." Local has been putting on such shows since 1946, when it was decided that technique would increase members' attendance at meetings, producing greater resistance to communist infiltration.

Color will be included for first time in NBC-Northwestern U Summer TV Institute June 26-Aug. 4, with 6 lectures to be given by NBC color specialists. Open to 25 persons with experience in TV or related fields, Institute includes courses in management, production & directing, public service programming.

Original musical version of "Jack and the Beanstalk" will be presented on NBC-TV's *Producers' Showcase* next fall, Mon. 8-9:30 p.m., written by Helen Deutsch and Jerry Livingston.

Next 39 Liberace films will be shot in color by Guild Films, though start may be some time off because there are 117 black-&-white films of Liberace waiting to be run.

March color set sales in Kansas City were 41, according to Electric Assn., which reports April 1 cumulative total of 351.

RCA shipped 3-V color film camera May 11 to upcoming WISC-TV, Madison, Wis. (Ch. 3), due in June.

Recommended reading: "TV Checkups Forestall Complaints" in May *Electrical Merchandising Magazine*, interesting story of how Ellis Home Appliances, Tulsa, has built goodwill and sales by offering semi-annual "checkup" specials for \$4.95, in manner similar to auto shops.

First sale of Admiral's sun-powered radio (Vol. 12:15) was reported this week to E. B. Germany, pres. of Lone Star Steel Co., Dallas. The tubeless radio, containing 6 transistors, retails for \$59.95. Sun Power Pak is \$185.

RCA is distributing 42-p. brochure, "RCA—What It Is, What It Does," a basic description of company in question-answer form, available from its information dept., 30 Rockefeller Plaza, N. Y.

Olympic Radio's first "all-transistor" radio, introduced this week, is priced at \$40, weighs 5¼ lbs.

Electronics Reports: Airborne TV system, which can give clear pictures from planes in stratosphere flying at supersonic speeds, has been developed for Aerial Reconnaissance Lab at Wright Air Development Center, Philco govt. & industrial div. announced this week. Though details are under security wraps, Philco said system was designed to provide ground control points with an active picture of troop movements or terrain from stratosphere, beyond reach of anti-aircraft fire.

Compact system, using 2 unmanned image orthicon cameras, may be carried in single-seat aircraft. Signals from plane are transmitted to ground control point, where they are picked up by receiver and recorded on 35mm film, which is automatically processed in less than a minute. Picture may be projected immediately, with results "as good as, or better than, commercial TV reception." Despite high speed of plane, pictures may be shown in slow motion or stopped without blur of ground movement. System is understood to use greater frames-per-second rate than conventional TV systems, to avoid blurring.

Pickups from slower-moving aircraft may be observed, live, on standard TV monitors. Philco's link will be used—by courtesy of Air Force—on NBC-TV's *Wide Wide World* show May 13 marking Armed Forces Week.

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Additional industrial TV uses: (1) General Motors uses closed-circuit TV to observe suspension of test cars during actual operation. Camera is attached to underside of front or rear bumper and focused on parts engineers wish to observe. Observer in rear seat of test car watches on 14-in. monitor. Picture also can be microwaved to laboratory or office where engineers can view what goes on underneath cars under different road conditions. General Precision Laboratory, which supplied the closed-circuit system, says at least one other auto maker is using similar technique. (2) Lukens Steel Co., Coatesville, Pa., employs 9 RCA cameras to speed production of alloy plate steel—permitting one-man control of furnace line and enabling one operator to control plate-finishing shearing operation.

New high-frequency germanium transistor, operating in oscillators up to 200 mc and with useful amplification up to 30 mc, is now being sampled to industry by RCA. Dr. Allan M. Glover, gen. mgr. of semiconductor div., said that transistor is adaptable to mass production methods, has applications in military equipment, will find additional uses in TV sets and computers—and that "much higher frequencies are considered feasible."

Upcoming international electronics trade fairs: Mexico City, October, by Asociacion Mexicana de Ingenieros en Comunicaciones Electricas y Electronica (Box 20443, Mexico City), with 17 U. S. electronics manufacturers due to participate; Third International Exhibition of Electronics, Nuclear Energy, Radio, TV & Cinematography, Rome, June 28-July 15, with participation by 14 countries.

Sylvania has bought new plant—its 45th—in Hillsboro, N. H., to expand manufacture of transistors and germanium diodes. Operations in 2-year-old 28,000-sq. ft. plant begin June 1, will employ 350-400 in full operation. Elmer J. Perry, transistor manufacturing superintendent at Sylvania's Woburn, Mass. plant, will become resident mfg. superintendent.

Transistor sales in first quarter of 1956 totaled 1,897,309, valued at \$5,688,033—more than half the number sold in all of 1955 (3,647,000) and more than entire 1954 output (1,317,000)—according to RETMA figures. Sales of transistors have increased each month since last Nov., March sales totaling 707,817 at \$2,056,135, Feb. 616,818 at \$1,184,046, Jan. 572,674 at \$1,374,656.

Ford Motor Co. enters electronics field through new subsidiary, Aeronutronic Systems Inc., formed for research, development and eventual production of guided missiles and other electronic, aerodynamic and nucleonic products. To be organized later this year in California with initial Ford investment of \$10,000,000, Aeronutronic will be owned 75% by Ford, eventually 25% by key employes. At start, new company's work will be entirely under govt. contract, but its eventual activities and expansion were described as virtually unlimited. It expects to complete research & development organization of 2000 employes by 1958. Nucleus of new company will be group of 30 scientists who in Dec. 1954 organized Systems Research Corp., most of them having left Lockheed Missiles Systems Lab over difference of opinion on approach to development of guided missiles. Systems Research was headed by Dr. Ernest M. Krause and Dr. Montgomery H. Johnson, who will become aeronutronics v.p. and director of research & development, respectively. Ernest R. Breech, director of Ford's office of defense products & governmental relations, will be pres.

Noting increase in tube makers from 25 to 90 since World War II and "amazing growth" of electronics, RCA public relations exec. v.p. E. C. Anderson paid tribute to Joint Electron Tube Engineering Council for its coordination activities, in address at JETEC conference in Atlantic City May 11. He said that "one company alone now handles more than 850 different types of tubes and that, in all, more than 2500 individual firms are now manufacturing electronic equipment."

Utah Radio Products Co. Inc., Huntington, Ind., manufacturers of TV-radio speakers, sold its electronics div. this week to Utah Products Corp., a local group headed by Frank L. Pyle, ex-v.p. of Utah Radio. Operations will continue without interruption, he said.

Raytheon has sold microwave relay equipment to Western Union for new Pittsburgh-Cincinnati-Chicago telegraph link.

Dr. Allen B. DuMont will be principal speaker at opening session of Pacific general meeting of AIEE, at San Francisco's Fairmont Hotel June 25-29. Five of the 66 technical sessions will be devoted to TV-radio.

Wm. H. Westphal, ex-Minneapolis-Honeywell & Eastman Kodak, named mgr. of new Daystrom International div., handling export sales of all Daystrom electronic companies.

Frank M. Viles Jr., ex-Litton Industries and onetime pres. of Philco Service Inc., N. Y., named technical dir. of components div., Federal Telephone & Radio Co. (IT&T), Clifton, N. J.

Dr. Lloyd P. Smith, chairman of Cornell U physics dept., July 1 becomes Avco v.p. & pres. of Avco's research & advanced development div.

Dr. Claude E. Shannon, Bell Telephone Labs mathematician and noted contributor to information theory, elected to National Academy of Sciences.

Robert D. Wick named mgr. of govt. sales, RCA semiconductor div., to headquarter at new \$3,000,000 plant nearing completion at Somerville, N. J.

Harold S. Renne, ex-electronics technical editor of Ziff-Davis Publishing Co., joins Bell Labs, N. Y., as technical information supervisor.

James E. Ashman, ex-pres. of Air Associates Inc., elected pres. of Ultrasonic Corp., Cambridge, Mass. (electronic controls).

George E. Magrath promoted to eastern industrial sales mgr., National Co.

E. J. Gaffney elected engineering v.p., Teleregister Corp., Stamford, Conn.

Financial & Trade Notes: Motorola anticipates \$400,000,000 annual sales volume by 1960, pres. Paul V. Galvin told annual stockholders meeting May 8, basing prediction on increased sales of present products, new products and acquisition of other companies. Motorola sales last year set all-time record of \$226,653,953 (Vol. 12:11).

Company will spend \$11,000,000 this year on expansion of manufacturing facilities, he said. In final stages of construction is \$1,500,000 radio plant in Quincy, Ill. Ground will be broken shortly for \$3,000,000 military production facility in Phoenix. Other projects planned for this year are enlarging capacity of auto radio tuner plant in Arcade, N. Y.; construction of new plant in Franklin Park, Ill.; new offices and labs on Touhy Ave., Chicago.

Galvin said Motorola plans to diversify "within the field of electronic specialty items" but that there are no plans to produce white goods. He declined to indicate what acquisitions company plans. He said sales and earnings in second quarter would be higher than same period year ago, when profits were \$791,963 (41¢) on sales of \$41,414,940.

* * * *

CBS Inc., elaborating on statement by chairman Wm. S. Paley to annual meeting 3 weeks ago (Vol. 12:16), reports consolidated net income in first quarter of \$4,462,783, highest first-quarter earnings in its history, up 14.6% from the \$3,892,677 earned in first 3 months of 1955. Profit was equal to 60¢ per share on 7,485,857 A & B common, as against 53¢ on 7,316,700 shares for first 3 months of 1955 after adjustment for 3-for-1 stock split. Consolidated revenues and sales in first quarter of 1956 were \$88,406,663, up 13.7% from \$77,776,463 for first 3 months of 1955.

Hoffman Electronics plans \$100,000,000 sales volume by 1960, more than double the \$44,416,673 sales of 1955, pres. H. Leslie Hoffman told stockholders meeting, adding that company plans to triple engineering capabilities within year. Company's over-all profits in 1956 will increase over \$1,560,596 (\$2.15) of last year, he predicted. Stockholders approved proposal to increase number of authorized common shares from 1,000,000 to 2,000,000 and endorsed a stock option plan permitting key employes to purchase aggregate of not more than 35,000 shares of common.

Magnavox earned \$2,639,000 (\$3.23 per share) on sales of \$52,063,000 in 9 months ended March 31, compared to \$2,110,000 (\$2.65) on \$42,384,000 in corresponding period of preceding fiscal year. For quarter ended March 31, earnings were \$864,000 (\$1.01) on sales of \$18,038,000, as against \$578,000 (73¢) on \$14,365,000 in first 3 months of 1955. Pres. Frank Freimann said sales in fiscal year ending June 30 are expected to reach \$70,000,000, compared to \$55,000,000 in preceding fiscal year.

Admiral expands earlier statement by pres. Ross D. Siragusa (Vol. 12:15), reporting first-quarter earnings of \$1,310,336 (55¢ per share) on sales of \$48,663,959, as against \$1,238,176 (52¢) on \$50,034,396 in first 3 months of 1955. John B. Huarisa, exec. v.p. & treas., said that production of 10 $\frac{3}{8}$ -in. portable TVs began last week and that goal of 5000 output per day by Aug. has been established.

Olympic Radio, for quarter ended March 31, earned \$159,464 (35¢ per share) on sales of \$6,676,565, compared to \$82,631 (18¢) on \$4,800,986 in first 3 months of 1955. The 1956 figures include full-quarter operations of David Bogen Co., acquired as a subsidiary Jan. 31.

Penn-Texas Corp., parent of Hallcrafters, increased net worth to \$66,500,000 as of April 30, from \$59,478,000 on Dec. 31, pres. Leopold D. Silberstein told stockholders meeting. Working capital totaled \$40,000,000 on April 30, he said.

Among officers' & directors' stock transactions reported by SEC for March: Sidney M. Markley bought 400 American Broadcasting-Paramount Theatres, holds 500; Frank H. Sparks sold 1000 Arvin Industries, holds 6000; Irving B. Babcock sold 4800 Avco, holds 97; Charles S. Craigmile bought 100 Belden Mfg. Co., holds 7200; Hugo H. Wermine bought 250 Belden Mfg. Co., holds 2026; Clarence H. Hopper bought 100 CBS 'B,' holds 100; L. Buchner bought 300 Decca Records, holds 800; Keeton Arnett bought 100 DuMont Labs, holds 100; James M. Crawford bought 2268 GE, holds 4602; Wm. Rogers Herod bought 292 GE, holds 6868; Ray H. Luebbe bought 1000 GE, holds 3250; Francis K. McCune bought 2867 GE, holds 4938; Clarence C. Walker sold 400 GE, holds 2493; H. J. Hemingway sold 200 Hallcrafters, holds 200; David R. Hull sold 1000 Raytheon, holds none; Ernest Alschuler bought 750 Sentinel (Jan.), holds 157,550; Robert A. Hall bought 100 Skiatron, holds 100; Arthur Levey sold 15,000 Skiatron, holds 445,258; Frank V. Quigley bought 1500 Skiatron, holds 2035; Frank J. Healy bought 129 Sylvania, holds 2851; Titus Haffa sold 4600 Webster-Chicago, holds 4305 individually and 3175 jointly with wife; C. E. Headlee sold 1000 Westinghouse, holds 1140; John W. Krueger bought 3000 Whirlpool-Seeger 'A,' holds 10,112.

General Instrument Corp. earned \$285,474 (21¢ per share on 1,373,273 common shares outstanding) on sales of \$28,928,604 in fiscal year ended Feb. 29, compared to loss of \$412,220 on sales of \$22,795,029 in preceding fiscal year. Chairman Martin H. Benedek commented that proposed acquisition of Micamold Electronics (Vol. 12:18) will give General Instrument "the broadest line of components for the TV-radio industry made by any independent components supplier." He added that mass production facilities are being set up for color TV deflection components, for which orders are already in hand, and that recent expansion of manufacturing facilities should make company "one of the top TV tuner suppliers in the industry" this year.

Dividends: CBS 'A' & 'B,' 20¢ payable June 8 to stockholders of record May 25; Storer Bcstg. common 37 $\frac{1}{2}$ ¢ & 'B' common 5¢, June 14 to holders June 1; Television-Electronics Fund, 8¢ May 31 to holders May 3; Tung-Sol, 30¢ June 2 to holders May 16; International Resistance Co., 5¢ June 1 to holders May 15; Cornell-Dubilier, 30¢ June 25 to holders June 15; Clarostat, 10¢ June 15 to holders June 1; Erie Resistor, 20¢ June 15 to holders June 1; General Precision Equipment, 60¢ June 15 to holders June 1.

Dynamics Corp. of America, parent of Standard Electronics, earned \$2,012,071 (61¢ per share) on record sales of \$41,894,958 in 1955, compared to \$2,010,447 on \$36,440,014 in 1954. Flood at Winsted, Conn. plant last year reduced net income by \$151,950 (6¢). Earnings last year were after provision for dividends of 400,584 shares of \$1 cumulative preference stock issued for minority interests in Reeves-Ely Labs, a former Dynamics subsidiary now merged into parent company.

Beckman Instruments earned \$1,144,888 (92¢ per share) on sales of \$20,361,622 in 9 months ended March 31, compared to \$872,082 (70¢) on \$15,136,705 in corresponding period of preceding fiscal year. For quarter ended March 31, earnings were \$385,999 (31¢) on sales of \$7,476,811, as against \$309,704 (25¢) on \$5,437,668 in first 3 months of 1955.

General Precision Equipment Corp. earned \$346,973 (20¢ per share on 1,065,329 common shares) on sales of \$32,678,823 in first quarter of 1956, compared to 961,186 (90¢ on 974,412 shares) on sales of \$34,253,560 in first 3 months year ago.

Network Television Billings

March 1956 and January-March 1956

(For February report see *Television Digest*, Vol. 12:15)

BRISK RISE in network TV billings, compared with last year, continues to be reflected in Publishers Information Bureau figures. March statistics, released this week, show billings were \$40,603,332, up 17% from March 1955's \$34,574,039. Whole first quarter figures were up 18%—\$116,692,520 vs. \$99,299,368.

ABC's percentage rise remained greatest—up 77% to \$6,747,928—while CBS retained over-all lead with \$17,899,716, up 12%. NBC's improvement was 13%, to \$15,955,688. The complete PIB report for March:

NETWORK TELEVISION				
	March 1956	March 1955	Jan.-March 1956	Jan.-March 1955
CBS	\$17,899,716	\$16,036,896	\$ 52,648,532	\$46,562,763
NBC	15,955,688	14,102,093	44,495,804	39,694,429
ABC	6,747,928	3,806,425	19,548,184	11,092,316
DuMont†	—	628,625	—	1,949,860
Total	\$40,603,332	\$34,574,039	\$116,692,520	\$99,299,368

1956 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$17,829,455	\$14,695,116*	\$ 38,897,617*
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,899,716	15,955,688	40,603,332
Total	\$19,548,184	\$52,648,532	\$44,495,804	\$116,692,520

* Revised as of May 10, 1956.

† Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.

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

Important precedent endangering TV's right to use films of public events produced before advent of TV was seen by some industry observers in U. S. Supreme Court's refusal this week to review lower court victory of ex-fighter Al Ettore in suit over TV use of his old fight pictures (Vol. 10:49, 11:10, 12:4). Philadelphia appeals court had ruled Ettore was entitled to damages since he hadn't specifically agreed that the film of his 1936 heavyweight bout with Joe Louis could be shown on TV—which, of course, was non-existent in 1936. The show involved was NBC-TV's *Greatest Fights of the Century* series, defendant being Philco, which owned Philadelphia's WPTZ in 1950 when the Louis-Ettore fight film was shown. Case now will be returned to appeals court for financial judgment in Ettore's favor.

Applications for satellite stations in Helena (Ch. 10) and Missoula, Mont. (Ch. 21) were filed this week by group controlled by Ed Craney, who operates KXLJ, Helena, and KXLL, Missoula. At same time, Craney asked permission to increase power of his KXLF-TV, Butte (Ch. 6) to 65-kw ERP and move antenna to 8450-ft. mountain peak to produce adequate signal to feed proposed satellites. Applications on file with FCC now total 132 (20 uhf). [For details, see *TV Addenda 22-R*, herewith.]

With sunspot cycle in steep climb toward probable record peak in year or 2, FCC engineers anticipate possibility this summer of U. S. pickups of British TV, which operates as low as 41.5-mc audio, 45-mc video. As corollary, they expect occasional interference, both ways, between U. S. safety & special radio services in 40-mc range and British TV.

Bill banning TV-radio from Rhode Island courtrooms was vetoed this week by Gov. Roberts. NARTB pres. Harold E. Fellows had urged a veto last week in telegram.

Sign of the theatre-TV times: SMPTE has inactivated its theatre-TV committee, will reconstitute it when and if warranted by activity in that field.

Compulsory free time for presidential candidates on all TV networks and stations would be required under bill introduced this week by Chairman Priest (D-Tenn.) of House Commerce Committee. His new HR-11150 also incorporates his HR-10529 which would waive equal-time rules for minor-party candidates for President, Vice President and Congress as well as bona fide candidates for presidential & vice presidential nomination by major parties (Vol. 12:16). Bill stipulates that each network and station must make available free to each major party presidential candidate 30 min. of time weekly in Sept., one hour weekly in Oct., one hour in Nov. preceding presidential election; candidates are permitted to select specific time segments at least 15 days in advance. Bill applies to TV only, not radio. Other political developments: Comr. Doerfer advocated junking of equal-time rule, explaining in filmed interview on WTMJ-TV, Milwaukee, that the provision defeats its own purpose by permitting publicity seekers to put themselves on air, depriving public of opportunity to see & hear bona fide candidates. Adlai Stevenson and Sen. Kefauver (D-Tenn.) accepted ABC's offer, agreed to TV-radio debate from Miami May 21, 10-11 p.m.

National Telefilm Associates (Ely Landau, pres.) is buying UM&M Corp., TV film distributor headed by Charles M. Amory, for more than \$4,000,000, according to reliable industry source—boosting assets of NTA to more than \$10,000,000. UM&M has one of industry's biggest libraries of short subjects, having recently purchased Paramount short-&-cartoon backlog. In addition to 1450 short subjects, NTA also will get such TV film properties as *Sherlock Holmes*, *Duffy's Tavern*, *Janet Dean & Gabby Hayes* series. Presumably NTA will enter domestic & foreign theatrical markets with the Paramount shorts, since these rights were acquired from Paramount by UM&M. NTA is expected to absorb UM&M's sales & administrative personnel. Sale was due to be consummated this week end.

Working control of Warner Bros. Pictures Inc. has been purchased by group of investors headed by Serge Semenenko, senior v.p. of First National Bank of Boston, representing—among others—S. H. Fabian, pres. of Stanley-Warner Corp. & S-W Cinerama Corp. (theatres). Group paid \$27.50 a share for about 700,000 shares held by the 3 Warner brothers, obtaining more than 28% of the 2,482,000 outstanding common shares. Warner family retains about 10% of company's common stock. Negotiations with Canadian financier Louis Chesler for takeover of entire company (Vol. 12:18) reportedly fell through because of the Warner brothers' desire to retain active participation in the company.

NBC signed long-term deal with Talent Associates Ltd., headed by Arthur Levy & David Susskind, whereby network gets exclusive rights to entire output of that major program packaging organization. TA will supply scripts, productions and production services to NBC—with accent on spectaculars, but also including 30-min. shows. Contract runs to Sept. 1958, with options for additional 5 years—at a figure reported near \$1,500,000.

CBS-TV affiliation in Madison, Wis. will shift from WKOW-TV (Ch. 27) to upcoming WISC-TV (Ch. 3). CBS wants to make change end of Sept. but WKOW-TV maintains that affiliation runs until next year. WISC-TV is due on air next month.

Bill to legalize currently unlicensed boosters on vhf was introduced this week by Rep. Wharton (R-N.Y.). His HR-11165 is identical to HR-10944 introduced last week by Rep. Don Magnuson (D-Wash.).

Training of 19 foreign experts in TV-radio is currently in progress at 21 stations, under joint auspices of State Dept. and Boston U School of Public Relations & Communications.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 19, 1956

TV IN 73% OF U. S. HOMES, or total of 35,000,000, reports Census Bureau on basis of Feb. survey, increase of 10% since last June (p. 1).

CRAVEN'S NOMINATION TO FCC sent to Senate, confirmation considered certain. His allocations views—more vhf, deintermixture, vhf mileage cuts (p. 1).

ALLOCATIONS ACTION in "a few weeks," McConnaughey promises Magnuson; 100-125 established operators, most vhf, to meet on allocations in New Orleans (p. 2).

ATTACKS ON NETWORKS resume on Capitol Hill, in Committee hearings and on House floor. Network presidents and affiliates to testify June 11-19 (pp. 3 & 5).

DEFENSE OF NETWORKS against Bricker attacks snowballing, CBS's Stanton declaring networks vital to "electronic journalism" in politics, etc. (p. 4).

7 MORE AMPEX TV TAPE recorders ordered by CBS-TV for west coast use, making 10 in all; CBS v.p. Howard Meighan sees \$10,000-per-show saving over film (p. 8).

RAYTHEON, CBS, CROSLY debate advisability of continuing in TV. "Guesstimate" of production by TV set makers. Performance of servicemen endorsed (p. 11).

SURVEY OF 21 MARKETS reveals average TV set saturation of 88.7%, with Columbus, O. having highest ownership rate. Brand preferences listed (p. 13).

DISTRIBUTOR CONVENTIONS for introduction of fall TV models listed, along with manufacturer exhibitors at Chicago's furniture marts in June (p. 13).

ABC'S CONTINUED GROWTH, including preparation for color, will require additional financing. Two-year revitalization plan outlined (p. 15).

19 NEW STATIONS so far this year, few more before June 30. Only one new uhf (satellite) as another resumes, one goes dark. Notes on upcoming stations (p. 9).

20th CENTURY-FOX unloads first 52 features to NTA for \$2,340,000 plus percentage; MGM-Lou Chesler negotiations said to involve \$50,000,000 (p. 16).

73% OF ALL U.S. HOUSEHOLDS HAVE TV SETS: Important to broadcasters and the trade alike, Census Bureau report released this week estimated that about 35,000,000, or 73% of total U.S. households, were TV-equipped as of Feb. This represents increase of 10% over the 32,100,000 TV homes, or 67% of total households, reported in last Census Bureau survey as of June 1955 (Vol. 11:34,36) and county-by-county projection by Advertising Research Foundation (Vol. 12:17 & Special Report). Census plans to give breakdown by June 15 of TV ownership by 4 geographic regions and by urban-rural areas. No decision has been reached on another county-by-county projection.

Vast market still existing for initial TV sales was further indicated this week when CBS pres. Frank Stanton estimated that 99.2% of nation's population will be within TV signal range by time of Aug. political conventions. Census study shows more than 12,000,000 homes, or roughly 25% of all households, are without TV sets. It's safe guess that not more than 600,000 new TV households have been added since Feb., judging by slower pace of new TV market openings, so that Census figure can be unofficially projected to about 35,600,000 currently.

Census Bureau survey should not be confused with sets-in-use count because it does not purport to include sets in public places or second sets in homes. Industry researchers estimate minimum of 38,500,000 sets-in-use as of May 1. NBC has discontinued monthly estimates of sets-in-use, latest tally showing 36,900,000 on Jan. 1.

Advertising Research Foundation contracted for the Census survey which, like the June study, was financed by networks, NARTB & TvB. NARTB plans to use it in connection with long-awaited industry-approved county-by-county sets-in-use count, which hasn't emerged from pilot study phase and appears to be at least year away.

SENATE GETS NOMINATION OF CRAVEN TO FCC: It's definite now -- as anticipated -- that Comdr. T.A.M. Craven is due to succeed Comr. Edward W. Webster as member of the FCC, returning to position he held from 1937-1944. President Eisenhower sent nomination to Senate May 18, and little or no opposition is expected to his confirmation for 7-year term starting on July 1. Makeup of the Commission will be: Republicans --

McConnaughey, Hyde, Doerfer & Lee; Democrats -- Bartley, Mack & Craven. Webster is an independent, and top Democrats have clamored for more Democrats on agencies.

A distinguished engineer and allocations specialist, Craven has held many responsible positions in Navy, civilian Govt., private broadcasting and as consulting engineer. A 1913 Annapolis graduate, he served in Navy until appointment as FCC chief engineer in 1935, became a commissioner in 1937. He joined Cowles Broadcasting Co. as v.p. in 1944, left in 1949 to join consulting firm of Craven, Lohnes & Culver, from which he'll resign to join Commission.

Appointment gives greater significance to Craven's TV allocations views. Last year, he filed comments on his own (Vol. 11:52), maintaining that at least 65 channels are needed, suggesting that another vhf channel be quarried from 54-90mc band, 14 more in 225-470mc -- to be added to present 12 vhf channels and the 38 uhf channels constituting Ch. 14-51. He also advocated cutting co-channel vhf spacings to 160-mi. in Zone I, with 1250-ft. antenna maximum, 190-mi. in Zones II & III, with 2000-ft. Deintermixture should be explored, he said, and he submitted an allocation plan creating some uhf-only areas, shifting some vhf stations to uhf.

Accepting Webster's resignation, President Eisenhower voiced appreciation of the veteran govt. career man's contributions, offered "best wishes in days ahead." Serving in Coast Guard, Webster rose to chief of communications, attaining rank of commodore before appointment to Commission in March 1947.

ALLOCATIONS ACTION 'WITHIN A FEW WEEKS': FCC continued marching up the hill and down again on allocations -- but action "within the next few weeks" was virtually assured by Chairman McConnaughey in letter this week to Sen. Magnuson (D-Wash.), chairman of Interstate & Foreign Commerce Committee.

There's still every indication that the action will comprise a rule-making proposing some degree of deintermixture, but some commissioners remain poles apart on how much -- and whether or not it should be tied to an all-uhf proposal.

The lineup fluctuates. Comrs. Doerfer & Mack, for example, argue that deintermixture means little unless it's a prelude to all-uhf. Comrs. Hyde & Bartley, on other hand, plump for deintermixture but see no need for all-uhf proposal. Just this week, McConnaughey called for tentative vote on concept of moving all stations east of the Mississippi to uhf in 10 years or so. With Comr. Webster absent, the nose-counting produced a tie -- McConnaughey, Doerfer and Mack voting in favor; Hyde, Bartley and Lee against.

McConnaughey's response to Magnuson came after the Senator became worried over possibility that FCC might hold up everything pending conclusion of industry "crash research" program on uhf, suggested by McConnaughey in his NARTB convention speech (Vol. 12:16). Not so, replied the FCC chairman.

Magnuson wrote McConnaughey on May 1, saying he thought the research idea is "very constructive." However, he said, he's concerned about McConnaughey's statement that "once this development program has been completed, the Commission and the industry will have a sound technical basis for making a long-term decision on the merits of uhf." Magnuson's reaction to that:

"To the extent that this might be construed as indicating the Commission would postpone decisions on allocation changes designed to preserve uhf until such a program is completed, I would think that this would be unsound. The Commission has long since decided that uhf must play a vital part in a nationwide, competitive TV system, and this is strongly reinforced by the action of the Office of Defense Mobilization in indicating that no additional vhf channels could be made available...

"While it is quite clear that detailed changes in allocations cannot be made by [June 1], it would seem to me that the Commission could announce its preliminary conclusions before that date and then institute whatever proceedings may be necessary to implement these policies." McConnaughey responded May 14:

"I in no way intended that other possible actions be held in abeyance. On the contrary, I contemplated that as a necessary adjunct to the research program, the Commission would be doing everything possible to improve the immediate TV situation and to assist uhf...

"While I cannot predict precisely when the Commission will take action, the highest order of priority is being given the subject, and I am confident that we will be able to take the next step in our proceeding within the next few weeks. As you point out, we will not be able to make final allocation changes at this stage in the proceeding, but we will be in a position to issue a proposal for specific allocation changes, as well as suggestions contemplating longer-range solutions..."

* * * *

Another strong effort to carve a vhf channel out of FM band was made this week when Benedict Gimbel, owner of radio WIP, Philadelphia, appeared before Senate Commerce Committee to back his petition to FCC. He argued that 88-94mc could be taken from the 88-108mc FM band, leaving plenty of room for FM stations -- but making possible establishment of 54 vhf stations immediately, giving another vhf signal to 30,000,000 in such cities as Chicago, Miami, Kansas City, St. Louis.

With aid of RCA & Philco, Gimbel added, it was found that "63% of all sets now in use" can be tuned to new Ch. 6A for the price of a service call -- "with no converters, no adaptors, no trick antennas." Sen. Pastore (D-R.I.), presiding at hearing, called the testimony "persuasive."

Meanwhile, large group of established operators, mainly vhf, has scheduled May 30-June 1 meeting in New Orleans' Roosevelt Hotel to consider allocations position. One of its main objectives, according to sparkplug P.A. (Bud) Sugg, WKY-TV, Oklahoma City, is to obtain a complete engineering survey of both vhf & uhf for FCC and Congress. "There's been no such study for years," he says, "and everyone should have the benefit of what we've learned in recent years." Head of engineering committee is Thomas E. Howard, engineering v.p. of WBTV, Charlotte.

No formal organization has been established so far. Eligibility hasn't been determined, but Sugg says consensus of group during meeting at NARTB convention was that full-power uhfs might well be included and low-power vhf's might not. Fact that Storer Broadcasting Co. will be represented indicates that group isn't purely vhf (Storer has 2 uhfs) and that there won't necessarily be unanimous agreement on allocations -- for Storer is a leading deintermixture advocate, also proposing some vhf mileage cuts in selected markets, while many vhf operators have consistently argued that nothing should be done to cut service areas of existing stations.

NETWORKS ATTACKED AGAIN ON CAPITOL HILL: More charges against networks were heard this week in the halls of Congress -- but defense and counterattack were in sight at week's end, when Senate Commerce Committee announced this witness list for next hearings in its over-all investigation of TV:

CBS pres. Frank Stanton, June 11; NBC pres. Robert Sarnoff, June 12; ABC pres. Robert Kintner, June 14; CBS affiliates, June 18; ABC affiliates June 19.

In 2 days of hearings this week, the Committee -- variously chaired by Sens. Pastore (D-R.I.), Payne (R-Me.) and Wofford (D-S.C.) and rarely comprising more than one Senator -- listened to these witnesses (summaries of testimony on p. 5):

(1) Wilbur M. Havens, of Richmond's pre-freeze WTVR, told of NBC "reprisals" against his station, ultimately resulting in loss of TV & AM affiliations. He requested the abolition of network "must-buy" practices, modification of option time agreements and FCC-enforced parity between stations' network & national spot rates.

(2) Three independent N.Y. scenery suppliers charged networks are squeezing them out of business by unfair methods, and demanded divorcement of networks from production of commercial TV programs.

(3) Bill Hoover, KTEN, Ada, Okla., asked for rules to protect independent small-town stations from satellites of big-city outlets, and urged that stations' coverage maps filed with FCC (and used for selling) be confined by law to interference-free areas as proposed in FCC's Third Report.

(4) Murray Carpenter, WTWO, Bangor, Me., was only witness defending networks. He made strong plea for preservation of network option time, without which he said small markets wouldn't be able to obtain any substantial amount of network programs.

In other Capitol Hill network developments this week:

Sen. Bricker introduced his multiple-ownership bill (S-3859), which would abolish numerical limits on station ownership, substituting provision that no single entity could control TV stations covering more than 25% of population (Vol. 12:17).

Richard Moore, pres. of independent KTTV, Los Angeles, filed another 45-page anti-network document with Senate Commerce Committee, answering the 50 loaded questions submitted to him by Sen. Bricker (Vol. 12:15). Moore's replies consist mainly of elaboration of the points he made before Committee (Vol. 12:13).

Rep. Evins (D-Tenn.), whose small business subcommittee is investigating FCC, made House speech answering GOP criticism (Vol. 12:18), saying "small business men" told his subcommittee that FCC has "failed to take steps to protect hometown broadcasters and small business in the communications field...from the stranglehold of big business and the national network systems." He added: "The hometown broadcasters, independent operators and small daytime radio station companies are complaining against prevailing policies of the FCC, and relief in the matter of administration and legislation is needed in the public interest...The FCC has not to date acted to stop this march to [network] monopoly..."

FCC network investigators sent questionnaire to networks, meanwhile, asking intimate details of finances and relationships with sponsors and stations. Commission's probes will be in New York next week to discuss questionnaire with networks. Among information sought: Criteria employed in rate determination, method of allocating payments to stations whose service areas overlap, list of sponsors for 1955 with breakdown of payments to network by each, discounts to advertisers, list of talent contracts, reasons for cancelling affiliation contracts, etc.

Five big TV film distributors are due to make presentation to FCC's network study group next week. Unlike NTA pres. Ely Landau's letter to the TV film industry last week (Vol. 12:19), it isn't due to be a paean of praise of networks.

Justice Dept. is keeping mum about its investigation of network practices, chief trust-buster Stanley N. Barnes conceding that inquiry is being pressed, but refusing to comment on the likelihood of any prosecution.

CBS pres. Frank Stanton continues his campaign against govt. threats to the networks -- particularly the Bricker report, which he calls "most serious threat to TV" (see below). But NBC & ABC remain silent, parrying all questions with promise to answer everything in detail in their testimony before Senate Commerce Committee.

COUNTERATTACK to efforts of Sen. Bricker (R-Ohio) to shackle networks grew this week, led principally by CBS pres. Frank Stanton. Accepting American Marketing Assn.'s Parlin Award in Philadelphia May 15, he stressed TV's role of "electronic journalism," calling it "a great instrument of pure democracy existing as a co-product with the marketing function"—and declaring that these functions are impossible without networks.

Stanton particularly emphasized TV networks' contribution to forthcoming political conventions, campaigns and elections. "As we approach convention time," he said, "the news from Washington and elsewhere makes it abundantly clear that TV is a focal point in the planning and shaping of the conventions and campaigns this summer and fall."

Stating that 99.2% of people will be within range of at least one TV signal (see also p. 1), Stanton said that CBS alone would spend over \$5,000,000 on convention coverage, assigning more than 300 people to it, transporting 10-12 tons of equipment by air from Chicago to San Francisco and putting it in working order within 24 hours, etc. "Politically," he said, "I think the 'mass meeting' is on the way out—along with torchlight parades and red fire . . ."

"I find it more than a little ironic," he said, "that I should feel it even relevant, not alone necessary, to re-

mind ourselves that tasks such as these can only be performed by networks and that, if there were no networks in 1956, someone would have to invent them promptly, simply because necessity is the mother of invention."

Speaking of TV generally, Stanton said: "Good as film programs are—and many of them are very good—it is the live quality that gives TV its truest excitement and strongest vitality . . . It has provided the nation with the potential of an incalculable benefit in terms of national interest, for it makes available a means by which, in time of national crisis, we as a nation are afforded a mobility—and ability to turn on a dime—which may even be a condition to survival if we should ever have to meet totalitarianism head-on."

Then, calling attention to Sen. Bricker's campaign, he said: "These benefits are now being attacked—heavily. We have in Washington at present a strange spectacle. One of the most ardent champions of the withdrawal of govt. regulation of business proposes now to regulate the private radio & TV networks—from transmitter to receiver—as public utilities . . . And only yesterday he was quoted by the AP as saying a govt. 'checkrein' may be needed to make sure TV networks broadcast unbiased news . . ."

"The attack on networks is serious. It is serious to the marketing function of TV, and it is serious to the public service function. Should the enemies of networks ever succeed in destroying them, a serious deterioration in TV programs and national coverage would be a swiftly following consequence . . . In a day when our American

pride is that our national interconnections are becoming greater and greater; when we are building superhighways and the St. Lawrence Seaway to achieve greater and greater accessibility with one another, the hamstringing of networks would be a monstrously grotesque backward step."

* * * *

Two TV columnists who rarely get into industry's economics jumped to networks' defense this week. N. Y. Herald Tribune Syndicate's John Crosby, usually a harsh critic, wrote: "Bricker's charge that CBS' income represented 65% of its total capital investment is particularly idiotic. [He] only counted the buildings and equipment and completely ignored the programming costs, which are the heart of the matter." There are some disturbing things about bigness, he admitted, but: "If NBC and CBS were not big and rich, we would not get 'Dodsworth,' or 'Caine Mutiny Court Martial' or 'Peter Pan'; we'd get an endless succession of quiz shows because that would be all any one could afford . . ."

NETWORKS TOOK A PASTING again this week from most witnesses appearing May 14 & 15 before Sen. Magnuson's Commerce Committee investigation of TV (see p. 3). Highlights of testimony by main witnesses at sparsely attended hearings (Sen. Magnuson never showed up):

Regulation of networks by FCC was proposed by Wilbur M. Havens, pres.-gen. mgr. of Richmond's pre-freeze WTVR (Ch. 6), which last year lost NBC affiliation to new WXEX-TV (Vol. 11:17,23). An unscheduled witness, he described details of his relationship with NBC, and urged that Commission consider adopting these rules:

(1) "Prevent a network from compelling an affiliated station licensee to accept all programs offered [on] pain of losing its affiliation," by (a) setting maximum limit on the percentage of its programs which a station can accept from a single outside source, and (b) preventing network from terminating an affiliation agreement because of an affiliate's refusal to accept network programs offered during option time (provided not more than 30 min. of commercial programs are refused during any one option time segment) or because of the affiliate's refusal to accept any network program during non-option time.

(2) Bar networks from requiring affiliates to accept gross network station rate lower than station's national spot rates, provided station doesn't exceed cost-per-thousand rate table customarily used by the network.

(3) Abolish "must-buy" policies of networks, permitting network advertisers to use non-affiliated stations in cases where they prefer them to the regular affiliate.

"I believe that NBC terminated our affiliation as an object lesson to show all of its other affiliates what would happen to a station that stands up to the network," said Havens. "Unless you gentlemen of this Committee or the FCC or the Dept. of Justice decide to do something about it, the object lesson will sink home in the mind of every affiliate, and the many hundreds of independently owned affiliates of the major networks will be independent in name only."

WTVR's independence in refusing some NBC programs was responsible for series of network reprisals against him, Havens said, eventually resulting in termination of affiliation of WTVR and its AM affiliate WMBG.

* * * *

Demanding divorce of networks from program production—except for sustaining shows—3 N. Y. scenery suppliers told Committee that networks "moved in" on scenery construction field, forcing program producers and ad agencies to deal with network scenery depts. even where independent scenery studios submitted lowest bids.

"The problem is not that there's too little competition but that frequently there's too much, which leads the networks to cutting each other's throats senselessly; every one loses when that happens, including the viewer. But in its healthier aspects the race between CBS and NBC to outstrip one another has provided us all with better and better shows. The pugnacious competitiveness not only between networks but between different shows on the same network has consistently raised TV standards and will raise them further."

Marie Torre, N. Y. Herald Tribune columnist, is also sold on Stanton's arguments. Quoting him to effect that "in all my 21 years of broadcasting, this is the most serious threat to TV," she wrote that "forces are at work to impair the healthy bloom of TV"; that breakdown of networks would eliminate costly programs and costly program experimentation. She urged readers to protest to FCC and Congress.

"The TV networks don't want any independent factors in production, directing, designing or staging of shows to be seen over their networks because they want to control all these factors so that they will have a complete monopoly over both the exhibition and production of everything that will be televised over their facilities," said Peter J. Rotondo (Peter J. Rotondo Corp.) who observed that in 1949-50 his studio created scenery for more than a score of network shows but this year is supplying only one.

"Unless the networks are pushed back into the business of TV broadcasting and the sale of broadcast time, every independent operator will be crushed under the weight of this growing gigantic monopoly," said pres. David Steinberg, of Imperial Scenic Studios, Ft. Lee, N.J. He told Committee his gross TV business fell from high of \$345,576 in 1953 to \$71,438 last year. Mrs. Lucille Ashworth of Chester Rakeman Scenic Studios, N.Y., said her TV business fell from \$276,160 in 1951 to \$3263 in 1954 and \$9062 last year.

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Action to curb indiscriminate use of satellites was urged by Bill Hoover, v.p.-gen. mgr. of KTEN, Ada, Okla. (Ch. 10). The "evil of satellite stations," he said, threatens to become a "monster" of such proportions that "none of us within the industry will be able to cope with it." He said KTEN, which gets the shows of all 3 networks on per-program basis, is now threatened with upcoming KVSO-TV (Ch. 2) in nearby Ardmore as a satellite for NBC-affiliated WKY-TV, Oklahoma City (Ch. 4).

He said such satellites, controlled by the mother station—even if not under same ownership—can "break the back and spirit of the local station that is beginning to make headway in the questionable fringe area." He proposed that any station receiving more than 8 hours of its programming weekly from another station be required to obtain FCC permission to operate as a satellite. In such cases, local stations which object to proposed satellite operations could file protests with FCC, ask oral hearings to determine if operation is in public interest.

Hoover also lambasted station coverage maps filed with FCC, which are often used as sales tools by stations and which he said represent "the most dishonest approach yet conceived in this industry." He urged Committee to "force the development of coverage maps based on actual coverage to the 100-microvolt contour to interference-free signal." Taking account of interference in station coverage maps, he added, would present more truthful picture to advertisers and encourage greater use of more local stations.

* * * *

Only defense of the networks heard this week by the Committee came from Murray Carpenter, owner of CBS

affiliate WTWO, Bangor, Me. (Ch. 2)—and it was a strong defense. "Don't tamper with the vitals of networking," he urged. "I say that the networks have evolved a method of operation that is nothing short of marvelous in its effectiveness and efficiency . . . that the networks have done more to develop American TV than all the station operators put together and doubled . . . that [they] have brought more TV programs to more homes more rapidly than the wildest enthusiasts would have predicted a few years ago . . . that [they] have demonstrated ability to provide quality and variety of program fare that will stagger the mind . . . that [they] have done more to help establish a nationwide and competitive TV industry than all the carpers, criticizers and second-guessers from Los Angeles to Washington inclusive . . . that the practices and policies of the network companies are demonstrably successful and demonstrably in the public interest."

Substantial part of his testimony was devoted to defense of option time provisions, which he said "are substantially responsible for the rapid growth in the volume of network programming in those markets not important enough to be characterized as 'must buys'."

He urged Committee and FCC to "take a careful look at AT&T charges "for intercity TV service" and request immediate approval of pending rule which would permit stations to build and operate their own microwave connections.

Network Accounts: Old Golds and Bulova to co-sponsor *Jackie Gleason Show* live on CBS-TV starting Sept. 29, Sat. 8-9 p.m., thru Lennen & Newell and McCann-Erickson; Gleason's \$11,000,000 3-year talent contract with Buick is thus dissolved after only one year . . . Ford switches *Ford Theatre* from NBC-TV to ABC-TV in fall, Wed. 9:30-10 p.m., thru J. Walter Thompson . . . Colgate-Palmolive cancels all daytime sponsorships on NBC-TV, including *Modern Romances* and *Feather Your Nest*, plus partic. sponsorship of *Howdy Doody*; it plans to expand in evening TV . . . L&M Cigarettes to be alt. sponsor (with Frigidaire) of *Do You Trust Your Wife?* on CBS-TV starting in fall, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . General Foods to sponsor untitled children's show on NBC-TV this fall, Sun. 7-7:30 p.m. . . . Studebaker-Packard drops *TV Reader's Digest* on ABC-TV Mon. 8-8:30 p.m., with Danny Thomas' *Make Room for Daddy*, dropped by Dodge, likely to move into that period . . . Welch's Grape Juice and Brown & Williamson Tobacco Co. buy segments of upcoming *It Could Be You* on NBC-TV, Mon.-thru-Fri. 12-12:15 p.m. . . . New sponsors of *Arthur Godfrey Time* simulcast on CBS: Norwich Pharmacal, Manhattan Soap, Standard Brands, Bauer & Black, Bristol-Meyers . . . Westinghouse buys 14 partic. on NBC-TV's *Today and Tonight* starting week of May 21 for series of institutional ads, thru H. W. Buddemeier Adv., Baltimore . . . Falstaff Beer to be partic. sponsor of 15 National Football League pro games this fall on CBS-TV, thru Dancer-Fitzgerald-Sample . . . Swift & Co. buys 15 min. of *House Party* on CBS-TV starting June 6, Wed. 2:30-3 p.m., thru McCann-Erickson, Chicago . . . Procter & Gamble to sponsor *Russ Morgan Show* as replacement for *It's Always Jan* on CBS-TV next fall, Sat. 9:30-10 p.m. . . . General Foods and Procter & Gamble buy *Charlie Farrell Show* as summer replacement for *I Love Lucy* on CBS-TV, Mon. 9-9:30 p.m. . . . GE and Procter & Gamble cancel *Medic* on NBC-TV Mon. 9-9:30 p.m. effective in fall, when program shifts to another time.

New reps: KTRK-TV, Houston, to Hollingbery (from Blair); WTRI, Albany-Troy-Schenectady (Ch. 35), resuming July 1, names Venard, Rintoul & McConnell.

Teleprompter Corp. moves headquarters to 311 W. 43rd St., N. Y.

Station Accounts: "Department Store TV—What's Wrong?" titles Abby Rand's provocative article in *May Television Magazine*, offering suggestions on how TV can be adapted to special demands of store advertising. Stores should buy programs or spots on TV immediately preceding their high-traffic periods, it says, pointing out that Sun. is ideal time on TV to push Mon. sales, or in afternoons of late-night shopping. As examples of successful use of TV by dept. stores, it cites such programs as *Window*, 5-min. across-the-board show on NBC-TV's o-&o stations; *Jeanette Jaffee for Joske's* sponsored by big Joske's Store Thu. 2:15-2:30 p.m. on KENS-TV & Sun. 10-10:15 a.m. on WOAI-TV, both San Antonio; *World of Fashion* on several Mich. stations for Wurzburg's, Grand Rapids . . . Waxed Paper Merchandising Council, 38 So. Dearborn, Chicago, plans \$1,000,000 all-media campaign this summer to push use of waxed paper with foods, tying in with American Bakers Assn.'s National Picnic Month in July and Wheat Flour Institute's National Sandwich Month in Aug., thru Ruthrauff & Ryan, Chicago . . . Esso Standard, for new Golden Esso Extra premium gasoline, plans extensive spot campaign in 18 states, thru McCann-Erickson . . . Nestle Co. plans big spot campaign this summer for its Iced Nescafe, thru Bryan Houston Inc., N. Y. . . . Pa. Grocers Assn., 8000-member statewide organization of retailer-owned grocery warehouses, with headquarters at 3701 No. Broad St., Philadelphia, switches from radio to spot TV for first time as experiment . . . Blitz Weinhard Co., Portland, Ore., celebrating its 100th anniversary in brewing industry, to use extensive spot campaign on west coast for new Blitz beer label, thru Cole & Weber Adv., Portland . . . Among advertisers currently reported using or preparing to use TV station time: Jules Campos Inc., Mt. Vernon, N. Y. (Vinyl-Flo, Veet & Campoo for floors), thru Chelsea Adv., N. Y.; Fremont Hotel, Las Vegas, Nev., thru Cole, Fischer & Rogow, Beverly Hills, Cal.; Master Mfg. Co., Cleveland, O. (Wax-O-Matic floor waxer), thru Lang, Fisher & Stashower, Cleveland; Real Airlines, Miami, thru Robert Otto & Co., N. Y.; American Kitchens Div., Avco Mfg. Corp., Connersville, Ind., thru Ruthrauff & Ryan, Chicago; Euclid Candy Co. of Cal., San Francisco (candy bars); thru Barnes-Chase, San Francisco; Interstate Bakeries Corp., Kansas City (Blue Seal bread), thru Philip S. Boone & Assoc., San Francisco; Astronaut Inc., N. Y. (harmonica distributor), thru Hoffman-Manning, N. Y.; Borg Fabric Div. of George W. Borg Corp., Delavan, Wis. (Borgana fabric), thru Douglas D. Simon Adv., N. Y.; American Sheep Council, San Francisco, thru Botsford, Constantine & Gardner, S. F.; Hygienic Sanitation Co., Philadelphia (exterminating, termite control), thru David Zibman, Philadelphia; Schindler & Co. Inc., N. Y. (Nortex sport shirts & jackets), thru Jerry Lichtman Co., N. Y.; Sun Harbor Packing Co., Terminal Island, Cal. (Purr Pet Food), thru Barnes-Chase Adv., San Diego.

Educational TV & Radio Center, Ann Arbor, which provides program services to 20 educational TV stations, this week appointed Kenneth Christianson, from Southern Regional Education Board, to new post of program mgr., expediting acquisition & procurement. Also named to staff, for one-year terms: Prof. Donley Fedderson, TV-radio chairman, Northwestern U; Kenneth D. Wright, director of broadcasting, U of Tennessee; Milo Ryan, assoc. professor, U of Washington School of Communications. Dr. Glenn Starlin, acting chairman of speech at U of Oregon, rejoins program staff for summer, and Gordon Gray, from Michigan State U, becomes a program associate in Feb. The dept. is headed by Robert B. Hudson, onetime CBS education director, ex-journalism professor and TV-radio director, U of Illinois.

Personal Notes: Mrs. Geraldine B. Zorbaugh, asst. secy. & asst. gen. attorney for ABC since 1950, elected a v.p. & special asst. to ABC pres. Robert E. Kintner; James A. Stabile promoted to v.p.-gen. counsel, heading newly consolidated business affairs & legal depts.; Omar F. Elder named ABC secy., continuing as asst. gen. counsel . . . Charles C. (Bud) Barry, onetime NBC programming v.p. recently named to head MGM's TV operations, elected a v.p. of parent Loew's Inc., along with Frank B. Walker, gen. mgr. of MGM Records . . . Leonard H. Goldenson, pres. of AB-PT, sailed May 16 with Mrs. Goldenson on *Queen Elizabeth* for Europe, where ABC Film Syndication pres. George Shupert joins him for visits with key TV officials, returning June 12 . . . Martin Codel, publisher of *Television Digest*, and Mrs. Codel back from 8-week trip to Europe and Middle East . . . Alex Keese named head of *Dallas News'* WFAA-TV & WFAA, with Ralph Nimmons continuing as mgr. of WFAA-TV and program mgr. Karl Lambert promoted to mgr. of WFAA . . . Wm. R. (Billy) Goodheart Jr., who developed many of top radio stars & programs in 1920s & 1930s prior to retirement in 1943 as exec. v.p. of MCA, later heading Official Films, joins NBC in exec. capacity under Thomas A. McAvity, v.p. in charge of NBC-TV network . . . Robert J. Leder, gen. mgr. of radio WOR, N. Y., elected a v.p. of station & member of General Teleradio plans board . . . Frank E. Pellegrin, partner & v.p. of H-R Reps & H-R Television Inc., elected pres. of N. Y. chapter of Radio Pioneers . . . Sol Cornberg, NBC director of studio & plant planning, who recently was "lend-leased" to Granada TV to help construct its newly opened studios in Manchester, England, going to International Design Conference in Aspen, Colo., June 23-July 1 . . . Hunt Stromberg Jr. resigns as program dir.

of KABC-TV, Los Angeles, to join CBS-TV program dept., Hollywood, in exec. capacity; Peter Robinson promoted to succeed him . . . Wm. O. Payne, mgr. of KGU, elected v.p. of broadcasting for *Honolulu Advertiser* (KGU), which owns 50% of KONA, Honolulu . . . Jay Eliasberg promoted to CBS-TV asst. research director, under Oscar Katz . . . John Burrell, ex-managing director of Old Vic company in London, joins CBS-TV as exec. art director . . . Jack Snyder promoted to station mgr. of WFBG-TV, Altoona, Pa., with George Burgoon named asst. mgr. . . . J. Grant Sandison, ex-WISN and WTMJ, Milwaukee, named gen. sales mgr. of WITI-TV, Milwaukee . . . Francis A. Pasley promoted to finance mgr. of GE broadcasting stations dept., succeeding Edwin S. West, now operating mgr. of GE Appliances Co., Cleveland . . . Stewart Barthelmess, ABC Radio eastern sales mgr., named gen. mgr. of radio WABC, N. Y., replacing Michael A. Renault, resigned . . . G. E. Hurst, ex-CBS Radio Spot Sales, named sales mgr. of radio WCBS, N. Y., succeeding Henry Untermeyer, now gen. mgr. of radio KCBS, San Francisco . . . Gordon F. Hayes named gen. mgr. of CBS Radio Spot Sales, succeeded as midwest regional mgr. by Thomas H. Peterson; Henry Flynn resigns as gen. sales mgr. . . . Allan Kerr, ex-CBS & NBC, named sales mgr. of WHUM-TV & WHUM, Reading, Pa. . . . Troy Crowder named publications editor of Educational TV & Radio Center, Ann Arbor, Mich. . . . Jack F. A. Flynn promoted to supervisor of political accounts, WPIX, N. Y. . . . Arthur L. Gray named gen. sales mgr. of Reela Films, Miami, subsidiary of WTVJ . . . Jim Hawthorne, Los Angeles TV-radio personality, named operations mgr. of KSHO-TV, Las Vegas . . . Norman Ginsburg, ex-Dumont Network adv. & promotion mgr., appointed to same post at NBC-TV Films.

John R. (Jack) Poppele has resigned as asst. director of U.S. Information Agency in charge of TV-radio operations, effective July 15. He will return to private business. In accepting resignation May 18, Theodore R. Streibert, USIA director, with whom Poppele had worked as WOR-Mutual engineering v.p. when Streibert headed that operation, paid high tribute to him for bringing the Voice of America "to a new high level of effectiveness" and particularly for handling the removal of headquarters from N. Y. to Washington and setting up a TV service in the agency. Poppele was with WOR-Mutual for 30 years, after which he had his own consulting engineering practice, from which he took leave to join USIA in May, 1954.

Gordon Gray, Asst. Secy. of Defense and Secy. of the Army during the Truman Administration, ex-pres. of U of North Carolina, publisher of *Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel*, chief owner of WSJS-TV & WSJS, will shortly marry Mrs. Nancy Maguire Beebe, daughter of Gen. & Mrs. Hamilton E. Maguire, of Washington. Mrs. Beebe is widow of a foreign service officer who died in Hong Kong, and has 3 young children. Mr. Gray's first wife died in 1953, and he has 4 sons.

Blackburn-Hamilton Co., brokers in TV-radio stations and newspapers, this week opened 4th office, Suite 1101 Healey Bldg., Atlanta (telephone Jackson 5-1576) under direction of Clifford B. Marshall, ex-UP business representative in that city and onetime operator of WGRV, Greenville, Tenn. Firm's other offices are in Washington (James W. Blackburn), Chicago (Ray V. Hamilton) & San Francisco (Wm. T. Stubblefield). This week, it added Jack V. Harvey, ex-UP southern div. business mgr., to Washington staff.

Thomas M. Pepperday, 69, publisher of *Albuquerque Journal*, which sold pre-freeze KOB-TV with radio KOB to Time Inc. and Wayne Coy in 1952 (Vol. 8:22), died of heart attack May 16.

ADVERTISING AGENCIES: John T. McHugh, senior v.p. & mgr. of N. Y. office of Joseph Katz Co., elected pres., succeeding Joseph Katz, who moves up to chairman; Harry Kullen, v.p. & business mgr. of production & art, elected a senior v.p., along with Roland Brave, v.p. & copy-account exec. . . . James F. Rowe, ex-J. Walter Thompson, joins Anderson-McConnell Adv., Los Angeles, to work on electronics accounts . . . Harold H. Webber, v.p.-gen. mgr. of Foote, Cone & Belding, Chicago, named exec. v.p. in charge of Chicago office & member of exec. committee.

Another plan for a TV Center in N. Y. was disclosed this week by Manhattan Borough pres. Hulan E. Jack, in announcing \$70,000,000 project to build new home stadium for the Giants, replacing Polo Grounds. Stadium-studio-office building would be located over N. Y. Central tracks between 60th & 62nd Sts. from West End Ave. to West Side Highway, financed by private capital and subject to leasing of air rights over N. Y. Central freight yards, for which "firm proposal on a dollar basis" should be offered the railroad in next 2 weeks. TV Center and office building, design and details of which weren't revealed, would be located at north end of project.

Broadway beat: RCA putting up entire \$300,000 backing for new Lindsay-Crouse musical, "Happy Hunting," featuring Ethel Merman, in exchange for 40% ownership, phono record and TV rights—same terms CBS has with its \$360,000 backing of smash hit "My Fair Lady." Alfred Lunt & Lynn Fontanne make TV debut on *Producers' Showcase* next fall with their Broadway hit, "Great Sebastians," backed financially by RCA. New Broadway-TV repertory theatre planned by V. N. Barrington & Albert Moorehead, featuring simultaneous 3-week runs of one-act plays on Broadway—3 of them in each stage performance—and one-a-week telecasts of same plays.

John C. Kelly, pres. of Kelly, Nason Adv., appointed trustee of Villanova U, from which he was graduated in 1915.

“VIDEO TAPE will be a far cheaper method of recording and will provide far better black-&-white and color pictures than film,” CBS western v.p. Howard S. Meighan told Assn. of National Advertisers convention at Pebble Beach, Cal. May 17—and then he underscored this statement with announcement that CBS has ordered 7 more black-&-white Ampex video tape recorders for spring 1957 installation in CBS’s Hollywood TV City. This will give CBS a battery of 10 Ampex recorders (at cost of about \$540,000), including the 3 pre-production prototype models network hopes to put in service by mid-summer (Vol. 12:15-16).

“A tape-recorded TV program should cost no more than a live TV program,” Meighan told advertisers. “A TV show recorded on motion picture film, on the average, costs \$10,000 more than a live show.” As example, he estimated that savings of \$114,000 could have been realized this season on the 10 filmed editions of *Red Skelton Show* alone. CBS may use it for political conventions.

ANA delegates saw demonstration of Ampex recorder—the second since NARTB convention, first having been May 15 joint Hollywood-San Francisco SMPTE meeting at Ampex’s Redwood City, Cal., plant.

Ampex officials say orders for the black-&-white video recorders are still coming in, but they declined to give total, since many orders haven’t yet been firmed up. Second to TV stations, biggest demand is from independent TV

entrepreneurs such as monitoring services, independent studios, etc.

Meanwhile, big TV film producer-distributor Ziv TV Programs has set up own 5-man committee to explore thoroughly the implications of TV tape in its operations. Other TV film companies are giving tape close scrutiny, though Ampex officials say they don’t expect tape to replace syndicated TV film for long time to come—if ever.

Ampex instrumentation div. is working on various versions of the recorder to suit demands for lab and military wideband data recording.

Basic principle of Ampex video recorder—lateral recording on wide, slow-moving tape—isn’t particularly new. Interestingly, Olympic Radio has used it for some time in professional audio tape recorder, which can put 24 hours of programming on 7-in. reel of tape 2-in. wide.

Stanford Research Institute this week announced it had developed a video recorder—using film—under contract to Air Force, for radar simulation. This recorder also uses principle of lateral scanning on film, after converting electrical signals to light. Playback equipment “reads” the 35mm film with special TV-like camera. Fifty minutes of radar presentation can be stored on 100 ft. of film. Similar film recording device for TV was described in March issue of *Wireless World* of London.

Audio Devices Inc., 444 Madison Ave., N. Y., this week announced it is preparing to manufacture “TV-Audiotape” for Ampex video recorders. It’s made on base of Mylar polyester film one mil thick and 2-in. wide. No price was announced. All leading audio tape manufacturers are expected to offer TV tape by time recorder deliveries begin.

Telecasting Notes: “I Loathe Lucy” titles April 4 column by *Punch* TV-radio critic Bernard Hollowood, who takes to task “an American sheet called *Television Digest*” for reporting that “just about every appraisal of British TV since commercial programs started . . . bears out our contentions that the British audience likes what the Americans do” (Vol. 12:10). After noting that British TV (both ITA programmers and BBC) are paying about \$4,200,000 a year for American TV film programming, he calls our statement “astounding” and submits what still appears to us to be a British minority view of U. S. TV film programming . . . Of American TV films, Hollowood reports: “You see one installment and you have seen the lot. In *Dragnet*, every telephone conversation, every look and every gesture is predictable. The formula is unvarying and doggedly monotonous. In *Burns & Allen*, the comedy is as standardized and routine as the Changing of the Guard. These dollops of crime and domestic farce advertise the American genius for mass-production. They roll off the assembly lines with every thrill and giggle in place; they are precision jobs of inflexible and unrelenting conformity” . . . Dim future for U. S. product on British TV is seen by Mr. Hollowood, who evidently didn’t relish our allusion to him as “veddy, veddy uppity,” for he adds: “I do not deny that their initial impact on the market is successful. British viewers find them slick, glossy and neat. Compared with pedestrian home-made programs they at first seem wonderfully brisk and sophisticated. Possibly they appeal because they are unmistakably the relations of the glamour family of Hollywood—poor relations, no doubt, but exhibiting the same features, bone structure and swagger. And then the interesting visitors take up residence in the spare room and outstay their welcome. Their slickness and glossiness become as nauseating as heady perfume at the breakfast table. They become a terrible bore” . . . British TV programmers, more than ever eager to attract audience in the keen competition between commercial & non-commercial telecasting, continue to show no signs of diminishing regard for the American product;

indeed, neither does the British audience, for the polls consistently show U. S. shows among the top rankers in popularity . . . Ratings: *\$64,000 Challenge* (CBS) showed up for first time in top 10, when Trendex rated it fourth (31.9) May 1-7; Trendex’s No. 1 was *\$64,000 Question* (39.4). Topping Pulse national ratings for April was *\$64,000 Question* (45.4), while Nielsen’s April 8-21 tabulations put the show third in total audience (47.4) and second in average audience (44.8), No. 1 being *I Love Lucy* (50 & 47.8) . . . Spectaculars: NBC-TV’s new every-4-week Fri. night 90-min. series will be produced alternately by Max Liebman, Fred Coe & Worthington Miner; Sun. evening specs reportedly have been cancelled for next season, to be replaced by 6 Hallmark-sponsored 90-min. dramas . . . Hollywood is suffering hangover after big TV script-buying debauch, reports May 16 *Variety*, noting that recent movie adaptations of hot TV dramas (such as *Pattons*, *Ransom*, et al.) have failed to follow trail blazed by *Marty*, boring the critics and/or audience. Article quotes movie and TV sources to the effect and most TV stories are too thin, too intimate, too drab for color-Cinemascope screens—and it says movie producers are taking second look at the nearly 50 TV scripts they bought up . . . Income of screen writers in Hollywood is over \$10,000,000 a year for first time in 3 years, thanks to TV, reports Writers Guild of America West. Columbia Pictures’ Screen Gems alone now has 60 writers working at one time on 10 TV film series—believed to be a record . . . Controversial subject being tackled by CBS’s *Camera 3* in 2-part series May 20 & 27, 11:30-noon: The Fifth Amendment, its history and application . . . First TV play by Nobel Prizewinner Pearl S. Buck has been bought by NBC for production on a fall spectacular. Entitled “The Big Wave,” it was written specially for TV . . . Class A time reportedly has been cleared on 60 Vitapix stations for first Hal Roach-Vitapix production, *Blondie* TV film series . . . Adults watch kiddie shows, too: Screen Gems quotes ARB survey of its *Jungle Jim* in 10 markets where it’s slotted around 6 p.m., which found 53.4% of viewers were adults.

FIRST HALF 1956 looks like it will have brought only about 25 new U. S. stations, score being 19 so far (see *TV Addenda 22-A to 22-S* inclusive). That makes 471 now on air, 97 of them uhf. Lone new uhf starting thus far this year was WCBF, Hagaman, N. Y. (Ch. 29), satellite of WCDA, Albany, N. Y. (Ch. 41). Due to resume July 1 is WTRI, Albany (Ch. 35); and WTVE, Elmira, N. Y. (Ch. 24) resumed operation May 6 after being silent since Oct. 15, 1954 (Vol. 12:18).

Seven uhf stations will have ceased operation so far this year when WAIM-TV, Anderson, S. C. (Ch. 40) goes dark at end of May (Vol. 12:17-18), making total of 60 uhfs that have given up the ghost. There may be a sleeper or 2, but our records show only KFXJ-TV, Montrose, Colo. (Ch. 10) due on air before end of this month, and these by July 1: WCKT, Miami (Ch. 7); WISC-TV, Madison (Ch. 3); WDAM-TV, Hattiesburg, Miss. (Ch. 9); WAIQ, Andalusia, Ala. (Ch. 2, educational).

Canada's present 33 stations are due to be augmented before June 30 by CFCY-TV, Charlottetown, P. E. I. (Ch. 13); CHLT-TV, Sherbrooke, Que. (Ch. 7); CFCL-TV, Timmins, Ont. (Ch. 6). Only starter in Canada this year was CKGN-TV, North Bay, Ont. (Ch. 10).

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

WCKT, Miami, Fla. (Ch. 7) has changed test pattern target to July 1, plans start with NBC as soon as possible thereafter, writes station mgr. James M. LeGate, also mgr. of Miami radio WIOD. RCA 12-section superturnstile antenna is to be installed June 10 on 900-ft. Ideco tower located at Miami antenna farm, where transmitter house is ready for 50-kw RCA transmitter and 10-kw standby unit, which arrived May 14. Studios will be at site of WIOD transmitter on North Bay Causeway. Base hour will be \$950. Rep will be NBC Spot Sales.

WDAM-TV, Hattiesburg, Miss. (Ch. 9), planning to meet June 1 test pattern target, expects to have 10-kw RCA transmitter wired and ready over week end, according to operations mgr. Fitz A. Hooton, ex-KPLC-TV, Lake Charles, La. Programming as NBC primary, also carrying ABC, it's due to start June 8, picking up signal of WDSU-TV, New Orleans, via own 2-hop microwave system with towers in Poplarville & Purvis, Miss. RCA 6-bay antenna has been installed on 500-ft. Ideco tower. Owners with 25% each are Milton J. Fine, Alvin H. Fine, David A. Matison Jr. & Harold M. Matison, who also operate Fine Bros.-Matison clothing stores in Hattiesburg & Laurel, the Matisons also being co-owners of radio WABO, Waynesboro, with interest in WAML, Laurel, Miss. Base hour will be \$150. Rep will be Pearson.

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Central America's first commercial TV station, TG-BOL (Ch. 3), went on air May 15 in Guatemala City, starts out with 4-hour nightly programming, including American TV film dubbed in Spanish. It's managed by Mario Bolanos, Guatemala RCA distributor and AM station operator. In addition to Bolanos, others with financial interest in station are Jay Wilson, Pan American Airways Central American director; A. Frank Katzentine, owner of radio WKAT, Miami Beach; Paul Porter, ex-FCC chairman, now Washington attorney. Station uses 10-kw Dumont transmitter.

Type acceptance of all TV transmitters in use before June 30, 1955 was requested by RETMA in petition to FCC this week. Under new rules, Commission has okayed only one transmitter to date, and RETMA says that sufficient information is already on file for other transmitters to justify their being given approval, as was done in case of AM & FM transmitters.

CANCELLATION OF A VHF GRANT by FCC for failure to construct, one of very few since freeze, was ordered this week when Commission issued final decision denying extension of CP for WTHT, Wilmington, N. C. (Ch. 3). Grant was made Feb. 17, 1954, construction was supposed to start April 17, be completed by Oct. 17, 1954.

Hearing was conducted on WTHT's request for more time, and Commission this week concluded grantee gave no good reason for failure to build. It was clear, Commission said, that delay was due to CP-holder's inability to obtain strong network affiliation—and said this is no excuse. Commission noted that grantee hadn't ordered any equipment, still isn't certain about plans if it does get more time to build. Comr. Hyde dissented, issued no statement.

FCC's "diversification" policy was attacked this week, when Henry B. Walker Jr., secy.-treas. of WGBF, Evansville, Ind., went before Senate Commerce Committee to protest Commission's decision favoring Evansville TV (Rex Schepp) for Ch. 7. He argued that FCC found WGBF superior in local programming proposals, past broadcasting record and local residence; that Commission was guilty of "distortion and bias" in calling both applicants equal in civic participation and diversification of business interests; that this was first decision denying an applicant on media-diversification principle when it owned only radio stations; that radio stations need TV adjuncts to survive. Sen. Pastore (D-R. I.) was impressed, said he'd ask FCC to answer the charges.

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New method of preparing propagation maps and determining line-of-sight coverage quickly, easily & cheaply, has been developed by Signal Corps Labs at Ft. Monmouth, N. J. Designed for determining coverage of military vhf-uhf communications, system also has potential for TV coverage measurements and mapping. Signal Corps prepares propagation maps by mounting radar antenna on the tower from which measurements are to be made, and making radar photograph, which is then superimposed on existing road or contour map. As radar antenna scans countryside around proposed transmission point, every part of terrain that reflects on the screen is good line-of-sight reception territory.

Portuguese TV has reached equipment-buying stage. New firm, Radiotelevisao Portugal SARL (RTP), partly owned by Govt., has been granted exclusive rights to TV network to serve Lisbon, Oporto & Coimbra, and also plans to import and distribute TV sets on sale & lease basis. RTP is currently interested in buying equipment for first TV station. World Trade Directory report on RTP is available to qualified firms from commercial intelligence div., Bureau of Foreign Commerce, Commerce Dept., Washington, for \$1. Company's address: 26 Rue de S. Domingos a Laba, Lisbon.

El Salvador's first TV station is tentatively scheduled to go on air this spring. Licensee, Television Salvadorena SA, reportedly has bought 500-watt American-made transmitter for capital city, San Salvador, plans commercial telecasting—mostly film—with initial rates ranging \$100-\$200 for 30 min., about same as local radio stations.

New vhf field strength indicator, covering 47-225 mc range, which can be operated from dry batteries or AC line, has been announced by Federal Telephone & Radio Co. Weighing 9 lb., it's suitable for TV & FM field strength measurements, direction finding and wide variety of other uses.

"The Giraffe," low-cost hydraulic camera crane with aerial platform which can support up to 450 lb., reach height of 40 ft. and rotate 360 degrees, is being offered by S.O.S. Cinema Supply Corp., 602 W. 52nd St., N. Y. & 6331 Hollywood Blvd., Hollywood.

Sale of WINT, Fort Wayne area (Ch. 15) to Universal Bestg. Co. (G. Bruce McConnell) entails payment of \$484,670 for stock held by group headed by R. Morris Pierce and Ben Baylor, also assumption of some \$200,000 in equipment obligations, according to application filed with FCC. Universal owns WISH-TV, Indianapolis (Ch. 8) and WISH, as well as Indiana radio stations WHBU, Anderson, and WANE, Fort Wayne, and holds CP for WANE-TV (Ch. 69), which it plans to relinquish following FCC approval of WINT purchase. McConnell expects to retain Pierce as v.p. and Ben Baylor as gen. mgr. (both without stock interest), also stating that since WINT is affiliated with CBS and ABC networks and WANE with CBS radio, the association would be beneficial to the community and better program service would result. The WINT balance sheet of March 31, 1956, showed total assets of \$574,632, current liabilities of \$46,804, mortgage note \$243,616, subscribed stock \$278,000. At end of 1955 (station started in Sept. 1954) deficit was \$13,576. Current year's profit to March 31 was \$19,179, making earned surplus account \$5611.

Pioneer radio KFOX, Long Beach, Cal. (1-kw, 1280 kc) was sold for \$536,000 this week to Arthur B. Hogan, pres. of Albert Zugsmith Corp., Los Angeles TV-radio station brokers whose exec. v.p. Frank Oxarart announced simultaneously that Zugsmith firm this month has consummated sales of \$20,000,000 in TV-radio-newspaper properties. Sellers are oilman W. T. McDonald and Dr. John B. McDonald. Hogan also reported that he has arranged to sell to Zugsmith his stock in Continental Telecasting Corp., owners of KRKD, Los Angeles (5-kw D, 1-kw N, 1150 kc) which was purchased last year for \$417,500 by Zugsmith-Hogan group (Vol. 11:45).

John C. Cohan & Jerome Kantro are buying KVEC-TV, San Luis Obispo, Cal. (Ch. 6) with KVEC (1-kw D, 5-kw N, 920 kc, MBS) for \$450,000, according to application filed with FCC this week. They're equal partners in Valley Enterprises, which proposes to take over stations from Christina M. Jacobson, 2/3 owner, and mgr. Leslie H. Hacker, 1/3. Cohan is president and 25% owner of KSBW-TV, Salinas-Monterey (Ch. 8) & KSBW, in which Kantro has small holdings.

Continental Telecasting Corp., affiliated with Albert Zugsmith interests (Vol. 11:45), has acquired second AM station—KITO, San Bernadino, Cal. (5-kw, 1290 kc, ABC)—for \$150,000, according to application filed with FCC. Sellers are H. G. (Bud) Wall and mgr. Jack Flanigan. It will be managed by Frank Oxarart, v.p.-gen. mgr. of Continental's radio KRKD, Los Angeles, and 20% owner of KVOA-TV & KVOA, Tucson.

Telerad Inc. pres. Ray J. Williams, managing TV-radio properties of Bankers Life & Casualty Co., Chicago (KCSJ-TV & KCSJ, Pueblo; KGA, Spokane) owns 60% of Arkansas Valley Bestg. Co., which got FCC approval this week to buy radio KRFC, Rocky Ford, Colo. (1-kw, 1320 kc) for \$20,000, plus some \$9,000 liabilities. Other Arkansas Valley owner is James L. Littlejohn, who has been KRFC partner-gen. mgr.

Wm. B. Smullin's acquisition of CP for KFJI-TV, Klamath Falls, Ore. (Ch. 2) from W. L. Miller for \$30,000 out-of-pocket expenses (Vol. 12:16) has been approved by FCC. Smullin is principal owner of KBES-TV, Medford, Ore. (Ch. 5), actual purchaser of KFJI-TV; he's also sole owner of KIFM-TV, Eureka, Cal. (Ch. 3) and owns 50% of KPIC, Roseburg, Ore. (Ch. 4) satellite of KVAL-TV, Eugene (Ch. 13).

Les Ware, v.p.-gen. mgr. of KCKT, Great Bend, Kan. (Ch. 2) is buying KN1M, Maryville, Mo. (250-watts, 1580 kc) for \$47,500 from Dr. R. Wayne Wilson and associates, subject to FCC approval. Sale was thru Allen Kander.

Network Color Schedules

(May 21 - June 3, 1956)

- May 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.
 May 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 May 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 May 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 May 26—CBS: *Gene Autry Show*, 7-7:30 p.m.
 May 27—NBC: *Zoo Parade*, 3:30-4 p.m.
 May 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Bloomer Girl," 8-9:30 p.m.
 May 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m.
 May 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *This Is Your Life*, 10-10:30 p.m.
 May 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 June 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
 June 2—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "A Bell for Adano," 9:30-11 p.m.
 June 3—NBC: *Godyear TV Playhouse*, "Primary Colors," 9-10 p.m.

Color picture tube for renewal use, believed to be industry's first, was announced by Sylvania May 18 at distribution sales meeting in Chicago. Tube (21AXP22) is metal, has 70-degree deflection. D. W. Gunn, gen. sales mgr. of electronic products, said new tube "reflects the company's strong belief that color TV, after a slow start, is approaching a period of great growth." He estimated 70,000 color sets have been sold to consumers so far, predicted 200,000 color sales this year. Sylvania also announced new line of 13 receiving tubes specifically designed for color.

Latest stations equipped with live RCA color cameras: KHQ-TV, Spokane; upcoming WCKT, Miami; WISC-TV, Madison. First live colorcast by WJAC-TV, Johnstown, was carried May 13, and gen. mgr. Alvin D. Schrott aims for 3 hours weekly, says he expects to carry nearly 100 hours of network & local color by winter. RCA also shipped 2 more live color cameras to CBS, Hollywood, and a 3-V camera to WCKT.

Colorcasting all live shows, employing DuMont Vitascan equipment, independent WITI-TV, Milwaukee (Ch. 6) begins regular programming May 21—and pres. Jack Kahn says color percentage will be "high." Schedule will also include color film & slides. Station's color equipment comprises 1 stationary and 2 mobile Vitascan cameras, plus a color film-slide Multi-Scanner.

"Color Television—Simplified Theory and Service Techniques" is new 154-p. book published by Philco, edited by research director Donald G. Fink, who was a leader in NTSC's formulation of color standards. Volume covers theory, design, transmission reception, installation and service, includes 288 illustrations, 100 of them in color.

Closed-circuit color, field-sequential, has replaced periscopes for crane operators handling radioactive material at Hanford, Wash. plutonium plant. Plant is operated by GE, and GE installed the TV equipment, including 2 cameras and two 7-in. monitors with magnifying lenses.

Exemption of small-market stations from overtime provisions of Wage-Hour Act was urged by Charles H. Tower, mgr. of NARTB employer-employee relations dept., in testimony before Senate Labor subcommittee May 18. He proposed exemption of employees of TV-radio stations in communities with less than 50,000 population.

Application for transfer of radio KGIL, San Fernando, Cal. (1-kw, 1260 kc) for \$475,000—from Dolph-Petty organization to Texas evangelist Dr. Pierce Brooks—has been filed with FCC. Station was bought for \$57,000 in 1953.

SOME AGONIZING REAPPRAISALS OF THE FUTURE: This was a week of soul-searching and much re-examination by several more lower-echelon manufacturers on whether to remain in the big-are-getting-bigger TV set business and, if so, in what form. Top officials of Raytheon, CBS and Crosley, perhaps others, are considering imminent decisions on wisdom of continuing to buck increasing domination by major set makers.

Raytheon pres. Charles F. Adams Jr., whose company produces private-label as well as own-brand TV sets, gave us this analysis of his firm's position in response to query about trade scuttlebutt that he plans to drop TV receiver production:

"It is true we are re-examining our position in the TV industry, but I must emphasize that we have arrived at no determination on our future. You just do not snap your fingers and say yes, we will leave the business. We must consider whether we should leave at all, whether we should retain our private-label brand only or whether we should continue with our own brand alone. I will say that there are some real pros among the set manufacturers -- companies whose volumes justify major advertising & sales promotion campaigns. We have to consider in all honesty whether we belong in that league and make our decision accordingly."

CBS-Columbia pres. Henry C. Bonfig has submitted to CBS board several alternative plans for remaining in TV business, but he emphasized that no decision has been reached on whether any of them would be accepted. Some forward commitments on components have been cancelled and sharp personnel retrenchments have been effected in some departments recently. Company plans to introduce only a few design changes in its present TV line next month. CBS pres. Frank Stanton and chairman Wm. Paley have declined to comment on CBS-Columbia's future.

Crosley-Bendix is contracting scope of its operations by dropping output of air conditioners & water heaters and reducing production of other items to avoid any inventory problems. Some forward commitments in TV-radio are also being cut back. Like Raytheon & CBS-Columbia, Crosley-Bendix expects to reach its decision shortly. Westinghouse, on the other hand, is increasing production of automatic washers and dryers & small appliances, says John W. Craig, v.p.-gen. mgr. of electric appliance div., which expects to move from Mansfield, O. to bigger plant in Columbus within 90 days. He also predicted that Westinghouse production of fans and vacuum cleaners would be tripled in next 3 years.

Bendix Radio is one company not planning to quit TV production, according to sales mgr. Hodge C. Morgan. "We're operating at a break-even point right now, but we're convinced that the TV business will eventually be good for those companies which can ride out this low-profit storm and remain," he said. "As a result, we're concentrating on strengthening our distribution in key markets."

Brief highlights of other major trade developments this week:

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Service Satisfaction: "Overwhelming majority" of TV set owners are "well satisfied with the promptness, quality, prices and courtesy" of servicemen, says RCA Service Co. pres. E.C. Cahill in commenting on latest national survey conducted for RCA by Elmo Roper, noted market research expert. Survey revealed that 91% of all set-owners interviewed -- covering all brands -- were pleased with quality of serviceman's work and his courtesy, 83% were satisfied with price, 89% felt their call for service was answered promptly, 83% indicated they planned to call the same firm again. Survey also revealed that average cost of service calls increased in last 15 months, reflecting increased age of average set, but actual cost of service calls was not revealed. Said Cahill: "These findings are a fine vote of confidence on the part of the public in the skill and integrity of the more than 100,000 highly-trained technicians who install and maintain TV receivers in America's homes."

Production Projections: It's anybody's guess, of course, how TV manufacturers rank in terms of production, though it's accepted that RCA's annual output of more than 1,000,000 makes it No. 1. After that, it becomes a guessing game and basis of many friendly wagers in trade. Chicago financial analyst Edgar N. Greenebaum Jr., in speech to General Federation of Financial Analysts Societies in Boston May 21, comes up with "guesstimate" of 7,400,000 total industry production this year, including 150,000 color receivers. He goes on to give this breakdown: RCA to make 1,150,000; Admiral, 900,000; GE, 800,000 (including Hotpoint brand); Philco, 750,000; Motorola and Zenith, 675,000 each; Silvertone (Sears, Roebuck brand made by Warwick & Pacific Mercury), 400,000; Emerson, 380,000; Magnavox, 300,000; Westinghouse, 200,000.

Total of those 10 brands is 6,230,000 -- and Greenebaum estimates rest of set makers will produce 1,170,000. His "probable" list of "second 10" TV manufacturers comprises, but not necessarily in this ranking: Sylvania, CBS-Columbia, Hoffman, Packard-Bell, DuMont, Raytheon, Crosley, Wells-Gardner, Olympic Radio, Trav-Ler. The top 10 set makers, he says, currently account for 84% of total TV business.

Discount Merchandising: There's more to a discount house than cash-&-carry, says study released this week by New York U School of Retailing. Covering more than 100 discount houses in metropolitan N.Y., survey concludes: "The bootleg, illegitimate or back-door atmosphere has all but disappeared." It found well-trained sales personnel, very little high-pressure salesmanship, willingness to make satisfactory purchase terms to suit the customer. It also revealed that discount houses usually remain open hour or two in evening after dept. stores close, and that increasing use of all media is being made for ads. Study was directed by Mrs. Clair M. Gross.

Production: TV output totaled 119,352 week ended May 11, compared to 111,767 preceding week and 138,256 week ended April 27. It was year's 19th week and brought production for year to date to about 2,540,000, as against 2,975,000 in same period year ago. Radio production totaled 271,632 (80,155 auto) week ended May 11, compared to 250,378 preceding week and 269,544 week ended April 27. Radio production for 19 weeks totaled 5,120,000, compared to 4,900,000 in corresponding 1955 period.

Retail Sales: RETMA reports retail sales of 1,689,178 TVs in first 3 months of 1956, as against 1,943,992 in first 1955 quarter. Radio sales, excluding auto sets, totaled 1,513,722, compared to 1,241,341 in first 3 months year ago.

Trade Personals: RCA pres. Frank Folsom gets his 5th honorary degree June 3—an LL.D. from Notre Dame. He already holds similar degrees from the U of San Francisco, Fordham U, St. Joseph's College, Manhattan College; among other high Catholic honors, he was made a Knight of Malta several years ago by the Pope . . . John K. David, Appliance Parts Co., Indianapolis, re-elected pres. of Appliance Parts Jobbers Assn. . . Wm. Gaughan, onetime Capehart-Farnsworth sales v.p., joins Magnavox as consultant on Sentinel-brand merchandising . . . Bernard Clark promoted to gen. mgr. of Crosley-Bendix's Nashville appliance plant, replacing Walter R. Lawrence Jr., resigned . . . R. Schrader, ex-Philco, named CBS-Columbia chief industrial engineer; Joseph Clayton, ex-Arma Mfg. Co., named mgr. of production services, assisted by John R. Reitano, also ex-Arma . . . Alfred B. Rossip, ex-Olympic Radio, named asst. to Herman Fialkov, pres. of General Transistor Corp. . . Earl H. Kirk promoted to distributor sales mgr., Regency div. (I.D.E.A.), replacing E. H. Applegate, now Borg-Warner . . . George D. DeRado promoted to CBS-Columbia mid-Atlantic regional sales mgr. . . Sidney Koblenz, ex-Paul Smallen Adv., named Emerson Radio art director, reporting to marketing v.p. Lester Krugman . . . David S. Cook, ex-adv. mgr. of Stromberg-Carlson TV-radio div., named associate director of public relations of Stromberg-Carlson div., General Dynamics . . . James R. Rank, v.p. of engineering, Howard W. Sams & Co., named to head new research & product development div., with Lester H. Nelson as gen. mgr. of production.

Arthur V. Loughren, distinguished v.p.-research director of Hazeltine Corp., also pres. of IRE, has resigned after 20 years with company. He hasn't committed himself on next move, says he's considering establishing own development laboratory. Chief engineer Charles J. Hirsch becomes research director, Wm. S. Bailey asst. director, Bernard D. Loughlin chief engineer. Senior engineer R. Page Burr resigns to start own firm, planning to concentrate on transistors. Hazeltine also announced these changes in officers: Jack Binns relinquishes positions of treas. of Hazeltine Corp. and v.p.-treas. of subsidiary Hazeltine Electronics Corp.; he continues as chairman of Hazeltine Corp. and chairman of Hazeltine Electronics financial committee. B. J. Tiffany moves up from asst. treas. and controller of both to treas. of both. S. M. Thomas advances to v.p. of Hazeltine Electronics.

RCA International div. operations v.p. Albert F. Watters, speaking last week at American Management Assn. conference in N. Y. on management of foreign operations, reported that RCA now has 14 associated companies abroad in addition to its many foreign licenses. Their activities range from complete to partial manufacture and local assembly, and currently it's planned to set up new company in Venezuela. It was intimated that numerous shifts in personnel are in offing. Watters left for Europe immediately after speech, is due back in about week.

Frank V. Goodman, 74, who retired in 1948 as sales mgr. of Andrea Radio Corp., died May 17 at his home in Long Island City, N. Y. He is survived by his widow.

Topics & Trends of TV Trade: Median TV set saturation of 88.7% as of last Jan. is reported for 21 markets surveyed by newspapers in those areas and compiled in *1956 Consolidated Consumer Analysis*, released this week by *Milwaukee Journal*, which originated annual surveys 11 years ago as part of over-all consumer buying research project. Percentage of TV saturation and set ownership by brands is provided for each of the 21 markets. Additional information for individual markets is available from the participating newspapers.

Median saturation of 88.7% compares to 81.6% year ago and 74.3% in Jan. 1954. Columbus, O. had highest saturation, 96.3%, followed by Newark's 96%, Milwaukee's 95.8%, St. Paul's 93.9%, Omaha's 93%. Among brand names, RCA led in 18 of the 21 markets—in all but Chicago and San Jose, where Admiral was first, and in Modesto, where Philco led.

These newspapers participated: *Chicago Daily News*, *Cincinnati Times-Star*, *Columbus Dispatch* and *Ohio State Journal*, *Duluth Herald* and *News-Tribune*, *Fresno Bee*, *Honolulu Star-Bulletin*, *Indianapolis Star* and *News*, *Long Beach Independent* and *Press-Telegram*, *Milwaukee Journal*, *Modesto Bee*, *Newark News*, *Oregon Journal*, *Phoenix Republic* and *Gazette*, *Portland (Me.) Press Herald* and *Evening Express*, *Sacramento Bee*, *Salt Lake City Tribune* & *Desert News*, *San Jose Mercury-News*, *Seattle Times*, *St. Paul Dispatch* and *Pioneer Press*, *Washington Star*.

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Annual distributor conventions for introduction of fall TV lines, as announced by manufacturers thus far: RCA, June 3-6 at Miami Beach Auditorium; Philco, June 18-19 at unspecified hotel in Philadelphia; Motorola, June 21-22 at Chicago's Conrad Hilton Hotel; Zenith, June 7-8 at Conrad Hilton; GE, early June at Louisville headquarters; Admiral, latter June at undisclosed Chicago hotel; Sylvania, June 27-29 at Buffalo's Hotel Statler; Olympic Radio, June 17 at Chicago's Congress Hotel; DuMont, June 13 at Atlantic City's Chalfonte-Haddon Hall, June 18 at New Orleans' Hotel Roosevelt, June 26 at San Francisco's St. Francis Hotel; Hogman, in June at L. A.

Most lines introduced by then will be shown to dealers during the week of June 18 at Chicago summer furniture marts. All TV manufacturers who normally exhibit at markets will do so at Merchandise Mart, except Bendix Radio and American TV & Radio Co., who remain at American Furniture Mart. Showing at Merchandise Mart, all on 11th floor except Philco (on 9th): Admiral, CBS-Columbia, Crosley, GE, Hotpoint, Magnavox, Motorola, Philco, Raytheon, RCA, Westinghouse, Zenith.

* * * *

U. A. Sanabria filed bankruptcy petition this week in Chicago Federal Court for his American Television Inc. and American Television Mfg. Corp., offering unsecured creditors full payment in 3% monthly installments, to begin 30 days after priority claims are discharged. Petition of his American Television Inc., producer of TV sets & tubes, lists assets of \$2,494,960 and liabilities of \$1,748,504 as of March 31. American Television Mfg. Corp., formed to produce under govt. contract, listed assets and liabilities of \$1,107,522 each as of last Oct. 31.

New Capehart TV-radio line will probably be shown in Aug., according to Robert Gross, pres. of Ben Gross Corp., which recently purchased Capehart-Farnsworth assets from IT&T (Vol. 12:18-19). He said new line will be shown "by invitation only" in key cities. He also revealed that Capehart-Farnsworth's TV-radio-phono inventories were also purchased by his company.

Admiral's comeback drive this year (Vol. 12:18) involves ad expenditure of \$17,000,000 in 1956, up 20% from 1955. says pres. Ross D. Siragusa.

DISTRIBUTOR NOTES: Sylvania appoints Radio Trade Supply Co., 1224 Grand Ave., Des Moines (Crandall Lassaux, v.p.-gen. mgr.) . . . Hoffman Electronics appoints Progress Distributing Corp., Buffalo . . . Raymond Rosen & Co., Philadelphia (RCA) promotes Larry J. Crevey to mgr. of major accounts . . . Associated Distributors, Columbia, S. C. (Admiral) appoints Clyde T. Collins as district mgr. . . Major Appliances Inc., Miami (Raytheon) appoints Frank P. Blaisdell mgr. of Tampa branch . . . Lincoln Sales Corp., Baltimore (Bendix Radio) names Harry Banditson local sales mgr. . . Motorola appoints American Wholesalers, 5th & W Sts., NE, Washington (David Krupsaw, pres.), replacing Samson Distributors, being dissolved; C. B. Kendall, sales mgr. of Samson, joins American Wholesalers in same capacity.

Hotpoint distributor franchises with Graybar in 35 markets were renewed and extended to Nov. 1, 1957, in anticipation of early appointments of many Graybar branches for upcoming Hotpoint TV line. But pres. John C. Sharp also announced that Graybar's franchises for Hotpoint line in Kansas City and Birmingham would be terminated July 1.

Feature on Zenith in May 15 *Forbes Magazine* tells of pres. Eugene F. McDonald's bearishness about color and how he has achieved "clear profit focus by staying out of crowded refrigerator, air conditioner and appliance sidelines that tempted Philco and Admiral" and by not "fighting for the big but fiercely competitive low-priced markets."

Westinghouse plans appliance design center this summer in Mansfield, O. as part of its big consumer products expansion. It will contain complete model-making facilities where appliances of the future can be created, a color and texture studio, a library of new plastics and other materials developed by Westinghouse research, and a secret development lab for styling new kitchens.

"Town Meetings" for service technicians, sponsored jointly by RETMA of Canada and National Advisory Council of Town Meetings, will be held in Halifax, N. S. June 19-21 and St. John, N. B. June 26-28. Each "town meeting" consists of series of lectures on theory & practice of TV servicing.

DuMont's European sales volume in first quarter increased 60% over first 3 months of 1955, reports Ernest A. Marx, head of DuMont's international div. He foresaw a "general" boom in Europe for all types of electronic equipment. He said he was particularly impressed by TV's advances in Germany and Italy.

Emerson air conditioners & Van Heusen shirts will have joint summer promotion on theme "The World's Two Smartest Ways to Keep Cool." Emerson has also disclosed that it's including a "do-it-yourself" installation kit with each room air conditioner.

RCA has granted wage increases of 6-10¢ per hour, plus several fringe benefits, to 9150 IUE workers in new contract covering plants in Camden, Cherry Hill & Moorestown, N. J.

Aluminized 14-in. tube designed for portables has been developed by RCA. New type 14RP4A is identical with 14RP4, except that it has aluminized screen. It has 90-degree deflection, weighs 8½ lbs.

Administration choice to head anti-trust div. of Justice Dept., succeeding Stanley N. Barnes, is understood to be Judge Victor R. Hansen of Los Angeles Superior Court, reputed to be "conservative" Republican. Judge Barnes has been confirmed by Senate for seat on U. S. Appeals Court, will leave his job as asst. Attorney General as soon as successor is ready to take over.

Electronics Reports: "Technological skills are resources which require the same careful treatment as our forests and our soil," RCA v.p.-technical director Dr. C. B. Jolliffe said this week, adding his plea to those of other industry leaders for conservation of technical talent and attracting more youngsters to scientific careers. Addressing D. C. chapter of W. Va. Alumni Assn. May 17, he commented: "We are discovering that we have been exploiting these talents as a quick cash crop without worrying too much about next year." Gist of his remarks:

Because vast majority of young scientists have been "hustled into industrial and govt. labs to work on the technical problems of today," U. S. now suffers from extreme shortage of science instructors—particularly at high school level. Emphasis placed on technical subjects in Soviet secondary schools means "the Russians provide us not only with a threat, but with an example of which we could well take advantage." Scientific and educational skills must be developed at secondary school level if essential flow of new scientists and engineers is to be assured.

Dr. Jolliffe referred to Gen. Sarnoff's plan for "National Educational Reserve" of qualified scientists and engineers released by industry on paid leaves of absence for one year to teach in local high schools (Vol. 12:4). "I find it hard to believe," he said, "that youngsters in this age of complex and dramatic technology are basically any less interested in science than the young people of a generation ago. But almost any youthful interest requires specific encouragement if it is to be turned from thought to action."

Note: Business was urged to help foot bill for expansion of college & university facilities by Neil McElroy, pres. of Procter & Gamble, newly elected chairman of National Industrial Conference Board. At board's annual meeting May 18, he stated: "Based on youngsters who are now born, and merely looking ahead to the day when they reach college age, it can be predicted with reasonable certainty that by 1970 we will have to double the means of providing educational opportunity to those who will seek it and have the capacity to absorb it." He urged industry scholarships and direct grants.

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Information on patents of AT&T and IBM, which are now open to public on license-free basis as result of anti-trust consent decrees, is available through Small Business Administration's 37 field offices. The several thousand patents cover many kinds of electronic devices, as well as hardware, pumps, fans, plastics, etc.

Sylvania establishes new microwave physics lab at Mountain View, Cal., headed by Osmund T. Fundingsland, with Dr. Arthur L. Aden as asst. mgr.

Trevor Gardner, chairman of Hycon Mfg. Co., former asst. Air Force Secy. who figured in guided missiles controversy, elected Hycon pres., succeeding Alden E. Acker, who resigned as pres. & director; Robert G. Taylor elected to board.

Max Enderlin, chief engineer of rectifier equipment dept., Federal Telephone (IT&T), appointed aircraft program director, in charge of all engineering, purchasing, production control & manufacturing for aircraft industry in Federal's E. Newark, N. J. plant.

Ralph Bown, Bell Labs v.p. who retired March 1 after 37 years with Bell System, is now associated with N. W. Ayer & Son ad agency as public relations consultant in scientific field.

Perry R. Roehm, exec. v.p., June 1 becomes pres., Norden-Ketay Corp., succeeding Morris F. Ketay, retiring.

Frank W. Godsey Jr., mgr. of Westinghouse electronics, X-ray & air arm div., elected a v.p.

Electronic Investment Corp. pres. Charles E. Salik, reporting May 17 that the San Diego mutual investment fund's assets had grown to \$11,522,046 as of April 30 from \$9,150,000 on May 13, 1955 when it started, and that net asset value per share has increased from \$4.57 to \$4.93, informed its 13,000 shareholders that "the electronics industry has grown larger, faster than any industry in world history." He anticipated it would enjoy \$10.8 billion volume this year, calculated that its TV phase has grown to 35,000,000 sets sold to public for total dollar volume of \$9,225,000,000 up to March 15, 1956, predicted color sets at \$500 or less will lead to greater demand than for black-&-white.

New product guides: *Reference Guide for Miniature Electron Tubes* (8th edition), bulletin PA-1, free from CBS-Hytron distributors or company, Danvers, Mass. *Cathode Ray Tube Data Sheet*, listing principal physical & electrical characteristics of 74 special-purpose CR tubes, free from industrial tube sales, DuMont, 2 Main Ave., Passaic, N. J. *Measurement Equipment Catalog*, testing-instruments reference book, GEC-1016, free from GE, Schenectady, N. Y.; *GE Micro-Miniature Metal-Ceramic Receiving Tubes*, technical booklet, free from GE tube dept., Schenectady, N. Y.; *Reference Data for Transmitting & Special-Purpose Tubes*, PA-5, free from CBS-Hytron distributors or advertising service dept., Salem, Mass.

Auto makers continue to move deeper into defense electronics. On heels of Ford's announcement that it will set up new electronics subsidiary, Aeronutronic Systems Inc. (Vol. 12:19), General Motors' AC Spark Plug div. revealed it has been awarded Air Force orders totaling \$23,958,762 for electronic bombing systems and gun-bomb-rocket sights. AC div. also announced it is developing new "inertial guidance systems" for guided missiles, which possess "fantastic accuracy."

Automation Industries Corp., newly-organized investment company with headquarters at 821 15th St. NW, Washington, has filed SEC registration statement (File 2-12500) covering proposed public offering of 179,000 shares of \$1 par common at \$5.25 per share. It's headed by Harry Kahn Jr. as pres., and board includes MPAA pres. Eric Johnston.

Atomic Development Mutual Fund Inc., with several major electronics companies in its portfolio (Vol. 12:9), had net assets of \$45,728,470 (\$15.18 per share) on March 31, as against \$45,580,400 (\$14.42) as of Dec. 31 and \$34,581,581 (\$14.06) on March 31, 1955.

Comprising 41 technical papers, new 676-p. book titled *Transistors I*, covering transistor theory, design and use, has been published by *RCA Review*, is available from David Sarnoff Research Center, Princeton, N. J. (\$4.50).

Robert S. Caruthers, ex-Bell Labs, becomes IT&T director of telephone research & development, consolidating all company's work in this field at home and abroad.

Dr. Robert J. Jeffries, founder & chairman of Education & Technical Consultants Inc., Evanston, Ill., named asst. to pres. Thomas Roy Jones, Daystrom Inc.

Marcell Rand, ex-v.p.-gen mgr., Remington Rand International, appointed exec. v.p.-gen. mgr. of Sperry Rand's Remington Rand div.

Rodolfo M. Soria, engineering director of Amphenol Electronics, elected a v.p.

Frank W. Phelan, 83, who retired in 1944 as pres. of IT&T subsidiaries All America Cables & Radio Inc., Commercial Mackay Corp. and American Cable & Radio Corp. after 49 years in communications, died May 15 in Caledonian Hospital, Brooklyn. Survivors are his widow, son & 3 daughters.

Financial & Trade Notes: Parent AB-PT is negotiating more loans to assure ABC's continued growth as a competitive network, including preparation for entry into color, pres. Leonard H. Goldenson told annual stockholders meeting May 15. He called ABC's emergence as a "sound and increasingly profitable operation" in TV "the most significant development during the past year," and predicted that its second-quarter profit would show increase over same 1955 period. AB-PT recently reported that ABC operated at profit last year for first time since 1953 merger, increasing gross operating income to new high of \$81,116,634 from \$70,423,348 in 1954 (Vol. 12:13).

He also revealed that AB-PT is seeking additional diversification in electronics and related fields beyond its one-third interest in Microwave Associates, its undisclosed stock interest in Technical Operations Inc. and its 35% interest in Disneyland Park—all reported operating profitably. ABC Film Syndication, showing "good progress," is currently surveying foreign markets with eye to expansion, he noted.

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Paramount Pictures' consolidated net earnings for first 1956 quarter were \$1,722,000 (80¢ a share on 2,141,000 shares), this amount including 16¢ a share cleared on installment sale of film shorts to TV; it was second highest earnings period in its history, compared with 1955 quarter's record \$2,858,000 (\$1.31). Paramount's 1955 consolidated profit was \$9,707,929 (4.49) on operating revenues of \$114,003,632 vs. \$9,003,802 (\$4.10) on \$108,833,841 in 1954.

Guild Films earned about \$70,000 in 3 months ended Feb. 29, with sales up 73% from same quarter in preceding fiscal year, pres. Reub R. Kaufman told stockholders. In fiscal year ended last Nov. 30, net income was \$182,445 (17¢ per share), including \$62,284 tax refund, on sales of \$6,279,123.

Amphenol Electronics Corp., formerly American Phenolic Corp., had net income of \$262,985 (66¢ a share) for first quarter vs. \$204,451 (51¢) in 1955 quarter, pres. Arthur J. Schmitt reporting backlog of \$10,000,000 and increase of 33% in first quarter orders to \$7,302,092.

Standard Coil Products had net loss of \$615,285 on sales of \$13,663,531 in first 3 months of 1956, compared to profit of \$116,599 (8¢ per share) on \$16,325,635 in first 1955 quarter.

American Electronics earned \$82,216 (16¢ per share on 517,860 common shares outstanding) on sales of \$1,705,723 in first quarter of 1956, compared to \$81,408 (16¢ on 504,360 shares) on sales of \$1,560,749 in same 1955 period.

Oak Mfg. Co. earned \$526,314 (80¢ per share) in quarter ended March 31, compared to \$441,998 (67¢) in corresponding 1955 period. Sales weren't divulged.

Eitel-McCullough Inc. sales were \$8,950,179 in 1955, net income \$645,844 (86¢ per share) vs. \$9,452,689 & \$622,761 (83¢) in 1954.

Aircraft Radio Corp. earned \$434,934 (\$1.49) on sales of \$7,479,731 in 1955, compared to \$576,127 (\$2.05) on \$8,460,347 in 1954.

Globe-Union Inc. sales in first quarter were \$9,898,890, net income \$194,384 (27¢ a share) vs. \$9,902,179 & \$233,038 (32¢); figures include Canadian operations.

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Dividends: Hazeltine, 35¢ payable June 15 to stockholders of record June 1; Whirlpool-Seeger, 35¢ June 10 to holders May 31; Clevite Corp., 25¢ June 9 to holders May 25; 20th Century-Fox, 40¢ June 30 to holders June 15; Paramount Pictures, 50¢ June 15 to holders May 28; Electronic Investment Fund, 4¢ May 29 to holders May 1 (making total of 8¢ from net investment income in first year).

REVITALIZATION OF ABC to the point that it will be No. 1 in radio billings and equal to CBS and NBC in TV billings within 2 years was predicted by ABC pres. Robert E. Kintner in address to Broadcast Advertising Club in Chicago May 16. He said ABC is already second to CBS in radio billings.

He stated that ABC-TV would be fully sold in evening programs by fall, 7 nights a week, added he doesn't believe network should control all shows. He said that while network plans to offer 60 & 90-min. programs, there is a noticeable trend back to 30-min. shows for maximum sponsor identification. He also said that ABC programs had shown average 21% improvement in ratings since merger in 1953, while ratings of CBS programs went up average of 6% and NBC dropped 17%.

Radio figures prominently in ABC plans, he said, adding: "Sixty-two percent of radio listening is in TV homes. Listening is not dropped off during the summer. The number of listeners is the same but they listen less frequently."



Irked about TV's influence, April 28 issue of *Editor & Publisher* editorializes that "the broadcasting industry is rapidly building a fiction about TV coverage that even has some newspapermen perpetuating the nonsense." Magazine complains that during recent Washington meeting of American Society of Newspaper Editors there were statements that TV "has carried [political] campaigning into every home and that there are 40,000,000 TV sets operating today." Editorial goes on to say that there were only 32,000,000 TV homes in 1955, 67% of total; that there is no such thing as TV going into every home. There is no such thing as 40 million TV sets." Actually, magazine was using figures almost a year old—Census Bureau's June 1955 figures. Conservative researchers estimate that there are today some 38,500,000 sets-in-use in about 35,000,000 TV homes (see p. 1) and that total receivers will be quite close to 40,000,000 by mid-Aug. convention time.

Smash success on British TV is documentary *Report from America*, showing everyday life and problems in U. S. Apparently it's an eye-opener to Britons, whose principal impressions of U. S. come from Hollywood movies and sensational newspaper stories. Presented by BBC in cooperation with USIA, it's filmed by NBC-TV, produced & directed by London-born Don Cash, with narration by *Christian Science Monitor's* Joseph C. Harsch. As result of success in Britain, program will be translated into Polish, French, German, Italian, Spanish and other languages for widespread TV showing overseas by USIA. Programs in series so far have dealt with traffic problems of large & small communities, small-town weekly newspaper (produced in Sayville, Long Island), how Pittsburgh licked the smog, state universities (U of California, Berkeley). Coming next are how America shops (Washington, D. C.), automation (MIT, Cambridge).

Alfred P. Sloan Award for promotion of highway safety, presented May 15 by NARTB pres. Harold E. Fellows on behalf of National Safety Council, went to Miami's WTVJ, sole TV winner, for "numerous programs, spots and mentions" which helped strengthen Dade County Citizens' Safety Council, and for its monthly Police Dept. show featuring safe driver awards. Radio winners were CBS, and AM stations WTTM, Trenton; KONO, San Antonio; educational KDPS, Des Moines. These sponsors also received awards: Chevrolet, Standard Oil of Indiana, R. J. Reynolds, Sears Roebuck, Schafer's Bakeries, Auto Specialties Mfg. Co.

NBC-TV's Lee Meriwether, who was Miss America, is member of N. Y. State Women's Rifle Team shooting this week in an international postal match for championship of the English-speaking nations.

FIRST BATCH of 52 movies from 20th Century-Fox's pre-1948 vaults went to TV this week under precedent-making cash-&-percentage lease—and at week's end film circles were buzzing about imminence of huge \$50,000,000 deal for MGM's 900 features and its short subject library.

Latching onto 20th Century-Fox's first 52 features was rapidly growing National Telefilm Associates (Ely A. Landau, pres.), which last week end bought UM&M TV Corp., with its 1450 Paramount shorts, for more than \$4,000,000 (Vol. 12:19). Terms of 20th Century-Fox sale call for movie maker to receive guarantee of \$45,000 per picture plus part of the profits after each picture's gross passes \$75,000. This brings minimum total price to \$2,340,000. NTA gets 10-year rights to the films for TV in U. S. & possessions, Canada, Cuba and Mexican border.

Pres. Spyros Skouras of 20th Century told stockholders' meeting this week that deal was an experiment to determine how rest of backlog package—totaling about 500 pre-1948 features—will be handled. Latest deal swells number of features recently unloaded to TV by major movie makers to about 1700, in addition to more than 4000 major studio short subjects.

Included in NTA's purchase from 20th Century-Fox are "How Green Was My Valley," "The Razor's Edge," "Les Miserables," "My Gal Sal," "Ox-Bow Incident," "Mother Wore Tights," "House on 92nd St.," "Kiss of Death."

Key figure in the \$50,000,000 MGM negotiations is Canadian financier Lou Chesler, principal owner of PRM Inc., which bought Warner Bros. feature backlog for \$21,000,000. Chesler's bid is through Ridgeway Corp., successor company to Campbell, Wyant & Cannon Foundry, which was sold to Textron Inc. Ridgeway, a corporate shell, is listed on N. Y. Stock Exchange.

Loew's Inc. v.p. Howard Dietz told board meeting this week that 10 offers for MGM backlog have been received and many "are under consideration," but company still has formulated no policy with regard to TV distribution. Ridgeway Corp. general counsel M. Mac Schwebel said he has "every hope that both parties will eventually sign the deal." It's understood that deal with NTA is also under MGM consideration, but of more limited scope than the outright purchase offer made by Chesler and associates.

Four applications for new stations were filed with FCC this week, and another was reported en route. George A. Brown Jr., Kentucky rep of General Shoe Corp., filed for Ch. 13, Bowling Green, for which Sarkes Tarzian had previously filed. Tarzian, meanwhile, seeks Louisville's Ch. 21, for which CP is held by WKLO-TV which went off air April 20, 1954. Big tuner maker Tarzian told Commission he's working on low-cost uhf converter (1-2 channels) to speed conversions. In Casper, Wyo., competition for KSPR's Ch. 6 application came from I. E. Shahan (61.7%) and Wm. C. Grove (30.9%). Shahan is minority stockholder of KVOC, Casper; Grove owns 13% of KFBC-TV, Cheyenne, and KSTF, Scottsbluff, Neb. WARL, Arlington, Va., filed for Washington's Ch. 20, CP for which (WETV) was recently relinquished by WGMS. [For details, see *TV Addenda 22-S*, herewith.] In Reno, Nev., John A. Ettlinger, pres. of Hollywood film producer-distributor Mcdallion Productions, seeks Ch. 4. CP for the channel, held by KAKJ, has expired but grantee is seeking extension. Application to purchase the permit was filed by Nevada Telecasting Corp., headed by principals of KRAM, Las Vegas (Edward J. Jansen, pres., 51%). Price is \$10,000 & 50 shares (\$500 each) in Nevada Telecasting.

Closed-circuit originations by hotels for use over their own TV distribution systems are being pushed by equipment makers at hotelmen's conventions. Palm Beach Biltmore put its new closed-circuit system into operation April 8 in conjunction with Florida Hotel Assn. convention. With all public and private rooms wired into closed-circuit system, TV was used to "page" convention guests, for TV "tours" throughout hotel, etc. Biltmore's system was installed by Jerrold Electronics Corp. for the Ira Hirschmann Co. and combines Jerrold master antenna system, CBS-Columbia receivers in all rooms and 2 Kay-Lab video cameras. Intra-hotel "telecasting" was also feature of April 4-6 Midwest International Hotel convention at Chicago's Conrad Hilton Hotel. As displayed by Emerson and International Telemeter's Ampli-Vision div., new packaged system includes amplifiers, vidicon cameras, audio equipment, receivers, etc., for numerous in-hotel telecasting uses as well as reception of regular on-air telecasts.

One of biggest users of closed-circuit TV, General Motors, next week will find itself in a controversy over use of medium for stockholders' meetings. Federation of Women Stockholders in American Business Inc., owner of 3 shares of GM, and Mrs. Pauline Sterling, with 1200 shares, have proposed resolution directing that future stockholder meetings be closed-circuited to selected large cities. GM board is soliciting proxies for May 25 annual meeting at Wilmington against the resolution on grounds that by-laws permit meetings to be held in one place only, and that meetings often run overtime. Meanwhile, GM used closed-circuit for third time May 16 when it televised 90-min. dedication of its new Technical Center in Detroit to civic luncheon meetings in 61 U. S. & Canadian cities, featuring appearance of President Eisenhower from White House. Theatre Network TV which produced the show, announced that this was its 100th closed-circuit telecast.

Going directly to educators with elaborate closed-circuit demonstrations, General Precision Lab is now in midst of special series of displays in Philadelphia area. First demonstration was held May 9 in Philadelphia's Leeds Junior High School before 350 officials and staffers of city school system. Three cameras were used, with conventional receivers in 2 classrooms and projection set in auditorium. On May 16, some 500 school representatives from 9 suburban high schools saw demonstration at Upper Darby Senior High, and saw biology class televised to 4 classrooms and auditorium—including TV pictures taken directly from microscope. Cable hook-up was supplied by Jerrold Electronics. GPL also plans similar demonstration next week at Temple U for colleges in area.

One of first texts on closed-circuit TV is *Closed-Circuit & Industrial TV* by Edward M. Noll (Macmillan, 230 pp., \$4.95), describing uses of industrial TV, technical data and concluding with sufficient information for technician to construct small inexpensive TV camera.

Political conventions and election returns will be carried live by XETV, Tijuana, Mexico, under authority granted to ABC-TV by FCC this week. Commission said authority is without prejudice to action on ABC-TV's pending application to affiliate XETV on regular basis. Application has gone through hearing, opposed by San Diego stations. Commission's Broadcast Bureau has urged Commission to grant ABC-TV application.

Biggest combined TV-radio directory in the business, the 1373-p. 1956 "Radio Annual-Television Yearbook," is off the presses of *Radio-Television Daily*, 1501 Broadway, N. Y. Book contains data on stations as well as articles by industry leaders and brief biographies of agency and TV film executives. It forecasts new records this year in advertising expenditures and receiver sales, notably color TV sets and transistor radios.

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 26, 1956

MORE TV SET MAKERS QUITTING, caught in full-line squeeze. Admiral acquiring Raytheon TV-radio div. as CBS and Crosley-Bendix consider exodus (p. 1).

FCC's **MULTIPLE OWNERSHIP** rule stands, as Supreme Court reverses Court of Appeals in Storer case. Court of Appeals sends Flint case back to FCC (pp. 2 & 6).

DROP ALLOCATION TABLE, McConaughy suggests in latest vhf-uhf proposal. Educators give Senate 3-point proposal for preservation of uhf (p. 2).

NBC **COUNTER-OFFENSIVE** labels KTTV's Dick Moore spokesman of TV film groups aiming to destroy networks; defends option time, must-buys (p. 3).

BRICKER ANSWERS STANTON, denying he favors public-utility regulation of networks. Stanton insists rate regulation is implicit in Senator's network report (p. 4).

SAN ANTONIO'S Ch. 12 goes to KONO, FCC ruling KMAC lacks finances. Commission proposes 5-mi. flexibility in channel drop-ins (p. 6).

TRENDS IN NEW TV LINES: Flock of portables, more under-\$200 sets, plastic & metal cabinets. Tube makers' dilemma. Private label market (pp. 11-12).

ANNENBERG BUYS WNHC-TV, New Haven, for \$5,600,000 cash in one of biggest single-station deals. \$1,500,000 sale of KEYD-TV, Minneapolis, approved (p. 7).

MOVIES ARE BETTER and they're getting heaviest use in TV's history this spring and summer, even big network affiliates adopting "double features" (p. 9).

UHF TRANSLATORS get FCC green light as of July 2, as substitute for illegal vhf boosters. Adler offers \$2750 unit, sees 1000 applications (p. 9).

NEW TV MARKET OPENS UP in southern Mississippi as WDAM-TV, Hattiesburg (Ch. 9) starts operating. Notes on upcoming stations, equipment shipments (p. 10).

TVs 75% OF U. S. HOMES as of April, reports Market Research Corp. of America in quarterly survey. Highest saturation in northeast region, big cities (p. 16).

MORE SET MAKERS CAUGHT IN THE SQUEEZE: It's quite clear now that more lower-echelon set makers, caught in the economic squeeze of full-line manufacture or otherwise unable to hold their own in an intensely competitive field, are going to quit TV-radio operations. These were the developments this week:

(1) Admiral agreed to buy Raytheon TV-radio div., taking over its Dickens Ave. plant in Chicago, its personnel & inventories -- but not its liabilities. Pending formal signing, neither Admiral pres. Ross Siragusa nor Raytheon pres. Charles F. Adams Jr. would comment, though Adams said last week Raytheon was reexamining its position in TV (Vol. 12:20). Disposition of Raytheon's smaller North Ave. factory in Chicago was uncertain, with possibility Zenith might buy it. Raytheon last year produced about 150,000 TVs, divided almost equally between own and private brands. Raytheon does not contemplate disposing of its tube operations.

(2) CBS-Columbia is considering leaving TV-radio manufacture, but CBS pres. Frank Stanton denied persistent trade scuttlebutt that it already has made tentative decision to quit making sets and that formal announcement pends imminent arrival of chairman Wm. Paley from Europe. Stanton said halting TV-radio output was only one of several alternatives being considered -- others being merger with or acquisition of another manufacturer, concentration on "special types" of TV sets (e.g., portable or color), acquiring additional plant facilities, sub-contracting production to another set maker, or operating on a "minimum basis until the situation clarifies."

(3) Avco chairman Victor Emanuel continued to dicker with prospective buyers of Crosley-Bendix home appliance div., including TV-radio. Avco announced plans to quit producing waste disposers and chest-type freezers, in addition to air conditioners and water heaters as previously announced (Vol. 12:20).

Exodus of the smaller set manufacturers reflects trend that could snowball. So far this year, Sparton and Sentinel have sold out to Magnavox; Stromberg-Carlson quit making TVs; Capehart-Farnsworth assets were sold by IT&T to Ben Gross Corp.; Hallicrafters was merged into Penn-Texas Corp., though retaining its identity. Last year, Arvin left the TV field and Stewart-Warner quit TV-radio production.

SUPREME COURT UPHOLDS FCC OWNERSHIP RULE: FCC won the big one in Supreme Court this week, lost a smaller one in Court of Appeals. In the first, Supreme Court reversed lower court in Storer case by stating, in effect, that Commission's multiple ownership rule is a reasonable one. In the second, Court of Appeals ruled that grantee WJRT, Flint (Ch. 12) had modified its application so substantially after getting CP that Commission is forced to reopen record to determine importance of the changes.

Commission had been jittery about Storer case ever since Court of Appeals unequivocally threw out numerical ceiling on station ownership (7 TV, 7 AM, 7 FM) over year ago (Vol. 11:9). FCC had feared that lower court's decision, if permitted to stand, would weaken its whole rule-making function, forcing it to hold hearings on any kind of application.

It's interesting to note that last year's Court of Appeals decision was unanimous -- Judges Miller, Prettyman & Bazelon ruling Commission was obligated to consider every application on its merits, regardless how many stations applicant already owned, where they were, etc.

But Supreme Court ruled otherwise in 7-2 decision this week, Justices Harlan & Frankfurter dissenting. It didn't say that FCC's numerical ceiling is good or bad; it said that Commission has power to set a ceiling and to waive it if anyone had good enough case. (For details of the decision, majority opinion written by Justice Reed, and for list of multiple owners most affected, see p. 6).

In the Flint case, split of Court of Appeals was 2-1, and Judges Bazelon & Bastian put essence of their opinion in this sentence: "These comparative contests must turn upon concrete proposals tested through the hearing process, not upon facile and untested afterthoughts." They noted that WJRT, after getting CP, had modified transmitter site, programming plans and studio. WJR, Detroit (John Patt, pres.) had won FCC decision over Butterfield Theatres and Bitner's WFDF, Flint. (For details of decision, including Judge Danaher's dissent, see p. 6.)

ALLOCATIONS—ANSWER NOT YET IN SIGHT: "More confused" is the proper way to describe allocations situation. On May 23, FCC Chairman McConnaughey threw on the table the simple concept of dropping allocation plan altogether and letting applicants file for stations wherever they'd fit engineering-wise -- and it was almost adopted. Next session is set for May 29 in effort to come up with something soon.

What's behind latest proposal? Here's how it's explained to us: "The allocation table is what got us into this box. Get rid of it and we're free from a legal standpoint to make long-range plans -- including moving everyone to uhf or adding vhf squeeze-ins or what have you. The present situation is deadlocked, hopeless. This would get us off dead center."

No new engineering standards were proposed, but it's assumed that changes must be made to give significance to new proposal. Otherwise, pattern of existing stations and engineering standards would permit very little disturbance of the present allocation plan.

Whatever Commission does, it's expected to do it within couple weeks -- in keeping with McConnaughey's statement to Sen. Magnuson last week (Vol. 12:20). It's believed 4-3 vote could be obtained on any of several plans considered by FCC so far, but McConnaughey appears to be striving for at least 5-2 decision.

Joint Council on Educational TV finished its exams this week, came to Sen. Magnuson with 3-point dissertation built on thesis that "the development of a satisfactory national TV service...cannot possibly be achieved without vigorous and extensive exploitation of the uhf channels." The recommendations:

(1) All-channel set manufacture must be stimulated. One way is through the excise tax -- eliminating 10% tax on all-channel sets, raising vhf-only tax to 20% or reducing all-channel tax to 5%. Another way is through "outright statutory prohibition" forcing manufacture of all-channel sets only -- by act of Congress.

(2) "Selective deintermixture" should be adopted. Where uhf has "acquired a foothold," no more vhf's should be authorized, and in some areas a single operating vhf station could be shifted to uhf.

(3) "An intensive and broad-scale uhf research program is vital to both the rapid amelioration and the long-term solution of the uhf problem."

Senate Commerce Committee staff, meanwhile, is preparing interim report on allocations for submission to Senators. While Committee has made no commitment to issue any report before it concludes over-all TV inquiry, chances are that it will. Best guess as to principal recommendation in report: Deintermixture. Report is not expected for at least a couple weeks.

NBC COUNTER-ATTACK HITS 'FILM PROMOTERS': NBC launched a slashing offensive against detractors of networks this week end -- aiming its biggest guns at KTTV pres. Dick Moore, whom it called spokesman of an "organized campaign" by TV film syndicators, feature film promoters and fee-TV interests to undermine the network system and to reduce TV to "the lowest common Hollywood denominator."

"At stake is the existence of network TV broadcasting," said NBC in the first network comments filed in Senate Commerce Committee's investigation of network practices. Answering Moore's charges before the Committee (Vol. 12:13), NBC strongly defended option time and must-buy practices as desirable, essential and legal.

Sen. Bricker (R-O.) tangled with CBS pres. Frank Stanton, meanwhile, in an exchange of letters revolving about the issue of whether Bricker is trying to suppress the networks and subject them to public-utility regulation (see p. 4).

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NBC charged Moore's testimony was "part of an organized campaign previously agreed upon and financed by a group of film syndicators and related interests, whom Mr. Moore served as treasurer and to whom he has made periodic progress reports." It added: "This film group had a series of meetings, agreed upon the retainer of counsel who represented Mr. Moore at his appearance before this Committee, and consulted together on the network attack to be made through Mr. Moore."

Among group's members, NBC identified TV film syndicators Ziv, TPA, Official Films, Screen Gems (Columbia Pictures) -- as well as General Teleradio (General Tire & RKO Pictures). "Other interests seeking to profit by displacing the network system," it said, are distributors of feature films and fee-TV proponents.

"These film interests and financial traders," said NBC, "if successful in their designs on TV, could reap a mountain of profit from the molehill of their contribution to the broadcasting art. But if they achieve their objectives, the American public and the vital new industry of TV will be the twin losers..."

"The film interests represented by Mr. Moore have played no role in creating the industry. Their efforts have rather been to smother it. Now that it is healthy and profitable, however, they seek to take it over and to replace a vital live program service with standardized film shows. They ask for governmental action to achieve this end, action which would strike at the heart of the network system... They claim that the networks are restraining other elements in the industry. Yet without the networks the industry itself and these elements of it would not exist. Far from restraining the industry, the networks have created it."

Prime function of networks -- to provide balanced flow of live programming taking advantage of TV's immediacy and ability to communicate events as they are happening -- can't be replaced by syndicated films or by "musty and outdated" products of Hollywood's vaults "which would hit TV with the impact of a tidal wave" if networks were maimed or destroyed, the NBC statement argued.

In an implied answer to Sen. Bricker's "monopoly" charges, NBC outlined its early losses in TV: In 1941, it already had cumulative TV loss of over \$2,000,000; in 1947, it lost another \$2,000,000; in 1948, about \$1,300,000. "From 1947 through 1954, the NBC-TV network was substantially in the red on a cumulative basis." Net income for 1947-55 aggregated mere 0.4% of sales.

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Defending option time, NBC made these points:

(1) "For national advertisers, option time provides the only means of obtaining from a network...the collective national circulation generated by a specific network program series...which is broadcast at a designated time for which the advertis-

er has contracted...over multiple outlets which he has ordered across the country."

(2) "For affiliated stations, option time enables making orderly provision for receiving from networks a daily volume of programming which provides stations with their principal audience attractions, builds their audience, increases value of their time, gives them network revenue directly, and also gives them highly saleable adjacencies from which they obtain national spot and local advertising revenue."

(3) "For the public, option time makes possible a responsive, diversified and carefully organized network program service on a national basis, including a world-wide news service, great live programs and major public events." Not one network advertiser or affiliated station has objected to option time practice, said NBC.

Basic network ("must-buy") policy was defended as "the means by which [NBC] fulfills its function as a network" -- bringing its service to a maximum number of people. "For business reasons, NBC must require that sufficient circulation will be paid for to maintain its national network facilities and finance programs which will attract national audiences."

NBC 42-page comment was accompanied by 26-page legal memorandum denying Moore's charges that option time and must-buy principles violate anti-trust laws.

Comments by NBC were filed to meet Committee request that networks answer Moore's charges. Other networks have said they will make their answers when their presidents appear as witnesses next month. [For revised witness list, and other reports on Senate network investigation, see story below.]

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Moore and the TV film syndicators were quick to reply to NBC's attack. Said Moore: "NBC apparently has so little confidence in the merits of its case that it has chosen to becloud the issue by attacking motives of those who have criticized network policies." Moore said KTTV "acted on its own and at its own expense" in presenting its views to the Committee, but added that there is nothing "sinister" in its consultations with film distributors and other stations.

Four film syndicators mentioned in NBC's statement announced at week's end that they were charter members of new trade organization, Assn. of TV Film Distributors Inc. (ATFD) -- Official Films, Screen Gems, TPA, Ziv. They accused NBC of obscuring real point of Moore testimony -- "that local and regional advertisers are at a hopeless disadvantage with respect to their large national competitors in reaching the public on equal terms, namely during peak viewing hours."

Smarting under NBC's epithet of "film-come-latelies", ATFD replied: "The companies under attack have been supplying TV entertainment to the nation since before the advent of the networks -- often at great financial loss to themselves -- as their contribution to the medium." It pointed to NBC's use of film programming, to its Film Division, and to ratings of film shows as proof that the viewers (and the networks) like films on TV.

"Instead of making any constructive contribution to the solution of [problems raised in Moore's testimony], NBC throws up a smokescreen by issuing an unwarranted and irrelevant claim that any change in the status quo will destroy all TV," ATFD stated. Film group will present its case to FCC's network study group May 31. It has retained Washington law firm of Arnold, Fortas & Porter.

SUPPRESSION OF NETWORKS and public-utility type regulation are not endorsed by Senator Bricker (R-O.), nor are they implicit in his report on "The Network Monopoly" (Vol. 12:17) and his network regulation bill—at least, so the Senator said May 23 in letter to CBS pres. Frank Stanton, answering charges made in Stanton's May 15 address to American Marketing Assn. in Philadelphia (Vol. 12:20). Next day, Stanton fired letter back to Bricker charging that destruction of networks seems to be implicit goal expressed by Bricker report.

Sen. Bricker characterized himself in his letter

to Stanton, as "an ardent advocate of freedom from regulation except when it is proved that such regulation is in the public interest." Denying he espoused "suppression," he said FCC licensing of networks wouldn't involve public-utility concept any more than does FCC licensing of stations.

Stanton's reply said he had "difficulty in reconciling the statements in your letter with the implicit and explicit thrust of your report." He added: "It seems to me that [your] report most clearly looks toward regulation which in fact would equate networks with public utilities. I do not understand how regulation of networks, explicitly designed to achieve what you believe to be a more equitable

distribution of revenue, income and profits, can be accomplished by a mere licensing function. . . . Control of revenue, income and profits to me is synonymous with public utility regulation . . . I am persuaded, and I hope to be able to persuade you when I appear before the Committee, that the perhaps inadvertent result would indeed be to suppress and possibly destroy networks."

Bricker also sent letter this week to *New York Herald Tribune Syndicate's* John Crosby, taking exception to column last week in which Crosby accused the Senator of failing to take programming costs into consideration in his "Network Monopoly" report. Such costs, said Bricker, can't be considered capital investments since they're already included as operating costs "and deducted before any computation of profits is made."

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Revised schedule for network hearings was issued this week by Senate Commerce Committee—subject, of course, to still further revisions. The new witness list: CBS pres. Frank Stanton, June 12; NBC pres. Robert Sarnoff, June 14; ABC pres. Robert Kintner, June 15; CBS affiliates, June 18; ABC affiliates, June 19; Joe Floyd, KELO-TV, Sioux Falls, S. D. & Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington, W. Va., June 20.

Latter 2 witnesses are NBC affiliates, and Committee aides say they are receiving letters from other NBC affiliates who want to be heard. Rogers this week released letter to Sen. Magnuson strongly endorsing option time and must-buy practices and charging that the issue now at stake before Committee "is the continued existence of a system of broadcasting which has brought about in the U. S. the greatest system of public communication ever conceived."

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ADVERTISING AGENCIES: Edward H. Mahoney resigns as Benton & Bowles v.p. in charge of TV commercial production & exec. producer on Procter & Gamble account to become v.p. in charge of TV-radio for Cunningham & Walsh, replacing John R. Sheehan, resigned . . . Ronald C. Bradley, ex-Doherty, Clifford, Steers & Shenfield, joins Ted Bates as v.p. & exec. on Colgate-Palmolive account . . . Harvey M. Manss, ex-v.p. of Sterling Drug, joins Dancer-Fitzgerald-Sample as v.p. & member of creative plans board . . . Robert E. Grove retires as chairman of Ketchum, MacLeod & Grove, Pittsburgh, which he joined 33 years ago, will continue to serve as consultant . . . Peter Finney, ex-TV-radio v.p. of Harry B. Cohen Adv., N. Y., named TV-radio v.p. of August Dorr Adv., Miami . . . Wm. Heath, ex-Guild, Bascom & Bonfigli, San Francisco, joins Young & Rubicam, Hollywood, as TV director in charge of filmed commercials . . . Margie Thomas named asst. TV-radio timebuyer, Doremus & Co.

Rev. Malcolm Boyd, onetime pres. of TV Producers Assn. of Hollywood, ex-Foote, Cone & Belding and Republic Pictures, who quit Mary Pickford's TV-radio production unit to become a priest, on May 29 will get degree of Master of Sacred Theology from Union Theological Seminary, N. Y. His thesis: "A Christian Analysis of the Media of Mass Communication."

Eric Sevareid, CBS chief Washington correspondent, to be guest of honor at May 29 luncheon of American Booksellers Assn. convention in Washington. His new book, *Small Sounds in the Night*, collection of his nightly news analyses similar to *In One Ear* which he published in 1952, is due off the presses of Alfred A. Knopf June 4.

BMI's Robert J. Burton was officially declared re-elected pres. of New York's Radio & TV Executives Society this week, and these other officers confirmed: Merle S. Jones, CBS, 1st v.p.; Robert Leder, WOR, 2nd v.p.; Bernard Goodwin, DuMont, treas.; Claude Barerre, secy.

Personal Notes: Matthew E. Vieracker promoted to gen. mgr. of ABC-TV's WBKB, Chicago, reporting to v.p. Sterling C. Quinlan; he's succeeded as WBKB comptroller by Manuel Fingerhut, his former asst. . . . Wm. W. Oliver, ex-WBBM, Chicago, named TV-radio adv. mgr., Kroger Co., Cincinnati . . . Perry B. Bascom resigns as asst. sales mgr. of WOR-TV, N. Y. to become eastern sales mgr. of Westinghouse stations, replacing John F. Hardesty, now v.p. of Radio Advertising Bureau . . . Wm. Fay, WHAM-TV, Rochester, N. Y., appointed chairman of NARTB's TV finance committee, succeeding Campbell Arnoux, WTAR-TV, Norfolk . . . Mitchell Wolfson, pres. of WTVJ, Miami, and Mrs. Wolfson due back week of May 28 from trip to Orient . . . Vice Adm. Harold M. Martin, USN Ret., ex-chief of Naval Air Technical Training, Millington, Tenn., named managing director of upcoming WKNO-TV, Memphis (Ch. 10) due this summer; Howard D. Holst, ex-WOI-TV, Ames, named production mgr. . . . Ray Jacobs promoted to production mgr. of KJEO, Fresno . . . Jerry Merritt promoted to chief engineer, WICS, Springfield, Ill., replacing Basil O'Hagan, now chief engineer of WNDU-TV, South Bend, Ind. . . . Wm. Ryan, ex-WXIX, Milwaukee, named adv. & sales promotion mgr., KPIX, San Francisco, succeeding Herbert Bachman, now gen. mgr. of radio KEX, Portland, Ore. . . . Bruce G. Pattyson, mgr. of Boston office, John Blair & Co., assigned to specialize in spot TV for Blair-TV; added to Boston staff is Ernest W. Kitchen, ex-WHDH, Boston . . . Tom Skelton named production mgr., NBC Opera Co. . . . Alan Ewald promoted to administrator of represented stations, NBC Spot Sales . . . Charles Cadley, ex-Chesapeake & Potomac Telephone Co., Washington, joins CBS-TV, N. Y., as asst. traffic mgr. . . . John Derderian promoted to staging services mgr., WWJ-TV, Detroit . . . Lucian C. Davis promoted to mgr. of network broadcasts, CBS Radio, Hollywood . . . Leslie A. Harris promoted to ABC Radio eastern sales mgr. . . . Abe Greenberg resigns as adv. & promotion director, KTLA, Los Angeles . . . Robert Kirsten, who organized and directed N. Y. bureau of *Mickey Mouse TV Newsreel* for Walt Disney Productions, named director of operations & promotion for Sterling-Movies U.S.A., in charge of expanding TV uses of its industrial & public service films . . . Walt Plant promoted to mgr. of TPA's new central sales div., Chicago, with Leon Bernard continuing as mgr. of midwest div. . . . Carl Menser, onetime NBC v.p., since 1950 professor of speech at Stetson U and director of its radio WJBS, Deland, Fla., has resigned to devote full time to farming . . . Robert R. Nelson resigns as mgr. of WPFH, Wilmington, to become exec. v.p. of WARD-TV, Johnstown, Pa.

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NBC Washington v.p. Frank M. (Scoop) Russell, normally no great shakes as a golfer, scored hole-in-one on 165-yard third hole at Washington's Kenwood Club May 22—resulting in plenty of printed publicity locally and some pointed remarks on the CBS programs of Arthur Godfrey, one of his early "discoveries."

NBC newsman Alex Dreier, ex-Berlin war correspondent, goes to Moscow and Berlin June 18 on flying trip with 37 American business & financial leaders.

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Rep. Wm. T. Granahan (D-Pa.), fourth-ranking majority member of House Interstate & Foreign Commerce Committee, died at 60 of heart seizure May 25 in Philadelphia after undergoing minor stomach operation.

Dr. Ward C. Bowen, 64, director of visual education for N. Y. State Education Dept., who acted as consultant for CBS's prize winning *Camera Three* educational series, died May 23 at his home near Albany.

CCOURT DECISIONS in Storer and Flint cases this week (p. 2) reemphasized two points: (1) FCC's broad rule-making powers remain intact. (2) Courts are adamant in requiring Commission to hear and weigh every factor which could conceivably affect comparative qualifications of applicants competing for channels.

Heart of Supreme Court's decision on Storer multiple-ownership case was this, written for majority by Justice Reed:

"Congress sought to create regulation for public protection with careful provision to assure fair opportunity for open competition in the use of broadcasting facilities. Accordingly, we cannot interpret Sec. 309(b) as barring rules that declare a present intent to limit the number of stations consistent with a permissible 'concentration of control.' It is but a rule that announces the Commission's attitude on public protection against such concentration. The Communications Act must be read as a whole and with appreciation of the responsibilities of the body charged with its fair and efficient operation. The growing complexity of our economy induced the Congress to place regulation of businesses like communication in specialized agencies with broad powers. Courts are slow to interfere with their conclusions when reconcilable with statutory directions. We think the Multiple Ownership Rules, as adopted, are reconcilable with the Communications Act as a whole. An applicant files his application with knowledge of the Commission's attitude toward concentration of control."

Justices Harlan & Frankfurter dissented, but only because they felt that the Court of Appeals never should have accepted Storer's appeal in the first place. They said Storer wasn't "aggrieved" because FCC hadn't denied it any license.

Case isn't over with altogether. Storer had appealed on another point—FCC's rule counting 1% ownership in a station just as much as 100%. Storer had complained that some 20% of its stock is publicly owned and that a stockholder could easily put Storer in violation of rules, without its knowledge, by buying into other stations. The "1% rule" goes back to Appeals Court for further consideration.

ONE FINAL DECISION this week—FCC giving San Antonio's Ch. 12 to KONO. It was one of easiest yet—Commission determining in mere 19 pages that competitor Howard W. Davis (KMAC) just didn't have enough money and wasn't candid about the fact. One CP was cancelled, Commission deleting for "lack of prosecution" KTVU, Stockton (Ch. 36) which left air April 30, 1955.

Commission this week bought an allocations technique it rejected 2 years ago. Up to now, it has refused to assign channels to cities whose postoffices are less than minimum distances from existing transmitter sites. It now proposes to cut the minimum 5 miles when petitioner can show he has transmitter site that complies fully with present mileage "taboos." At same time, FCC issued proposed rule-making on first case—moving Ch. 21 from Huntington, Ind. to Ft. Wayne. New 5-mile proposal, on which comments are due June 24, doesn't affect existing assignments, doesn't make possible move of Irwin, Pa. Ch. 4 to Pittsburgh, etc.

Commission received comments this week on its proposal to permit stations to identify themselves with 2 or more cities and employ more than one main studio (Vol. 12:12). There were about 30 responses, with the vote approximately 2-1 against proposal. A few stations recommended new rule be applied on case-to-case basis.

Ridiculing FCC rules, *Wall St. Journal* editorialized May 24: "There is, indeed, something mystical about this choice of magic numbers—7 and 5 serve the public interest; 8 and 6 do not—and we are as mystified as the next person.

"Even the Supreme Court didn't try to explain why some numbers are good numbers and other numbers are bad numbers. In fact we doubt if it can be explained except, maybe, by a seventh son of a seventh son."

Major multiple owners of TV stations, most closely affected by decision are following (full or part ownership):

Storer, 5 vhf & 2 uhf, seeking to get one of the uhfs switched to vhf; NBC, 5 vhf & 1 uhf, buying another uhf; ABC, 5 vhf; CBS, 3 vhf & 1 uhf, buying another uhf and applying for 4th vhf; RKO Teleradio, 5 vhf & 1 uhf, selling the uhf; Samuel I. Newhouse family, 4 vhf & 2 uhf; Mormon Church, 4 regular vhf & 2 vhf satellites (FCC studying whether this violates rules); Triangle Publications, 3 vhf, buying 1 vhf & 1 uhf; Crowell-Collier, buying 4 vhf; Cowles, 4 vhf, buying another; Crosley, 4 vhf, applying for another; Westinghouse, 4 vhf.

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In Flint case, Judges Bazelon & Bastian analyzed changes made by WJRT after grant, said they're "significant" enough for Commission to reexamine. These included: move of transmitter from 19 mi. southeast of Flint to 20 mi. northwest; change from DuMont to CBS affiliation; cut of film programming by 1/3; change from \$776,000 to \$125,000 building. The judges tossed out WJRT's argument that public is being deprived of service by delays, said that appellants Butterfield and WFDF should have been permitted to join the hearing FCC had already granted on protests of WKNX-TV, Saginaw (Ch. 57), WTOM-TV, Lansing (Ch. 24) & WWTW, Cadillac (Ch. 13)—and that this probably would actually speed service.

Judge Danaher's dissent noted that Commission's decision called "diversification" the "determinative" factor in the case and that WJRT's program proposals for Flint warranted "a significant preference." Thus, he felt that the post-CP modifications were unimportant and that court is "not charged with general guardianship against all potential mischief in the complicated tasks of government . . . Interference by the courts is not conducive to the development of habits of responsibility in administrative agencies."

Two petitions for allocations changes were filed: (1) WTOB-TV, Winston-Salem (Ch. 26) asked for assignment of Ch. 8 to which it wants to shift. Station reports it lost \$60,385 from Sept. 10 to Dec. 31, 1952, \$101,911 in 1954, \$79,492 in 1955. (2) KFSA-TV, Ft. Smith, Ark. (Ch. 22) asked that KNAC-TV's Ch. 5 be shifted to Fayetteville and KNAC-TV be moved to Ch. 39.

"FM broadcasters," organization formed to protect FM band from encroachment of other services, notably TV (Vol. 12:16), was formally incorporated in Washington this week. Organizing committee: Merrill Lindsay, WSOY, Decatur, Ill.; Calvin J. Smith, KFAC, Los Angeles; Ben Strouse, WWDC, Washington; E. A. Wheeler, WEAW, Evanston, Ill.; Gardiner G. Greene, Browning Laboratories, Winchester, Mass. Counsel is Leonard H. Marks, Cohn & Marks; publicity director, Irv Lichtenstein, WWDC.

Subscription TV ought to be given a trial, American Civil Liberties Union has decided after mulling the idea for a year. It recommends strict limitations on the test, however. In statement to Senate Commerce Committee, it asked that no sponsors be permitted, that no test be allowed unless city also has at least 2 free signals available, that there be a time limit and that toll service must offer programs not now available.

PIONEER WNHC-TV, New Haven, Conn. (Ch. 3), New England's first TV station, started early in 1948 as a shoestring venture with a \$90,000 DuMont "acorn" transmitter package purchased on credit and developed into one of the best station properties in the country, was sold this week by its founder-owners for \$5,400,000 cash—one of highest prices ever paid for a single station. Included in deal are radio WNHC (250 watts, 1340 kc) and WNHC-FM (Ch. 256). Sale was handled by broker Howard Stark.

Purchaser is Walter Annenberg's Triangle Publications Inc., publisher of *Philadelphia Inquirer* and other publications and owner of 3 other vhf stations as well as pending purchaser of one uhf. Sellers are founder-gen. mgr. Aldo DeDominicis, 41.67% stockholder; co-founder & pres. Patrick J. Goode, ex-postmaster of New Haven, now owning 7.89%; Vincent DeLaurentis, engineering v.p., 5.55%; Mary Goode Rogan, 11.45%; James P. Goode, 11.22%; v.p. David K. Harris & Eleanor Goode Sanders, 11.11% each.

Aldo DeDominicis, who also is chief owner of radio WHAY, New Britain, Conn. (5-kw D, 910 kc), remains with the New Haven operation under 5-year contract at \$25,000 per year, and Patrick and brother Michael Goode each will receive \$10,000 a year salaries for 10 years. No staff changes are contemplated, according to Roger W. Clipp, who heads the Triangle stations: WFIL-TV, Philadelphia (Ch. 6), founded by Annenberg pre-freeze; WBNF-TV, Binghamton, N. Y. (Ch. 12), purchased last year for about \$3,000,000 (Vol. 11:11); WFBG-TV, Altoona, Pa. (Ch. 10), also purchased last year for \$3,500,000 (Vol. 11:32)—with their AM adjuncts.

In addition, Triangle has purchased off-air uhf WLBR-TV, Lebanon, Pa. (Ch. 15) for \$115,000 cash and \$125,000 obligations, but its transfer and re-start have been held up due to protests by Harrisburg and Reading TV stations (Vol. 11:27, 31, 39, 45). Triangle also owns 50% of radio WHGB, Harrisburg.

WNHC-TV will continue as basic ABC-TV affiliate, and reports that it might be an "optional CBS" outlet are denied by principals. CBS has pending before FCC its acquisition of WGTH-TV, Hartford (Ch. 18) from RKO Teleradio for \$650,000 (Vol. 11:28 & 12:8), approval being held up by protests of WNHC-TV, which has also protested NBC's purchase of WKNB-TV, New Britain (Ch. 30) from Julian Gross interests for \$600,000 (Vol. 11:2, et seq)—the New Haven vhf station objecting to networks' avowed plans to make Conn. River Valley a uhf area. Though set for hearing, with 2 examiners assigned to case (Vol. 12:18), it's presumed Triangle will drop the protests upon acquisition of the ABC-TV outlet.

Sale of WNHC-TV and radio adjuncts is biggest single-station deal of year, surpassing the \$5,000,000 being paid for WHAM-TV (Ch. 5) with radio WHAM to Stromberg-Carlson by Transcontinent TV Corp. (Vol. 12:14), still pending FCC approval. It ranks among biggest single-station deals of all time, being exceeded only by the \$9,750,000 paid by Westinghouse for WDTV, Pittsburgh (Ch. 2), now KDKA-TV (Vol. 10:49); the \$8,500,000 paid by Westinghouse for WPTZ, Philadelphia (Ch. 3), now NBC-TV's WRCV-TV (Vol. 9:8); the \$6,000,000 (\$7,800,000 stock valuation at time of transfer) paid by Westinghouse for KPIX, San Francisco (Ch. 5) (Vol. 10:3, 11, 27); the \$6,000,000 paid by CBS for old WBKB, Chicago (Ch. 2), now WBBM-TV (Vol. 7:21).

[For complete listings of all major sales and transfers of TV stations up to Jan. 15, 1956, see *TV Factbook No. 22*, pp. 256-259.]

Sale of KEYD-TV, Minneapolis (Ch. 9) with KEYD to new United TV Inc. for \$1,140,000 plus assumption of RCA equipment debts totaling \$315,452 (Vol. 12:14, 16) was approved this week. Seller is Morris T. Baker's Minneapolis Tower Co. (Foshay Tower, Baker Bldg., etc.). United TV owners are Pittsburgh Pirates owner Thomas P. Johnson, with 33%, also minority owner of WENS, Pittsburgh (Ch. 16); Flamingo Films' Seymour Weintraub, 24%; local *TV Guide* pres. Wm. F. Adler, 12%; Pittsburgh steel firm owner Donald C. Lott, 12%, also WENS minority owner; Oliver Tyrone Corp., 6%, with minority interest also in WENS and WMTW, Poland Spring, Me.; Branham rep firm v.p. Lewis S. Greenberg, 9.4%; Branham chairman Monroe H. Long, 2.35%; Henry O. Rea, 2.35%, also minority in WABI-TV, Bangor, Me. Also approved was transfer of radio KEYD for \$35,000 from United to equal owners Robert M. Purcell, mgr. of KEYD-TV & KEYD, and Washington attorney James A. McKenna (Vol. 12:16).

Acquisition of 30% of WORA-TV, Mayaguez, P. R. (Ch. 5) by owners of WJMR-TV, New Orleans (Ch. 20) was approved this week by FCC. WORA-TV got permission to change corporate name to Supreme Bestg. Co. Inc. of Puerto Rico, of which WJMR-TV owns 28%; WJMR-TV principals Chester F. Owens and George A. Mayoral, 1% each; radio WORA, controlled by Alfredo R. deArellano, retains 69%; deArellano family holds remaining 1% personally.

Hearing on nomination of T. A. M. Craven to FCC is scheduled for 2 p.m. June 7 by Sen. Pastore's communications subcommittee of Senate Commerce Committee in U. S. Capitol Room F-41 (Appropriations Committee).

Test Conelrad alert for all TV, AM & FM stations has been set by FCC for June 16.

FCC appropriations for fiscal 1957, as proposed this week by Senate Finance Committee, totals \$7,828,000—\$28,000 more than sum approved by House, (Vol. 12:10) but \$22,000 below Budget Bureau request. The additional \$28,000 was earmarked for establishment of monitoring station near Douglas, Ariz. Included in committee-approved bill (independent offices appropriations, HR-9739) is \$141,000 for FCC's network study, headed by Roscoe Barrow. In same bill, Finance Committee urged restoration of \$100,000 cut by house from Federal Trade Commission appropriation, with proviso that "increased effort will be exerted in the field of monitoring radio and TV advertising"—a project pushed diligently by Sen. Magnuson (D-Wash.) as chairman of both Senate Commerce Committee and Finance Committee's independent offices subcommittee (Vol. 12:6).

Knight Newspaper's *Miami Herald* is selling WQAM, Miami (5-kw, 560 kc, ABC) & WQAM-FM for \$850,000 to Mid-Continent Bestg. Co. (Todd Storz), according to application filed this week. Sale was required by virtue of Knight group's stock interest in upcoming WCKT, Miami (Ch. 7), due in July, which will have WIOD as radio adjunct—James M. Cox Jr. (Cox Newspapers), also WCKT stockholder, having filed application this week to transfer it to Biscayne Television Corp. (WCKT). Mid-Continent also owns KOWH, Omaha; WFIX, New Orleans; WHB, Kansas City; WDGY, Minneapolis.

NARTB code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets in Washington June 5-6 to review complaints of code violations by subscriber stations, to act on proposal to extend affiliate subscription to code to film producers (Vol. 12:19), and to consider amendments designed to strengthen and clarify code's advertising sections.

Station Accounts: American Institute of Men's & Boys' Wear Inc., N. Y. (Francis DeWitt Pratt, exec. v.p.), formed 10 months ago by representatives of all levels of garment industry to make men more clothes-conscious, plans \$2,-000,000 all-media ad campaign this fall keyed to theme "Dress Right, You Can't Afford Not To," earmarking substantial part of budget to spot TV & radio, thru BBDO, N. Y. . . . New product campaigns in planning stages: Kraft Foods, for new line of jams and jellies, thru Needham, Louis & Brorby, Chicago; Procter & Gamble, for Big Top peanut butter, thru Compton Adv., N. Y.; Lever Bros., for Dove soap, thru Ogilvy, Benson & Mather, N. Y.; Socony Mobil Oil, for Mobilgas R high-octane gasoline, thru Compton Adv., N. Y. . . . C. C. Lang & Son Inc., Baltimore, plans extensive hot-weather campaign for its Real Kool soft drink, which was successfully tested in Fla. markets, thru Marc Smith & Assoc., Baltimore . . . Prestone buys local election coverage on WRCA-TV, N. Y., consisting of two 5-min. cut-ins hourly between 9 p.m.-1 a.m. Nov. 6, thru Wm. Esty Co., N. Y. . . . Ballantine Beer to sponsor N. Y. Giants football games this fall on 17-city regional network originating at WCBS-TV, N. Y., starting Sept. 30, thru Wm. Esty Co., N. Y. . . . Coor's Beer buys Ziv's *Dr. Christian* in 5 midwest markets, thru Rippey, Henderson, Kostka & Co., Denver . . . Among advertisers currently reported using or preparing to use TV station time: Foster Grant Co., Leominster, Mass. (sunglasses), thru Tyndall Assoc., N. Y.; Winfield-Brooks Co., Woburn, Mass. (TM-4 Wash-Away paint remover), thru Reilly, Brown & Tapply, Boston; Bond Stores Inc., N. Y. (clothing), thru Joseph Katz Co., N. Y.; Thomas Organ Div., Pacific Mercury Electronics, Sepulveda, Cal., thru Foote, Cone & Belding, L. A.; Kordite Corp., Macedon, N. Y. (freezer supplies), thru Charles L. Rumrill & Co., Rochester, N. Y.; Marcel Boucher et Cie, Marboux Inc., N. Y. (jewelry), thru Sterling Adv., N. Y.; Rollohome Corp., Marshfield, Wis. (mobile homes), thru M & M Adv., Appleton, Wis.; North America Companies, Philadelphia (insurance), thru N. W. Ayer & Son, Philadelphia; Effanbee Doll Corp., N. Y. (Dydee doll), thru Monroe Greenthal Co., N. Y.; McKesson & Robbins Inc., Bridgeport, Conn. (Tartan sun lotion), thru Ellington & Co., N. Y.; Davison Chemical Co., Baltimore (fertilizer), thru St. Georges & Keyes, N. Y.; Arcadia Metal Products, L. A. (sliding doors), thru Stiller-Rouse Adv., Beverly Hills; National Bureau for Lathing & Plastering, Washington, thru Wildrick & Miller, N. Y.; Schilling Coffee, San Francisco, thru Beaumont & Hohman, San Francisco; First Federal Savings & Loan Assn., Chicago, thru Manchester-Williams & Keer Adv., Chicago; Maggi Shelf Co., San Francisco (Maggi folding shelf), thru Diamond & Sherwood, San Francisco; Pierce Quality House Inc., Brooklyn, Conn. (Pierce's flavor sealed chickens), thru Edward Owen & Co., Avon, Conn.

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Chesterfield's \$10,000,000-\$12,000,000 annual billings will be switched from Cunningham & Walsh to McCann-Erickson, effective Aug. 1, with McCann-Erickson v.p. C. Terence Clyne serving as management service director on the account. No reason was given for the switch, which ends Liggett & Myers' 37-year association with Cunningham & Walsh and predecessor Newell-Emmett Co.

Admiral account was resigned this week by Russel M. Seeds Adv., Chicago, which gave company option to designate actual severance date at any time during 1956 so over-all ad plans will not be disturbed. Seeds, which had handled Admiral's print ads for several years, took over its TV business last spring from Erwin, Wasey & Co., Chicago.

Wm. Esty Co. resigns General Mills Softasilk cake flour, Sugar jets cereal, O-Cel-O sponge accounts.

Network Accounts: Auto sales slump has caused some sharp retrenchments in network sponsorships, with Ford deciding not to renew *Producers' Showcase* colorcasts on NBC-TV, Plymouth dropping out of John Cameron Swayze's *News Caravan* on NBC-TV, Buick cancelling *Jackie Gleason Show* on CBS-TV, Pontiac dropping *Playwrights '56* on NBC-TV. In addition, General Motors has not yet renewed *Wide Wide World*, and Chrysler hasn't decided on returning on *It's a Great Life* . . . GE, for its lamp & housewares-radio receivers divs., to sponsor *Warner Brothers Presents* on alt. weeks when "Cheyenne" westerns are presented, on ABC-TV starting July 3, Tue. 9-9:30 p.m., thru BBDO, Cleveland, & Grey Adv., N. Y. . . . General Foods to sponsor *Zane Grey Theatre*, series of filmed adaptations of famed westerns, on CBS-TV in fall, Fri. 8:30-9 p.m., thru Young & Rubicam . . . General Foods to sponsor *Topper* on NBC-TV starting June 10, Sun. 7-7:30 p.m., thru Young & Rubicam . . . Old Golds and Toni to be alt. sponsors of *Johnny Came Lately*, new show featuring Jack Carson, on NBC-TV starting in fall, Fri. 8:30-9 p.m., thru Lennen & Newell and North Adv. . . . Pond's facial cream to be alt. sponsor of *Impact*, new psychological drama series, on NBC-TV starting in fall, Mon. 9-9:30 p.m. . . . Delsey Toilet Tissue to be alt. sponsor of *Danny Thomas Show* on ABC-TV starting in fall, when it switches to Mon. 8-8:30 p.m., thru Foote, Cone & Belding . . . Campbell Soup to sponsor filmed *On Trial* on NBC-TV starting in fall, Fri. 9-9:30 p.m., thru BBDO . . . Nestle to sponsor filmed *Oh Susannah!* on CBS-TV starting in fall, Sat. 9-9:30 p.m., thru McCann-Erickson, N. Y. . . . Procter & Gamble (Cheer) and Brown & Williamson (Viceroy cigarettes) to sponsor *Undercurrent* as summer replacement for *Lineup* on CBS-TV starting June 29, Fri. 10-10:30 p.m., thru Ted Bates and Young & Rubicam . . . CBS-Columbia, considering leaving TV receiver production (see p. 1), cancels partic. sponsorship of *Arthur Godfrey & His Friends* in fall on CBS-TV, Wed. 8-9 p.m. . . . Remington Rand buys Tue. segment of John Cameron Swayze's *News Caravan* on NBC-TV starting May 29, Mon.-thru-Fri. 7:45-8 p.m., thru Young & Rubicam, N. Y. . . . Quaker Oats to sponsor Tournament of Roses parade on CBS-TV from Pasadena, Cal. Jan. 1, in 2-hour one-shot program in black-&-white, thru Lynn Baker Inc., N. Y. . . . Perkins Products Co. (Kool-Aid soft drink flavoring) buys 8 partic. on *Captain Kangaroo* on CBS-TV starting June 13, Mon.-thru-Fri. 8-9 a.m., Sat. 9:30-10:30 a.m., thru Foote, Cone & Belding, Chicago . . . Seven-Up Bottling Co. buys 4 partic. on *Bob Crosby Show* on CBS-TV starting June 4, Mon.-thru-Fri. 3:30-4 p.m., thru J. Walter Thompson . . . Shontex Mfg Co. (hair preparation) buys series of one-min. partic. on CBS-TV's 8-station *Panorama Pacific* on west coast starting June 7, Mon.-thru-Fri. 7-9 a.m., thru Barton A. Stebbins Adv., Los Angeles; Tidewater Associated Oil buys series of partic. on *Panorama Pacific* and *Amos 'n' Andy* series on Sat. night, thru Buchanan Adv., Los Angeles; Maxwell House Coffee buys series of partic. on *Panorama Pacific*, thru Benton & Bowles . . . B. C. Remedy Co. (headache powder) buys 149 partic. on *Today* on NBC-TV starting Aug. 1, Mon.-thru-Fri. 7-9 a.m. thru N. W. Ayer.

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West Coast TV-radio rep firm W. S. Grant Co. (see *TV Factbook No. 22*, p. 248) has been acquired by western adman Sam Elkins, in association with TV film salesman Herb Stiller. Grant name will be kept, with Elkins as pres.-gen. mgr. Myron J. Bennett succeeds Arden Parkes as Los Angeles representative, but other personnel will be retained.

New reps: KABC-TV, Los Angeles, to Katz June 1 (from Petry); WUSN-TV, Charleston, S. C. to Weed next Sept. 26 (from H-R Television).

Telecasting Notes: Movies are better than ever—on TV, that is—and there are more of them than ever on the program schedules for this spring and summer. In 4-station Washington, for example, viewers are offered 38 feature films (including full-length westerns) each week—not counting the 7 features televised weekly by ABC-TV. Even such an astute operation as *Washington Post's* WTOP-TV, loyal CBS affiliate, now offers double-feature movie programs 1:30-4 p.m. Sat. and 1-4:15 Sun., in time formerly occupied by network programming and 30-min. TV films . . . “The days of the bad movies on TV are over” since Hollywood began dumping its vaults, says WTOP-TV film director Wm. Hedgepeth. Not only are quality and ratings up, he points out, but the prints received from distributors are in far better condition . . . Even NBC flagship WRCA-TV will use feature films this summer in hour once believed to belong to the kiddies—5:30-6:30 p.m.; on June 4, it begins daily *Evening Theatre* with top-notch first-run movies . . . Will CBS-TV have feature film show next season? Unverified but persistent rumors say network is acquiring 52-feature “best of RKO” package from General Teleradio for 90-min. Thu. night showing next season, sponsored by General Tire Co. & others . . . ABC-TV adds fourth feature film show June 21, *Hour Glass* Thu. 8-9 p.m.; like the others, it uses J. Arthur Rank films. Other ABC-TV feature shows are daily *Afternoon Film Festival*, Sun. evening *Famous Film Festival* and Mon. evening *Film Fare* . . . Columbia Pictures reported planning to release second 104-film package of features through its Screen Gems subsidiary . . . There’s no saturation point for good movies on TV—that’s official line of National Telefilm Associates, whose pres. Ely Landau and exec. v.p. Oliver Unger are profiled in May 23 *Variety* interview, which reveals NTA has “in the neighborhood of \$40,000,000” at its disposal to acquire more features. Source of money is “private banking sources” and industrial groups . . . “There’s a lot of money available for investment in picture and studio deals,” Landau is quoted, “provided the

investors are sure that the deals are being handled properly and by people who know their way around.” *Variety* says NTA is “still very much in the picture” for MGM’s 780 features (Vol. 12:20) and in line for “continued flow of top product” from 20th Century-Fox . . . **Opposing film clips on TV shows** as injurious to movie theatre attendance, North Central Allied States Motion Picture Exhibitors convention in Minneapolis passed resolution urging movie companies to stop using TV to plug movies . . . “TV hall of fame”—a permanent library of kines or tapes of best TV programs picked each year by carefully selected board of judges—as suggested by *Philadelphia Inquirer* TV editor Harry Harris (Vol. 12:17), has won endorsement of top officials of the 3 networks as well as Academy of TV Arts & Sciences, AFTRA, ASCAP & BMI . . . **TV-to-Broadway-to-movies** is plan adopted by NBC-TV for forthcoming spectacular “Jack & the Beanstalk,” due for color-cast around next Thanksgiving. “Intimate musical” written by Helen Deutsch & Jerry Livingston at reportedly the highest price ever paid for an original spectacular, will be backed financially by NBC for Broadway presentation, and later sold to movies. So impressed is NBC by songs and script that the musical is already being discussed as NBC-TV Thanksgiving perennial . . . **More re-runs** planned for network film shows, on syndicated basis: CBS-TV’s *The Millionaire* to be distributed by MCA-TV under title *The \$1,000,000 Story*; *TV Reader’s Digest* (ABC-TV), due for syndication, probably by ABC Film div. And CBS-TV Film Sales tentatively plans syndication of *Adventures of Champion*, *Lone Eagle*, *Navy Log*, *Our Miss Brooks*, *The Search*, *My Favorite Husband*, *That’s My Boy* . . . TV actors have collected \$307,360 in re-run payments since Jan. 1, Screen Actors Guild announced, estimating that total for year will exceed \$1,000,000 . . . **“Paid plug” practice**—the parasitic insertion of product mentions or pictures on TV-radio—gets lengthy treatment by Lawrence Christopher in May 21 *Broadcasting-Telecasting*. Article says network officials have cut practice drastically.

UHF TRANSLATOR stations, proposed by FCC as a legal home for unauthorized vhf boosters, were given final go-ahead by Commission May 24, new rules to become effective July 2. Basically, rules were finalized as proposed—exceptions being toward simplification and flexibility.

Big question now is extent of demand to come. Most active guessers are Ben Adler, Adler Communications Labs, New Rochelle, N. Y., and FCC staff. Adler has done much of the experimental work on which Commission decision rests, has been operating experimental Ch. 80 translator at his plant. He reports great number of inquiries, says he has orders for about 50 translators which were contingent on finalization of FCC rules, most of them from Northwest operators of unlicensed vhf boosters—and he ventures there will be 1000 applications before end of year.

Adler quotes price of \$2750 for basic equipment—with operator to supply building, power, remote control lines and receiving antenna. Transmitter is 10 watts, directional corner-reflector antenna boosting ERP to 100 watts.

Commission has written complete set of rules covering translators, included in Notice 56-488, copies of which are obtainable from FCC or from us, but here are essential provisions:

- (1) Limited to uhf Ch. 70 to 83.
- (2) No limit on number anyone can operate. Licenses available to anyone who meets Commission’s regular qualifications, including TV operators.

(3) Transmitter power maximum 10 watts, but no limit on ERP with directional antenna.

(4) No limit on hours of operation, but programs are confined solely to rebroadcasts of other stations’ signals.

(5) Operation need be checked no oftener than every 6 hours, and remote control is permitted.

(6) No minimum co-channel distance between translators is specified except that it be adequate “to prevent mutual interference.” Adjacent-channel translators won’t be authorized in same area. Regular TV stations are protected from translators by specific minimum separations.

(7) No rebroadcasts are permitted without originating stations’ permission.

(8) Transmitters must be type-approved by FCC Labs, Laurel, Md.

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Commission had received about 35 comments on proposal, and its final decision gives reasons for accepting or rejecting suggestions. One common suggestion was that translators be authorized on vhf and/or low-channel uhf. Commission’s answer: “They overlook the fact that only by confining translators to the less congested top 14 uhf channels can we find a sufficient number of channels meeting the required protective spacings, and generally relax operating and licensing requirements. . . . Also, vhf translators would require extensive engineering measurements to determine interference [and] would be highly inefficient. . . .”

Another point raised was impact of translators on small-town regular stations. FCC’s reaction: “We recog-

nize that the use of translators in competition with regular stations raises a number of serious questions. Nevertheless, we do not agree that a universal, hard and fast rule governing such situations should be adopted at this time. We believe, rather, that such questions can be more appropriately considered as they arise."

Community antenna operators, generally, haven't opposed translators. Their feeling has been that translators aren't likely to hurt them and that the inexpensive repeaters can serve towns too small to support CATV systems. Commission's digest of this week's decision, however, gave impression that National Community TV Assn. had opposed translators for fear of economic competition. Thoroughly burned up, NCTA exec. secy. E. Stratford Smith responded:

"As stated in its comments on the proposed rule-making, the NCTA does not oppose establishment by the Commission of any technically sound methods of making TV reception available in remote areas but has urged that the Commission make certain that under-financed or technically unsound stations not be permitted to mushroom throughout the country and impair the ability of established services, such as CATV systems, to provide a needed public service. The NCTA did not, as the Commission's public notice states, make any proposal to apply to translator stations designed to deprive a community of the privilege of obtaining direct TV by translator operation in order to protect investments in local community antenna systems. To the contrary, the Assn. specifically disavowed any such policy in its comments."

Station equipment shipments and orders took upturn this week, with RCA sending 50-kw transmitter May 21 to upcoming WBIR-TV, Knoxville, Tenn. (Ch. 10), due in July; 25-kw May 24 to WISC-TV, Madison, Wis. (Ch. 3), due in June. DuMont reported order for 5-kw transmitter from upcoming WAGM-TV, Presque Isle, Me. (Ch. 8) and from KDIX-TV, Dickinson, N. D., which haven't yet reported starting dates. Kay Lab May 24 shipped low-power package, which includes own film camera chain and Adler transmitter, antenna & audio equipment, to KUAM-TV, Agana, Guam (Ch. 8), due on air in July; it's third such package sold by Kay Lab, others going to KHAD-TV, Laredo, Tex. (Ch. 8) and KSHO-TV, Las Vegas, Nev. (Ch. 13).

Microwave to bring Denver station signals to community antenna system in Rapid City, S. D. should be granted to Blackhills Video Co., over objections of AT&T, according to initial decision this week by FCC examiner Basil P. Cooper. Originally, Blackhills and Bartlett & Reed Management were competitors, AT&T intervening; Bartlett & Reed later pulled out. Though AT&T quotes lower rates, Cooper noted that its rates were higher year ago; that Blackhills has surveyed route and filed application while AT&T has not; that AT&T proposes larger contract termination charge.

Two Canadian TV applications will be considered at CBC meeting June 22 in Ottawa. They are: Northern Radio-Radio Nord Inc. (headed by David A. Gourd, operator of Quebec radios CKRN, Rouyn; CHAD, Amos; CKLS, La Sarre; CKVD, Val d'Or) for Ch. 4, Rouyn, Que.; Norman Roebuck, for Ch. 3, Yorkton, Sask.

GE reports 4 orders for its compact 2000-mc microwave relay system (TL-3A), shown for first time at Chicago NARTB convention. Signing orders for early fall delivery: KTTV, Los Angeles; KFRE-TV, Fresno; WKRGT-TV, Mobile; WSFA-TV, Montgomery.

Zugsmith-Hogan-Oxarart group this week bought radio KVSM, San Mateo, Cal. (1-kw, 1050 kc) for \$400,000 from Mr. & Mrs. Les Malloy, San Francisco TV-radio personalities.

NEW TV AREA IS OPENED UP with May 21 test patterns of WDAM-TV, Hattiesburg, Miss. (Ch. 9), warming up for June 8 commercial debut as NBC primary and partial ABC outlet. It's 80 mi. from WTOK-TV, Meridian, Miss. (Ch. 11) and 85 from nearest other TV cities of Jackson, Miss. and Mobile, Ala. It will pick up network from WDSU-TV, New Orleans, spanning 106 mi. distance with own 2-hop microwave with towers in Poplarville & Purvis, Miss.

Equipped with 10-kw RCA transmitter and 6-bay antenna on 500-ft. Ideco tower, new WDAM-TV (which makes 472 now on air) is owned one-fourth each by Milton J. Fine, Alvin H. Fine, David A. Matison Jr. & Harold M. Matison, who also operate Fine Bros.-Matison clothing stores in Hattiesburg & Laurel. The Matisons also are co-owners of radio WABO, Waynesboro, Miss., with interest in WAML, Laurel, Miss. Marvin Reuben, ex-KALB-TV, Alexandria, La., is gen. mgr.; Tech Jones, ex-radio WLAU, Laurel, sales mgr.; Fitz Hooton, ex-KPLC-TV, Lake Charles, La., operations mgr.; John Carroll, ex-WHBQ-TV, Memphis, chief engineer. Base hour is \$150. Rep is Pearson.

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

WCBI-TV, Columbus, Miss. (Ch. 4) expects to begin June 1 with test patterns, joining CBS & NBC July 13, writes gen. mgr. Bob McRaney. RCA 5-kw transmitter has been installed and erection of 500-ft. Andrews tower, with 5-bay antenna, began week of May 21. Construction of AT&T microwave connection with Meridian is proceeding on schedule. It plans 5:30-11 p.m. programming schedule at start, opening new market in northern Miss., Columbus being more than 80 mi. from other TVs. Owner Birney Imes publishes *Columbus Commercial Dispatch*, owns AMs in 3 other Miss. cities. Base hour will be \$150. Rep will be McGillvra.

KFJX-TV, Montrose, Colo. (Ch. 10) satellite has deferred test patterns until end of June because of delay in shipment of 100-watt Gates transmitter, reports pres. Rex. Howell, of parent KREX-TV, Grand Junction, Colo. (Ch. 5). Road to Flat Top Mesa site was to be ready this week and prefabricated transmitter house installed. RCA 6-bay antenna is due shortly for installation on 70-ft. tower. Carl Q. Anderson, ex-KOA-TV, Denver, will be operations director. It will pick up signal direct from KREX-TV, 50 mi. away, for rebroadcast to area which has had fringe reception because of intervening high terrain. Station at start will be sold as bonus of KFXJ-TV (\$120 base hour), later will have own station facilities. Rep is Hal Holman.

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CFCY-TV, Charlottetown, P. E. I. (Ch. 13) has changed targets to mid-June for test patterns, July 1 for programming, reports station mgr. R. F. Large. GE directional antenna is to be installed on 500-ft. Wind Turbine tower about May 20 and 5-kw GE transmitter is to be wired and ready June 1. Base rate will be \$190. Repts will be Weed and All-Canada.

CFCL-TV, Timmins, Ont. (Ch. 6) has set June 20 for test patterns, July 1 for programming target, reports owner J. Conrad Lavigne, operator of French-language radio CFCL. It will open up new TV area, being nearly 200 mi. NE of Sault Ste. Marie. GE 5-kw transmitter is due June 1 and construction begins May 30 on 330-ft. Wind Turbine tower which will have 4-bay batwing GE antenna. Base hour will be \$160. Rep will be Omer Renaud & Co. Ltd.

MAJOR TRENDS IN UPCOMING FALL TV LINES: A deluge of portables, mostly 14-in., more sets priced under \$200, more extensive use of plastic and metal cabinets, plenty of merchandising gimmicks -- those are the dominant trends to look for in the new lines to be shown at the distributor conventions starting in June at midyear furniture markets in Chicago beginning June 18.

Color will occupy a stage of its own, with virtually all major manufacturers planning to show at least one new color set. RCA's convention May 31-June 6, in Miami Beach Auditorium and several local hotels, will be watched closely by rest of industry for guidance on how to price their color sets. RCA is saying nothing in advance, though it's generally believed its new color prices will start at \$495 or thereabouts -- thus breaking magic "under \$500 barrier." RCA's present lowest price is \$695, reduced last Dec. from \$795 (Vol. 11:50) -- and in rest of industry lowest announced price is Admiral's \$499.95, plus \$100 service contract (Vol. 12:15).

That black-&-white sets will continue to be backbone of trade for some time to come is manifest. But the emergence of color has forced many set makers to alter mix of black-&-white sets and this in turn will be reflected in fewer higher-end models in new lines. It seems clear that over-\$300 TV receivers will be scarce.

"We don't want to compete with color," one set maker told us. "Anything we price over \$300 in black-&-white is liable to create a conflict with color in the consumer's mind. The result is that he may not buy either color or black-&-white."

Set makers are banking on portables as increasingly important "transition" item -- a receiver that meets need for bedroom set or extra-set-around-the-house but that can be sold at low cost pending mass merchandising of color. Portables to be shown at June distributor conventions (for list of dates and places, see Vol. 12:20) and Chicago marts will be mainly 14-in., with Motorola and Emerson expected to join RCA in marketing 8½-in. sets. Emerson also will have 10½-in. receiver, now being shipped to dealers only by Admiral (retailing at \$90, \$110 & \$120).

GE plans to expand its offerings of 14-in., having sold more than 300,000 of that size since it first cracked market with them 14 months ago. Philco and Hoffman already have shown 14-in. sets to their distributors, and DuMont this week announced plans to introduce 14 & 17-in. portables at June regional meetings (Vol. 12:20).

Concentration on plastic and metal cabinets will permit set makers to produce at lower costs -- seen by many as a desperately needed expedient in the current low-profit "box" which has forced some set makers to quit and has driven others to contemplate abandoning TV production (see p. 1).

Merchandising gimmicks, the Something New which set makers like to add, were important factors in record TV sales in last 6 months of 1955 -- and you can look forward to new devices in new models. But they're keeping their respective tricks up their sleeves -- for obvious competitive reasons.

Continued slump in TV unit sales, coupled with low profits, is worrying many set makers more than they're willing to admit. Granted that part of the slump is seasonal, there's still plenty of anxiety about the future. You can hardly find anyone in the trade willing to bet that 1956 production will exceed 7,500,000, much less beat 1955's record 7,756,521. In fact, there's talk about overproduction so far this year -- though output and retail sales continue to be in balance, with both about 10% under same period year ago.

Best view is that market will firm up very shortly, what with new values in black-&-white models, the spread of portables and the sales stimulus of mid-summer political conventions. If the market does improve, don't be surprised if prices are increased in fall. Recently-granted wage increases, boosts in costs of raw materials, and prospect that components prices will go up shortly seem certain to force TV prices higher -- provided consumer buying power remains high.

Paris Show: Much confusion about small-screen portables was manifest among tube manufacturers at Electronic Parts Distributor Show in Chicago this week. With 8½-in., 9-in., & 10¾-in. sets in production or projected, the tube makers find themselves caught up in the same low-profit swim as receiver makers in trying to guess which of the small-screen sizes will catch on. Problem is that production run of perhaps 200,000 is necessary to absorb production costs of any one size. Thus, with 8½-in. picture tube selling to set manufacturers at about \$8.50, compared to \$18.75 for 21-in., it's evident that tube makers must sell more than twice as many 8½-in. as 21-in. to obtain same dollar volume -- to say nothing of fact that profit on the 21-in. tube is much larger than on tubes under 14-in. As far as is known RCA tube div. (producing 8½ & 10¾-in.) and Thomas Electronics (10¾-in.) are only companies now in production of tubes under 14-in., though nearly all tube makers are sampling industry with all 3 sizes. Dilemma was thus summed up by one tube maker: "Sure, we'd like to go all-out for one small-screen tube. We could produce a lot of them and make it pay for us the way GE has made the 14-in. pay. But how do we know that we're picking the right tube to concentrate on? I don't think the profits of any tube maker are so large that he can afford to risk playing blind man's buff."

Private Label: About 750,000 TV sets, or 10% of total TV production last year, were private-label receivers -- and that ratio has been maintained thus far in 1956. About 10 manufacturers account for almost entire private label volume. Biggest set makers are Pacific Mercury and Warwick (both producers of Sears Roebuck's Silvertone line), Wells-Gardner (for Montgomery Ward), Raytheon (for Montgomery Ward, Western Auto, Gamble-Skogmo) and Hallicrafters. In addition to such merchandising chains as Sears, Montgomery Ward, Western Auto and Allied Merchandising, the big metropolitan dept. stores are among biggest customers for private brands. Silvertone has been a top seller for years -- and Chicago financial analyst Edgar N. Greenebaum Jr. has "guesstimated" that 400,000 Silvertone TV sets will be produced this year, which he says will make it industry's 7th largest brand (Vol. 12:20).

Consumer Spending: Special report by Commerce Dept. in its May "Survey of Current Business" details growth of consumer service market since 1929, revealing that expenditures for movies have declined by 25% since 1946, advent of commercial TV. From peak of \$1.7 billion in 1946, more than 2½ times the amount spent in 1929, movie expenditures have dipped steadily. Report also noted that while actual dollar expenditures for services have increased by \$5-\$6 billion annually in last 10 years, percentage of income spent on services declined from 38.6% in 1929 to 34% in 1955. Apparent discrepancy is due to higher total incomes, report noted. Medical care, housing and private schooling accounted for the biggest increases in spending for services. Over-all, cost of services in 1955 was 64% higher than same items in 1929.

Production: TV output totaled 115,373 week ended May 18, compared to 119,352 preceding week and 111,767 week ended May 4. It was year's 20th week and brought production for year to date to about 2,655,000, as against 3,100,000 in same period year ago. Radio production totaled 255,193 (56,440 auto) week ended May 18, compared to 271,632 preceding week and 250,378 week ended May 4. Radio output for 19 weeks totaled 5,375,000, compared to 5,150,000 in corresponding period of 1955.

DISTRIBUTOR NOTES: Whirlpool-Seeger appoints new outlet Electrical Distributors Ltd., Honolulu, replacing Radio-Television Corp. . . . DuMont appoints Ferguson Co., 1000 Broadway, Paducah, Ky. (H. W. Rankin, operating head) . . . Leo Meyberg Co., San Francisco (RCA-Whirlpool) promotes Francis E. Brolan to asst. TV-radio mgr., James L. Terrel to adv. & sales promotion mgr. . . . Kenrow Inc., Atlanta (Motorola) promotes Hubert F. Townsend to gen. sales mgr. . . . Philco Distributors Inc., Cleveland, appoints Robert Meeker sales mgr. of laundry div. . . . GE Supply Co., Bridgeport, Conn., appoints W. J. Pfeif marketing mgr. of housewares & radio receivers, succeeding D. Edward Weston Jr., now gen. mgr. of Hot-point TV receiver dept. . . . McCaffery Co., South Bend, Ind. (Westinghouse) promotes Joseph J. McCaffery to gen.

mgr. . . . State Distributing Co., Milwaukee (Emerson) promotes Raymond A. Hipp to sales promotion mgr. . . . Friendly Frost Stores, 11-store N. Y. retail TV-radio-appliance chain, appoints Joseph Giordano market development director . . . Sonora appoints O'Donnells, 1123 Commonwealth Ave., Boston; D. & H. Distributing Co., 56 E. Union St., Wilkes-Barre; Riga Electrical Corp., 42 Norman St., W. Springfield, Mass.; C.R.T., 483 Cambridge St., Allston, Mass.

Herbert Heeden, ex-Waddell & Reed investment house broker, Hammond, Ind., named mgr. of National Electronic Distributors Assn.'s Chicago headquarters, assuming duties of exec. v.p. Louis B. Calamaras, resigned; Joseph A. DeMambro re-elected pres.

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled 1,702,236 in first quarter 1956, when production was 1,844,632, according to RETMA state-by-state report. They compare with shipments of 1,968,347, production of 2,188,252, in first 3 months of 1955. New York led as usual with 185,636; California was second, 146,437; Pennsylvania third, 119,285. March shipments totaled 549,220, compared to 529,226 in Feb. and 690,097 in March 1955. Here's first quarter 1956 report (county-by-county tables available to members from RETMA on request):

State	Total	State	Total
Alabama	28,578	New Jersey	56,453
Arizona	11,716	New Mexico	6,354
Arkansas	18,728	New York	185,636
California	146,437	North Carolina	39,808
Colorado	12,995	North Dakota	5,541
Connecticut	27,155	Ohio	90,064
Delaware	4,310	Oklahoma	24,220
District of Columbia	16,445	Oregon	20,416
Florida	55,664	Pennsylvania	119,285
Georgia	39,862	Rhode Island	7,964
Idaho	7,643	South Carolina	17,721
Illinois	88,478	South Dakota	6,496
Indiana	42,090	Tennessee	32,986
Iowa	18,593	Texas	94,551
Kansas	20,420	Utah	7,120
Kentucky	30,683	Vermont	4,803
Louisiana	34,374	Virginia	32,987
Maine	10,363	Washington	26,606
Maryland	23,279	West Virginia	20,042
Massachusetts	50,843	Wisconsin	31,998
Michigan	66,456	Wyoming	2,098
Minnesota	23,941		
Mississippi	16,476	U. S. Total	1,698,026
Missouri	40,061	Alaska	1,077
Montana	5,528	Hawaii	3,133
Nebraska	15,557		
Nevada	1,907	Grand Total	1,702,236
New Hampshire	6,295		

Phonograph Manufacturers Assn. this week joined RETMA in protest against proposed 10% excise tax on record players and tape recorders (Vol. 12:11). PMA pres. Joseph Dworken wired House Ways & Means Committee: "Additional taxation would further impose a devastating hardship on this industry, which already suffers immeasurably from the present excise on its products . . . Additional taxes could result in shutdowns, reduce employment to 50% and possibly force many smaller companies out of business completely."

Philco begs to differ with Chicago financial analyst Edgar N. Greenebaum Jr., who "guesstimated," in May 21 address to General Federation of Financial Analysts Societies, that Philco would produce 750,000 TV sets this year (Vol. 12:20). Philco spokesman commented to us: "We have no desire to start a public quarrel with Mr. Greenebaum, but the truth is that we expect to produce a substantially higher number than 750,000. How much higher we're not saying."

Survey of dealer attitudes toward builder sales policies on appliances, and on labor warranty policies on appliances, will be undertaken shortly by NARDA. Among facts being sought are extent of builder purchases of appliances from manufacturers and distributors; comparative prices charged builders and dealers; whether dealers should be reimbursed for labor under warranties. Results of survey will be turned over to principal manufacturers.

TV sets of the future, as seen by RCA v.p.-treas. Ernest B. Gorin in address to National Federation of Financial Analysts Societies in Boston May 21: "Transistors will make them smaller, more easily portable and operable on battery power. Mural TV should permit more flexible viewing arrangements, probably multiple screens and larger picture area."

Radio shipments to dealers, excluding auto sets, totaled 1,470,873 in first 3 months of 1956, compared to 1,164,462 in corresponding 1955 period, reports RETMA in state-by-state and county-by-county tables available to members on request to RETMA. March shipments were 530,349, compared to 472,112 in Feb. and 485,688 in March 1955.

Trade Personals: Dorman D. Israel, Emerson exec. v.p. heads new TV-radio-phono div., Morton P. Rome heads govt. contracts div., in corporate reorganization; each will operate independently, both reporting to new exec. staff consisting of pres. Benjamin Abrams, secy.-treas. Max Abrams and all divisional heads . . . Richard J. Sargent, mgr. of Westinghouse major appliances, Mansfield, O., appointed this week by v.p. Chris Witting as gen. mgr. of marketing & distribution for all Westinghouse consumer products divisions, including TV-radio and electronic tubes . . . Ralph E. Bates, merchandise mgr. of RCA Victor Distributing Corp., Chicago, named instrument sales & merchandising mgr., RCA International; Jack Gilhooley promoted to succeed him at Chicago . . . Alton K. Marsters, onetime gen. sales mgr. of CBS-Hytron, serving since Jan. as administrative asst. to Carl S. Hallauer, pres. of Bausch & Lomb Optical Co., promoted to v.p. in charge of sales . . . Fred F. Bartlett promoted to broadcast sales mgr., Philco govt. & industrial div.; Kenneth C. Moritz promoted to communications sales mgr., Wm. F. Tait to export & special accounts sales mgr. . . . Ralph Atkinson, ex-Stromberg-Carlson, named Magnavox district merchandiser for Spartan line in Md.-Va.-D. C. area, headquartered in Arlington, Va. . . . Wm. C. Parker, public relations mgr. of Westinghouse electric appliance divs., appointed mgr. of Westinghouse's N. Y. public relations office . . . Robert T. Sheeran, mgr. of United Press bureau in Boston, joins Sylvania public relations dept. as project mgr., reporting to public relations director George W. Griffin Jr. . . . Paul Wexler resigns as Columbia Records v.p. & director of electronic products . . . George E. Hallett, Tung-Sol controller, elected a director of Controllers Institute of America . . . H. Joseph Sarlin resigns as metropolitan N. Y. district mgr., Westinghouse TV-radio div. . . . James B. Shoop named Zenith Radio north central sales rep, headquartered in Columbus, O. . . . Bert Berlant, founder of Berlant Assoc., Los Angeles, elected pres. & research director of Stephens Mfg. Corp., Culver City, Cal. (components), of which he is part owner . . . Gail S. Carter, ex-sales v.p. of Permo Inc., named sales mgr. of Pentron Corp. . . . Irving Kaufman, chief engineer of Audio-Video Recording Co., promoted to engineering v.p. . . . George D. Rice, ex-Stromberg-Carlson asst. chief electronics engineer, joins Kay Lab as production mgr.

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Army's highest civilian decoration, medal for exceptional civilian service, was bestowed upon Brig. Gen. David Sarnoff, RCA chairman, at Pentagon May 23. Attending, as Secy. of Defense Wilson pinned the medal on him, were Gen. Maxwell Taylor, Army chief of staff; Generals of the Army George Marshall and Omar Bradley; Gen. Carl Spaatz and Dr. Vannevar Bush, latter 4 members of the Rockefeller Committee on Defense Dept. Reorganization, on which Gen. Sarnoff sat. Citation was for "personal contributions of time and effort to the military service in undertaking numerous responsibilities and assignments to assist the cause of national defense," notably his latest as chairman of the National Security Training Commission. Secy. of Army Brucker reported that, thanks to promotional campaigns planned and executed by networks and TV-radio stations, campaign for military reserves has already resulted in 33,000 additional enlistments.

Representatives of Electronic Parts Manufacturers elects as 1957-58 pres. R. W. Farris, Kansas City, succeeding John J. Kopple, N. Y.; Maitland K. Smith, Atlanta, chairman, succeeding Walter T. Hannigan, Newton, Mass.

Harold P. Gilpin, 69, who retired in 1953 as gen. sales mgr. of electronics products for Sylvania Electric Products Inc., died May 23 at his home in Maplewood, N. J. Surviving are his widow and 2 sons.

Financial & Trade Notes: Television-Electronics Fund Inc., first and largest of the investment trusts in the field, reporting total net assets of \$129,091,464 with 10,604,097 shares outstanding as of April 30 vs. \$112,791,246 & 10,266,280 shares as of last Jan. 31, added no new issues to its portfolio during the quarter and disposed of its 2700 shares of General Controls and 6500 Speer Carbon. Treasury bond holdings were increased by \$1,000,000 for total of \$4,000,000, other bondholdings being \$80,000 American Electronics, \$188,000 AT&T, \$200,000 Electronics Corp. of America, \$150,000 Litton Industries, \$372,000 RCA, \$200,000 Servomechanisms, \$100,000 TelAutograph, \$150,000 Tracerlab, \$63,000 Varian Associates.

Fund added to holdings in following stocks during quarter: ACF Industries, Amphenol Electronics, Bendix Aviation, Boeing Airplane, George W. Borg Corp., Chance Vought Aircraft, Cornell-Dubilier, Cutler-Hammer, Douglas Aircraft, Dresser Industries, Eaton Mfg., Food Machinery & Chemical, Friden Calculating, Garrett Corp., General Bronze, General Dynamics, General Mills, General Tire, Goodyear, Hazeltine, Hoffman, IT&T, Lockheed Aircraft, P. R. Mallory, Marchant Calculators, Neptune Meter Co., North American Aviation, Philco, RCA, Reliance Electric, Royal McBee, Ryan Aeronautical, Sprague Electric, Stewart-Warner, Telecomputing Corp., United Aircraft, United-Carr Fastener, Westinghouse Air Brake, Zenith.

Part of holdings were sold in Admiral, Aircraft Radio, Babcock & Wilcox, Beckman Instruments, Bell & Gossett, Borg-Warner, Burroughs Corp., CBS "A", Consolidated Electronics, Consolidated Electro Dynamics, Curtiss-Wright, duPont, Eastman Kodak, ElectroData Corp., Electronics Corp. of America, GE, General Telephone, Globe-Union, Gross Telecasting, Hammond Organ, Indiana Steel Products, IBM, International Resistance, Magnavox, W. L. Maxson, Minneapolis-Honeywell, Motorola, National Cash Register, Sperry-Rand, Square D Co., Storer Bestg., Sylvania, TelAutograph, Thompson Products, Tung-Sol, Warner Bros., Western Union, Westinghouse.

Unchanged during quarter were holdings in Addressograph-Multigraph, Aerovox, Allis-Chalmers, AB-PT, American Chain & Cable, AT&T, Barry Controls "B", Bell & Howell, Bullard Co., Bulova, Carborundum Co., Chemical Products Corp., Cincinnati Milling Machine, Clark Controller, Clevite, Columbia Pictures, Conrac, Continental Telephone, Corning Glass, DuMont Bestg., DuMont Labs. "A", Eitel-McCullough, Electronic Associates, Elgin National Watch, Elox Corp. "A" & "B", Emerson Radio, Erie Resistor, Ex-Cell-O Corp., Federal Sign & Signal, General Railway Signal, Giannini, Industrial Electronics, International Nickel, I-T-E Circuit Breaker, Liquidometer Corp., Litton Industries, Machlett Labs., Minnesota Mining & Mfg., National Acme Co., Northrop Aircraft, Oak Mfg., Otis Elevator, Paramount Pictures, Penn Controls, Photon Inc., Puliman Inc., Raytheon, Robertshaw-Fulton Controls, Sangamo Electric, Servomechanisms, Taylor Instrument, Technicolor, Television Associates, Texas Instruments, 20th Century-Fox, Union Carbide & Carbon, Vitro Corp., Walt Disney, Worthington Corp.

[For report on Nov. 1-Jan. 31 quarter, see Vol. 12:9.]

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Walt Disney Productions, reflecting continuing upsurge since last year's plunges into TV, enjoyed total income of \$12,859,321 and net income of \$1,418,850 (\$2.17 per share) in the 6 months ended March 31, comparing with \$9,676,175 & \$430,048 (66¢) in same 1955 period, \$4,331,827 & \$283,662 (43¢) in 1954 period. Latest report, pres. Roy O. Disney stated, does not include company's interest in Disneyland Park (in which it holds 35% of stock, with option on 31% more) and reflects good earnings on "Davy Crockett," "Lady & the Tramp," "African Lion" and "Littlest Outlaw" as well as on merchandising licenses, publications, music, etc. Bank borrowings have been increased to \$9,313,852 as of March 31 from \$2,695,572 last Oct. 1 in order to finance heavier production schedule, and Disney said plans are to secure long-term permanent financing to replace current borrowings.

Kay Lab, San Diego, making small vidicon cameras for TV stations and for industrial uses, manufacturer also of TV studio and other electronic equipment, filed SEC registration May 23 for 364,280 shares of its \$1 par Class A common stock, of which 307,400 are to be offered for public sale through Shearson, Hammill & Co. and 56,800 to certain stockholders. Of net proceeds, \$455,361 is to be applied to payment of loans, \$343,700 for accounts payable, remainder for working capital.

Negotiations for working control of Republic Pictures are being conducted by Beverly Hills investment firm of Cantor, Fitzgerald & Co., which has 60-day option to buy control through purchase of 650,000-800,000 shares at \$12.50 from pres. Herbert J. Yates and his associates.

Crowell-Collier Publishing Co., newest big entry in multiple TV-radio ownership field (Vol. 12:17), has revised offer to purchase public stockholdings of Consolidated Television & Radio Broadcasters Inc. (Bitner group) which originally gave stockholders option to sell either in cash, part cash or part exchange of Crowell-Collier stock. Pres. Paul C. Smith, in letter to common and B common stockholders, states that there has been almost no interest in alternative offers of securities, which would require SEC registration and entail considerable expense and delay, and so he now makes cash offer of \$20 a share less 50¢ commission to exchange agents (Chemical Corn Exchange Bank, N. Y.) and states Consolidated will be liquidated. Special deal has been made with Bitner group to acquire its 258,060 shares (42½%) for \$19.50, payable \$3 in cash on closing and \$16.50 in notes payable \$2 on Jan. 2, 1957 and remaining \$14.50 in equal installments over 8-year period at 5% interest. Crowell-Collier board has ratified Consolidated purchase, involving total of about \$16,000,000 for its 3 TVs and 4 AMs, and also approved \$1,000,000 purchase of KULA-TV, Honolulu, with KULA—all subject to FCC approval.

Paul F. Harron's WPFH Broadcasting Co., which operates radio WBIG, Philadelphia, and last year purchased WDEL-TV, Wilmington, Del. (Ch. 12, now WPFH) for \$3,720,000 (Vol. 11:4), filed registration with SEC May 25 of 1,243,404 shares of \$1 par Class A common, 1,953,721 shares of \$1 par Class B common, and \$80,125 of 5% subordinated income debentures due 1960. All are issued and outstanding except 150,000 Class A which company proposes to offer for public sale at 1½%; in addition, Harron will sell 125,000 shares of his Class B at over-counter price at time of offering by Boenning & Co., Philadelphia. Harron holds 949,109 Class B, Judge John Morgan Davis 80,713 Class A stock. Net proceeds of the Class A stock sale will be used for corporate purposes.

Dividends: Philco, 20¢ payable June 12 to stockholders of record June 4 (reduced from 40¢ first quarter because of lower earnings [Vol. 12:18] and to conserve working capital); Sylvania, 50¢ July 1 to holders June 8; Hoffman Electronics, 25¢ June 29 to holders June 13; Wells-Gardner, 20¢ June 15 to holders June 4; Radio Condenser, 5¢ June 20 to holders June 1; Sprague Electric, 30¢ June 14 to holders May 29; Consolidated TV & Radio, 28¢ on common and 5¢ on "A" common, July 2 to holders June 15; Famous Players Canadian, 37½¢ June 25 to holders June 1; Sperry Rand, 20¢ June 29 to holders June 4; Globe-Union, 30¢ June 9 to holders June 6; Dynamics Corp., 10¢ June 30 to holders June 15; Gabriel Co., 15¢ June 15 to holders June 8; General Electric, 50¢ July 25 to holders June 15.

Changes in officer-director stockholdings, as reported to SEC: Ross D. Siragusa bought 1000 shares Admiral, bringing direct holdings to 246,467, trust holdings to 69,808; Arthur Levey disposed of 550 Skiatron common, holds 444,771; Titus Haffa bought 25,000 Webster-Chicago (Webcor Inc.), sold 4305, holds 28,175 (3175 jointly with wife); Arnold O. Beckman sold 10,000 Beckman Instruments, holds 455,833; Harold R. Baxter sold 1000 El-Tronics Inc., holds 107,810; Donald W. Hedges sold 1000 El-Tronics, holds 48,340; Thomas P. Tanis sold 81,000 El-Tronics, holds 10,500.

Globe-Union, Milwaukee, and Wico Electric Co., W. Springfield, Mass., have agreed to merger on basis of transfer of Wico's assets for 105,250 shares of Globe-Union stock valued at \$2,000,000. Wico, whose sales last year were \$4,800,000, makes ignition equipment for outboard motors, power lawn mowers, etc., will be operated as division of Globe-Union, which makes automotive batteries and electronic components and did business of more than \$50,000,000 last year.

Electronics Reports: Electronics in 1965 will be \$18-22 billion business—perhaps even bigger if cold war tensions continue or increase. These estimates by industry speakers were heard this week at Boston convention of National Federation of Financial Analysts Societies. Noting that electronics was \$11 billion industry in 1955, RCA v.p.-treas. E. B. Gorin predicted 66% rise by end of 1964 to at least \$18 billion, placing electronics among top American industries in dollar value of goods shipped.

Magnavox v.p. Gerard M. Ungaro predicted \$20-\$22 billion figure for 1965—"but even this might be too low if dangers increase." The rate of future growth of electronics industry, he forecast, will probably exceed that of gross national product by as much as 4 to 1. For the immediate future, he foresaw further increases in defense electronics spending.

"The best estimates of the amount spent in 1955 by the military services for electronics range from \$2.4 to \$4 billion," he added. "Whatever the figure, it will be more in 1956"—because of America's concern over recently revealed Russian missile advances. He estimated that 30%-40% of the current dollar allocation for aircraft and guided missiles will be spent for electronic systems and devices.

Raytheon pres. Charles F. Adams Jr. predicted rapidly expanding market for transistors, with unit sales probably doubling in each of next few years. However, he warned, transistor boom won't decrease demand for tubes. He said total sales of tubes and semiconductor devices are currently running about \$850,000,000 a year. "We expect this total to break \$1 billion annually within a very few years because of the new electronic markets being opened up by color TV, portable and personal TV, computers, transistorized radios and the increasing emphasis of the military on electronics," he said.

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RCA's employment of Adlai Stevenson in latter 1954 (Vol. 10:49) as associate counsel in unsuccessful U. S. Supreme Court proceeding to stay pre-trial examinations in Zenith-Rauland anti-trust suit against RCA, GE & Western Electric, now slated for Oct. 1 trial in Chicago Federal court, got mixed up in hot Kefauver-Stevenson politicking in Florida this week when Kefauver charged Stevenson had put Democratic Party in a "dubious position" by acting as RCA attorney in what Kefauver called "an anti-trust action brought by the U. S." and designed "to free for the use of competing business the great patent pool which has made RCA the dominant factor in radio, TV and many phases of electronics." Whereupon Stevenson responded: "I must say that he [Kefauver] is wrong again. I never represented the RCA in an anti-trust suit brought by the Govt. It was a private suit between RCA and the Zenith Co." This week, in latest maneuver in \$16,000,000 Zenith-Rauland suit which began in 1948 when it was sued by RCA for alleged patent infringements, Zenith-Rauland filed amended counterclaim asking triple damages totaling \$61,750,305, including \$54,617,787 for alleged loss of sales in foreign countries, between 1947 & 1956, because of alleged anti-trust conspiracy. Judge Igoe, in Chicago Federal court, gave RCA, GE & WE counsel until June 8 to file objections to the counterclaim.

Raytheon has exercised option to lease Shawsheen Mill properties in Andover, Mass. from Textron Inc., with further option to buy. Included in property are 5 buildings and powerhouse, built in 1923, to be vacated by Textron by June 1. Raytheon plans to accommodate 1000 employes in mill during first year of occupancy, with rise to 6000 possible within next 5 years. Facilities will be used to make ordnance electronic equipment.

Sylvania to add new 18,000-sq. ft. wing to microwave tube lab at Mountain View, Cal., for fall occupancy.

Network Color Schedules (May 28 - June 9, 1956)

May 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Bloomer Girl," 8-9:30 p.m.

May 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m.

May 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *This Is Your Life*, 10-10:30 p.m.

May 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Climax*, 8:30-9:30 p.m.

June 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.

June 2—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "A Bell for Adano," 9:30-11 p.m.

June 3—NBC: *Goodyear TV Playhouse*, "Primary Colors," 9-10 p.m.

June 5—NBC: *Milton Berle Show*, 8-9 p.m.

June 7—NBC: *Matinee Theatre*, 3-4 p.m.

June 8—NBC: *Matinee Theatre*, 3-4 p.m.

June 9—NBC: *Max Liebman Presents*, "Holiday," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.

Col. Sosthenes Behn, who with his brother Hernand founded IT&T in 1920, stepped down May 23 as chairman of its board, retiring (except for his directorship of IT&T) at age of 74. As he introduced new pres. Gen. Edmond H. Leavey to stockholders meeting, he reported company's 1955 consolidated earnings of record \$23,070,327 (\$3.21 per share) should be exceeded this year, with March quarter about 77¢ as against 73¢ last year, and with big new Federal Electric Co. Air Force contract for "White Alice" communications network in Alaska added to its recent "White Dew" (Distant Early Warning Line) contract for radar in Far North. He said loss was sustained in recent sale of Capehart TV-radio business to Ben Gross interests (Vol. 12:18-19), but it's almost entirely covered by reserves previously accumulated by Farnsworth div. Gen. Leavey was elected to succeed the late Gen. Wm. H. Harrison last April 21. Chairmanship remains vacant for time being, Col. Behn having been designated honorary chairman.

GE will build "multi-million dollar" plant near St. Petersburg, Fla. to manufacture electronic equipment for Sandia Corp., Albuquerque, N. M., a prime contractor to Atomic Energy Commission. Construction begins immediately on the 150,000-sq. ft. facility which will employ 600-700 workers, according to GE X-ray dept. gen. mgr. John H. Smith.

Admiral's pioneer development work in printed circuits and automation, notably its TV printed circuit board, is recognized in full color page in picture story in May 21 *Life Magazine*.

Sam Poncher, pres. of Newark Electric Co., Chicago, elected pres. of Radio's Oldtimers, organization of men with at least 20 years in electronics industry; he succeeds Charles Golenpaul, Aerovox distributor sales v.p.

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Summing up his career at Bell Labs since 1919, retired v.p. Ralph Bown, in spring issue of *Bell Telephone Magazine* ventures that the transistor and information theory have as far-reaching potential as vacuum tube and modulation theory did when he started with Bell Labs. In same issue: AT&T's description of anti-trust consent decree (Vol. 12:4); outline of Bell System's executive development program.

Dr. George J. Mueller, guided missiles authority serving most recently as head of test support dept., Ramo-Wooldridge guided missile research div., joins Packard-Bell as chief engineer of technical products div., specializing in projected expansion of guided missile operations.

Charles W. Hosterman, promoted from asst. mgr. to gen. mgr., Sylvania electronics div., under electronics operations v.p. Howard L. Richardson.

John G. McKean named treas., Hycon Mfg. Co., Pasadena, Cal., part owned by Avco.

TELEVISION OWNERSHIP, as estimated by Market Research Corp. of America in quarterly report based on survey of 5800-family panel, encompassed 75% of nation's 49,000,000 families as of April, compared to 74% in Jan., 70% last Oct., 68% in July 1955. Its conclusions are thus generally in line with last week's Census Bureau report that 73% of all U. S. households were TV-equipped as of Feb. (Vol. 12:20). Latest Market Research report differs little from its earlier tabulation covering 4th quarter of 1955 (Vol. 12:7), showing TV ownership predominates in northeast region, in cities of more than 500,000 population and in families in upper fourth of income bracket where head of family has high school education. MRCA's complete breakdowns:

TELEVISION OWNERSHIP				
Percent of Families in Each Group With Television Sets	July	Oct.	Jan.	April
	1955	1955	1956	1956
UNITED STATES TOTAL	68%	70%	74%	75%
Regions:				
Northeast	85%	85%	86%	88%
South	54	56	61	63
North Central	70	72	77	77
Mountain & Southwest.....	52	54	60	60
Pacific	66	70	74	74
City Size:				
Farm	43%	47%	51%	53%
Under 2,500	56	57	63	64
2,500 to 50,000.....	53	56	62	62
50,000 to 500,000.....	75	77	80	80
500,000 and Over.....	87	88	89	89
Total Family Income:				
Upper Fourth	81%	83%	86%	86%
Next Fourth	76	77	81	82
Next Fourth	69	71	75	75
Lowest Fourth	48	50	54	56
Education of Family Head:				
Grade School	62%	64%	67%	68%
High School	75	78	82	82
College	73	74	79	79
Size of Families:				
1 & 2 Members.....	59%	62%	66%	67%
3 Members	73	74	77	78
4 & 5 Members.....	78	80	84	84
6 Members & Over.....	66	68	74	74
Age of Housewife:				
Under 35 Years.....	75%	77%	81%	81%
35 thru 44 Years.....	74	75	81	79
45 Years & Over.....	61	63	67	68
Presence of Children:				
5 Years & Under.....	75%	77%	80%	80%
6-12 Years	76	78	82	82
13-20 Years	71	72	76	76
No Children	61	63	68	68

Applications continued at good clip this week, 5 arriving at Commission: For Reno, Nev., Ch. 4, by Ettlinger Broadcasting Corp., headed by John A. Ettlinger (Medalion Productions film distributor); for Lock Haven, Pa., Ch. 32, by WBPZ, proposing to be satellite of WILK-TV, Wilkes-Barre; for Denton, Tex., Ch. 17, by oilman Don Shepherd; for Riverton, Wyo., Ch. 10, by KWRL; for Mayaguez, P. R., Ch. 3, by real estate firm Sucesion Luis Pirallo-Castellanos, which includes principals of radio WISO, Ponce. [For details, see *TV Addenda 22-T* herewith.]

"National TV Festival Week" in place of annual Emmy awards is excellent idea suggested by USC assoc. professor of telecommunications Dr. Stuart Hyde in letter to Academy of TV Arts & Sciences. His proposal: "During this National TV Festival Week, which should be held early in the year, each show should repeat what it considers its best show of the past year, for both the public and trade to see." He suggests Academy confine its awards to "significant achievements in arts and sciences, regardless of categories."

Rear-projection large-screen TV for business meetings is now a service of Visual Electronics Corp., 11 W. 42nd St., N. Y. (M. A. Mayers, mgr. of closed-circuit operations). First use of special projector and 6x8-ft. screen was at Philco dealers' meeting May 15 in Barbizon Plaza Theatre, New York, where audience of 500 saw closed-circuit showing of new washer line.

Anti-trust consent decree was signed this week by 4 newspaper and magazine publishing groups, ending Dept. of Justice's year-long civil suit against 6 media groups on charges of setting up "recognition" system of accrediting agencies to place national ads and fixing 15% agency commission fees. Those signing consent decrees this week, in which no guilt is admitted, were Publishers Assn. of N. Y., Associated Business Publications, Periodical Publishers of America, Agricultural Publishers Assn. AAAA had signed consent decree last Feb. 1, ANPA last month. Note: Justice Dept. has launched local grand jury investigation of ad practices among Philadelphia radio stations, serving subpoenas on 10 stations for wide variety of documents relating to ad rates and contracts. Stations served were WIP, WIBG, WRCV, WJMJ, WPEN, WCAU, WFLN, WHAT, WTEL, WFIL. Justice Dept. declined comment on scope of probe.

Unique community antenna system is operated in Raton, N. M. by A. R. F. Products, 7627 Lake St., River Forest, Ill., which builds and supplies to subscribers special receivers containing neither RF nor IF. It feeds one signal—that of KKTU, Colorado Springs, Colo. (Ch. 11). Pres. Arthur H. Maciszewski said project was started "in the spirit of a civic enterprise" because A. R. F. was building plant in Raton and wanted to bring business to a cabinet factory there. Raton population is 8600, and estimated total potential subscribers is "under 1000." System is believed only one in U. S. employing special, "stripped-down" sets; A. R. F. says these can be modified readily if subscriber moves to area where regular station reception is possible. In Britain, many wired-TV sets have minimum of "guts."

"Play Marko" TV program is a lottery, FCC reiterated this week. Last year (Vol. 11:19) it said so to KTLA, Los Angeles, and station quit the bingo-type game. Program originator Caples Co., Chicago, asked Commission for "declaratory ruling" on it and FCC this week confirmed previous view. What makes program a lottery and thus illegal, Commission said, is that viewer is required to go to stores to get cards.

"Color orientation" program of WNBQ, Chicago, hitherto conducted only for station's clients, has been opened to all agencies and sponsors—for tests of products, packaging, etc. Participants to date: Swift & Co., Libby Products, Peter Hand Brewing, Santa Fe Railway, duPont, Jewel Food Stores, Joanna Western, Armour, Sears, Wanzer Milk, Commonwealth Edison, Coca-Cola, Kresge.

NBC-TV spokesman denied reports that *Medic* had been cancelled by network for next fall as result of dispute on recent showing of childbirth scenes. GE and Procter & Gamble have dropped sponsorship of show, but network says it has been decided tentatively to shift program to Wed. 8-8:30 p.m., no sponsors signed yet.

NARTB board meetings are scheduled June 20-22 at Washington's Mayflower Hotel, with TV board meeting first day, radio second, joint boards final day. Campbell Arnoux, WTAR-TV, Norfolk, is expected to be new TV chairman, succeeding Clair McCollough, WGAL-TV, Lancaster, Pa.

More than 12,000,000 color sets will be in use by end of 1960, predicted RCA v.p.-treas. Ernest B. Gorin in address to National Federation of Financial Analysts Societies in Boston May 21. He predicted sales of 300,000 color sets this year.

Strike against all 3 TV networks was voted by Writers Guild of America unless new contract agreement is reached by June 4. WGA is demanding same contract conditions with networks as it has signed with TV film producers and movie studios. Pay scales aren't involved.